

Internet Marketing Special Report

1. Understand your Market, Site and Competition

Effective internet marketing can make the difference in your website becoming profitable

Before any type of internet marketing can be set up, you need to get to grips with and really understand and research your market, your website and your competition. Once we know the 'ins and outs' of these areas we can decide and strategise the best form of internet marketing and budget.

So where do we start?

- **Know Your Market**
Not just in general, but understanding the actual end user or purchaser. How do they perceive your product? How will they use the Internet to find your service / products? How much will they pay for your product / service?
- **Understand Your Website**
Is your site designed to inform customers or simply display your product line? Is the content written in such a way that it's understandable to everyone?
- **Know How Your Site Is Used**
Track and analyse every action performed by a visitor to your site to see the effectiveness and performance of your site.

2. Search Engine Optimisation (SEO)

Submit your site to the search engines to gain "natural" rankings

SEO or Search Engine Optimisation is the process of optimising your website and submitting it to the search engines to gain "natural" ranking. The advantage of "natural" ranking is that you don't need to pay each time a visitor clicks onto your website.

It will take a few weeks to achieve high rankings, but once you're at the top it's usually simple and cost effective to stay there.

3. Pay Per Click (PPC)

Pay to get your site on the first page of Google / Yahoo

You decide how much you're willing to pay each time a person clicks on the search results. The more you're willing to pay per click, the higher your site will appear in the results for the keywords you choose.

A very important point to keep in mind with PPC is you must test, test, and test some more. Don't start off with a major investment. Start with the minimum and see how the search engine performs in terms of the traffic it delivers and how well that traffic converts into paying customers. An essential part of your testing is having a method in place that allows you to track your return on money invested.

Advantages of PPC:

- PPC requires no changes to a current site's appearance or content to obtain top positions.
- The implementation of a PPC campaign is relatively quick, as little as 72 hours..

4. Email Marketing

Email Marketing is the Internet's equivalent of Direct Mail

We have all received such mail through the post and probably receive many e-mails offering services and products on a regular basis. E-mail marketing is often labelled SPAM but there is quite a difference between SPAMMING and running a successful E-mail marketing campaign.

We recommend you use OPT-IN email advertising. Instead of sending thousands of emails and clogging up peoples in-boxes with junk mail, you can purchase e-mail' lists where each email address has been submitted by a person who wants to receive such emails. As the recipient has "asked" for emails you're much more likely to make a return on your investment and cannot be accused of SPAMMING – frowned upon by all reputable companies. Another benefit of an OPT-IN email list is that it can be restricted, for example only people in the UK.

After purchasing your OPT-IN list, the next step is to create an Effective Email to send out. There are many companies and books to help you achieve this and the words and structure of your email can make a huge difference to the ROI (Return on Investment) of your email campaign.

5. Quick Tips

Collect Your Visitors' Email Addresses

- Start collecting email addresses the moment you put your site up. Developing a list of targeted potential customers is an absolute must.

Provide a Free Product or Service

- Providing your visitors with a free product or service is a great way to drive traffic to your site and give people a taster so they come back for more.

Be Credible

- Make sure your site is professional and friendly. Trust plays a major role on the Internet. You must build your credibility with your target audience.

Always Track What You Do

- Track your online marketing programmes. You can add words after a question mark in your links to keep track of which e-campaign visitors came from. For example:

www.adshires.co.uk/?feb07newsletter

Don't Hide Your Contact Details

- Include a phone number and address on your website. This will instantly improve your website's credibility and give your visitors the confidence to buy from your web site. Also many visitors may be coming to your website for the sole reason of calling you.

Call us to discuss your internet marketing options on **0845 458 9680** or email info@adshires.co.uk