

Dot Net Dreamer  
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## **Internet Marketing For Beginners**

Finding the right combination of strategies to get your target audience to respond can be tricky, even for the well-seasoned Internet marketer. Understanding your choices is the first step.

Of course, in order to do any Internet marketing you have to have a web site. Ask yourself a few questions, though, about the site. What kind of response have you had to your web site so far? Are the number of hits steadily increasing? How long are people staying on your site? What pages are they visiting and what pages are they exiting from? If you don't have a service already built into your web hosting package, then signing up with Google Analytics is probably in order. Even if you do have information readily available, you may find Google has more and better info, so check it out. If you aren't seeing growth and people staying on your site longer and longer, then you should probably consider a site redesign. Also, make sure you're using the latest features for your web site. It needs to load fast and have all the bells and whistles people are used to finding or they'll just leave.

E-newsletters are one way to reach people. There are lots of ways to do e-newsletters these days and you can include not just articles, but quizzes, polls, etc., in order to engage your subscriber. Having some advertising that links to your web site is a good idea, especially if you've got a special offer on the page they go to, that directly reflects the theme of the newsletter.

Although there is still a lot of info out there saying email marketing works. I can attest from my business that it is no longer a very viable option. People just don't read their emails much any more. It is better to work out a social media campaign and go with that. I have less than 20% of subscribers open any emails that I send out, and these are people who signed up to receive them! Social media comes up with an attractive thumbnail, if you're doing it right, and a short description to entice them to click and read the entire article.

Of course it goes without saying that you need to have your SEO (search engine optimization) in order. If that's not working for you then you are sunk, because you'll never show up in anyone's radar unless they go to page 100 of the search, which no-one does. Even I won't go past 10 usually.

What marketing strategies worked really well for you when you were just starting up your business? We'd all love to know, so that we can copy and make some more money ourselves!