



Special Report

What is Internet Marketing?

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Your Step By Step Guide To A Successful Web Business

By

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What is Internet Marketing?

At its most basic level, Internet marketing consists of putting your business online and advertising it over the Internet to increase web site traffic, customer interest, and sales.

In reality, Internet marketing is much more than that. It's a highly cost-effective way to spread news of your products and services to a global audience of millions.

Like print and radio ads, Internet marketing has evolved over time. It was ugly in the beginning; marketers sent out thousands of unsolicited e-mails (a process known as 'spamming') in an attempt to get a few responses from interested parties. It was never a very effective strategy.

These e-mails were, and still are, largely ignored. Many countries have rightly outlawed 'spam' e-mails, requiring senders to include an opt-out link in every unsolicited email they send.

As the Internet grew, more businesses decided to set up attractive graphical web sites. Marketing emphasis shifted from plain text emails and forum posts to clickable banner ads.

The old adage, 'A picture is worth a thousand words', held true.

Why spend time describing your products and services when you could simply place picture ads on popular web sites with thousands of daily visitors?

Readers simply clicked on the pictures, which routed them to the online business. Unfortunately, many banner ads ran into the same problem as their spammy predecessors:

They cast a wide net, hoping to draw in a few interested nibbles. What marketers didn't realize at the time was that readers would quickly grow desensitized to ads that had nothing to do with the host site's content.

Imagine browsing a website to read about the latest computer technology, only to be distracted by a flashing ad for a matchmaking service.

Internet marketing is much more effective when you target a specific sector of web site visitors – the sector that's interested in the product you have to offer.

Enter the era of the relevant text ad and the pay-per-click campaign. Suddenly, sponsored text links started to crop up everywhere: on web sites, on blogs, and even in search engine results.

These ad campaigns had two obvious benefits over traditional banner ads. First, they were easy on the eyes, and could even be formatted to blend in with the web site's colours.

And, most importantly, they were relevant to the reader's interests. The best-known provider of text ads is Google's AdSense

program.

By analyzing the contents of a web page, AdSense generates ads that the reader is likely to be interested in.

For example, someone visiting a pet care web site will only see ads that deal with the pet industry. Readers of a gardening blog are only shown ads related to gardening.

For a small fee, web sites could ensure that their ads were placed in rotation to be shown to interested consumers.

It was a simple but brilliant premise that resulted in increased clicks – and more revenue.

Over time, readers grew accustomed to text ads, much like they did with banner ads. Marketers then realized that relevant text ads were a good thing, but they weren't strong enough to drive a marketing campaign.

This realization ushered in the era of the Internet marketing phenomenon known as Web 2.0.

What is Web 2.0?

Web 2.0 is the answer to many problems inherent in traditional marketing techniques.

For the first time, a generation of consumers has come along who grew up with constant access to the Internet.

They have seen the ads, and they want more than generic sales pitches and flashing banner graphics.

These consumers are smart and tech-savvy, and they quickly dismiss any marketing strategy that makes them feel like just another face in the crowd.

Social media is the platform for Web 2.0. Instead of paying for radio advertisements that blurted their pitch to anyone who happened to be listening,

Web 2.0 marketers brought their message to a market who actually wanted to listen.

By creating profiles on social sites like Facebook, YouTube and Twitter, marketers cultivated a following of consumers who spread the word to their friends, and so on.

To sell to the Internet Generation, you have to offer a valuable product or service. You also have to be genuine, be accessible, be knowledgeable about your niche, and let your customers know that you value them in return.

That might sound like a tall order, but we can provide every bit of information you'll need to make it happen.

Stick with us, and you'll find that the rewards of Internet marketing are well worth the time it takes to read through this informational series

For some more important facts and tips about internet marketing try **Pathways** - training, from which this is an excerpt. <http://www.awebbusiness.co.uk/training>

About the Author

My name is Dave Crewe and I own and run the **Pathways** training course, I have dedicated myself to providing simple and down to earth training for individuals who want a straight forwards Path to internet business success.