Lesson 24: Internet Marketing Strategy I

In the previous module, we wrapped up Email Marketing by talking about how it could be used to build a relationship with list members. I will now talk about some of the best ways to get started with Internet Marketing.

Firstly, let’s talk about what is means to be an Internet Marketer once more. If there’s anything I want to leave you with, it’s the definition of Marketing. As long as you understand what it is, it will serve you well in the future with any form of Marketing you might want to dabble in.

As an Internet Marketer, you are a problem-solving middleman. You bridge the gap between people who are demanding a certain something, be it information of pills. Your job is to find out what they want and give it to them.

Obviously, we can’t all be experts in everything. Do not start promoting a product in a niche that you are unfamiliar with, regardless of how profitable it may seem. Internet Marketing is a business and should be treated as such. It’s not a get rich quick scheme.

Step One: Identify a problem you are currently having, or have had.

You are a market unto yourself. You have demands that have to be met or are trying to meet. Perhaps you are a busy mother trying to juggle a career and managing a family. Maybe you are retired and trying to stay fit. Regardless of what it is, there is bound to be people around the world who have the same problem as you.

Step Two: Solve the problem and document EVERYTHING.

If you want to build a relationship with your market, you have to prove to them that you really understand what they’re going through. It’s not just about getting them to join your list or getting a click from them through your Bio Box in your article. If you don’t like writing, record your voice. All of this is valuable market research that you can use for your campaigns.

Step Three: Start Now!

There is no better time to start your Internet Marketing business than right now. Whatever you want to do, be it Article Marketing, PPC or Email Marketing, it takes time to build a relationship. Internet Marketing also has quite a big learning curve. You will make mistakes along the way, but take them into your stride.

In the final module, I will summarize what we have learnt.