

What is Internet Marketing and How It Can Bring You Money!

Ever since the development of the internet, the internet marketing has continuously grown and it is today one of the most profitable businesses. It has many shapes and sizes, from people who make a small revenue to real giants who make millions and billions of dollars. If you want to get your hands on a piece of the big pie, you have to know that competition is fierce, but with a little bit of luck and a lot of commitment, it can be done.

First of all, what is internet marketing? Moreover, what is marketing itself? Many people when they hear the term "marketing" they think of MLM, and many companies think that marketing means training a few persons and throwing them into the street to sell their products. These are common mistakes, and marketing is much more than that.

In the decades before the internet, there was a product-oriented marketing strategy. Nowadays, the smart business persons have realized that an effective marketing strategy is a client-oriented one. Managing to satisfy your customers, that's the key to success. If you do that, the word about your products' high quality will spread around an entire network of potential customers, because of people's talkative nature.

Virtually anything and everything is being marketed nowadays on the internet, and will be to an ever more extent in the future. If you hear people who say that making money online is not possible, ignore them, because the internet is the way of the future. Millions of people go shopping on the internet, and this market is continuously growing.

I believe that the key of successful online money making is specialization. Given the great number of marketers available out there, the way to go is originality. I mean, let's say you want to open a bookstore. Now, if done in an offline conventional way, unless you have a very fat budget, you're lucky if you manage to penetrate your city's market.

Now, if you were to make an online bookstore, the possibilities are infinite. You have every internet surfer as a potential buyer and it's your choice how you attract them. Still, if you are from England and the books are delivered from there, maybe a person from Japan feels more comfortable to go a few streets away than to buy from you. That's where specialization comes in.

Let's say you like playing the guitar. If you open a bookstore with guitar books, a Japanese person would really consider buying from you and going through all the payment and delivery procedures. Sure, your targeted market narrows a lot, because not every person wants to learn how to play guitar, but it's still a very, very large one. Moreover, the guitar playing internet surfers will be delighted about having a site with guitar books.

In your internet marketing strategies, you can also sell other merchants' products. If we were to go back to that guitar example, you could make a very cool website about guitars. Then, after you manage to get a big number of visitors to your website, you can make affiliate associations with partners who sell guitar-related products. In other words, if your visitors click on your website's links to your partners and buy something from them, you get a commission.

There are actually countless internet marketing strategies and you can design some yourself. The truth is that making money online is possible. However, the most important aspect that I'd like to underline is what I told you earlier: THE CUSTOMER.

The customer is the one that is going to bring you money and he's the one that's going to recommend you to others. You should always communicate with your clients and try to look at them as different individuals. If you manage to do that, your success is guaranteed.

How can you make them happy? It's not easy, and it really puts your marketing abilities to the test. Try to answer each and every e-mail, try to identify with everyone's needs. If you can't do that on your own, hire someone to do it. I mean, if you have that many customers, you can afford hiring another person, right? And although this is a quite difficult task, it will bring you the desired results. With a client-oriented approach, your internet marketing will be a success!

About the Author

Dan Borlan is a professional SEO for Mike Filsaime Inc. If you require professional help you can contact Dan at: www.1certifiedinstaller.com

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