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About Me

Hi, my name is Wei Liam and I am the co-author of this eBook. My partner and I had gather information about Internet marketing and we want to share it to you here in this ebook. This ebook contains many basic Internet marketing terminology and knowledge.

Let me share with you a bit about myself. I am an auditor in training but I always have a passion in Internet marketing. One day, I decided to quit my job and be a full time Internet marketer. Nope, I am not a millionaire yet but I am working towards it and I hope that all of us can help each other to succeed. I believe in collaboration or teamwork, sharing, and constant learning.

If you like my work, feel free to log into two of my sites which is Weiliamhoo.com and workwithweiliam.com. Weiliamhoo.com is more about my life where I will share information about investing, Internet marketing and my life. workwithweiliam.com relates more towards Internet Marketing where I will share my knowledge in Internet Marketing.

I hope you will enjoy reading this book.

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I. INTRODUCTION

Internet marketing refers to methods of promoting products and services with the use of internet to generate sales. It can be categorized as email marketing, social media marketing, and web marketing.

Web marketing involves e-commerce websites, promotional websites, affiliate marketing websites, internet advertising on search engines, and organic search engines with the use of search engine optimization or SEO. Social media marketing uses marketing and advertising strategies including viral marketing with the use of social networking websites such as Facebook, Twitter, and YouTube. Email marketing utilizes promotional and advertising methods through email messages to existing and potential customers.

Thousands of individuals are considering this type of marketing because of its lesser costs of distribution of information and huge scope of audience. It also maximizes the use of digital customer data management and electronic customer relationship management or ECRM.

Objectives of Internet Marketing

Generally, Internet marketing applies the internet technology to:

- Convey and promote about the products or services of a company
- Online advertising and selling of products or services; and
- Making surveys and research for the company such as preferences and needs of its current and potential customers.

Benefits of Internet Marketing

- Flexibility.

Internet marketing allows your business to be open and accessible to existing and potential customers 24/7 without worrying about fixed opening store hours or overtime costs of staff. It is also beneficial and convenient to your customers as they can browse for new products or services and place their orders at any time most convenient to them.

- Wider Range of Market/Audience

With the use of online technology, you will be able to connect to potential customers globally. You will be able to advertise and sell products in any areas nationwide or other countries. You will be able to develop an import and export business without the hassles of building groups of distributors globally and the costs that come with it. But if you are into selling products or promoting services in other countries, see to it that your products are feasible for local market and adhere with local business policies. This will include modification of the products to address the needs of the local market.

- Customized Products and Services

Internet marketing will give you the opportunity to monitor your customers' visits and preferences by generating customers' profile and their purchasing history. By tracing your customers' web visits, you will be able to have information of their needs, thus, will be able to produce offers that will answer their needs.

- Customers' Retention

Internet technology has a system for developing and strengthening relationships with existing and potential customers, thus, increasing the retention degree of your customers. When a client has made an order from your online site, you can start a good relationship with that customer by sending a follow-up email to validate the order and thank the client for patronizing your goods. You can nurture this relationship by regularly sending emails to the customers with personalized offers and updates of the products. You can also encourage them to write reviews on your official website.

- Cost Efficient

It is cheaper to promote and sell products compared to retail stores because you do not have any regular overhead expenses and costs of rentals and maintenance. You do not have to buy stocks for your display but only when a product is in demand. This will keep your inventory expenses low.

Primarily, Internet is a very abundant source of international audience and information is available anytime you want it, as quickly as you want and the cheapest way to promote and sell products and reach out to millions of potential clients.

Importance of Internet Marketing

It is the aim of every entrepreneur to make their products or services known in the business world to generate good customer leads and sales. It may be hard for online business to be known and recognized as trustworthy and dependable one. Thus, the

kind of marketing the entrepreneur utilizes can be a determinant for success or failure of the business.

The following are important factors in Internet marketing:

- Business logo

One effective way to promote your business is through your company name; logo, color patterns, messages and other basic factors that will help your company and make potential customers remember your products or services.

- Strengthening your Accessibility

Internet marketing assures your existing and potential customers that you are accessible and committed to assist them whenever they have some concerns, inquiries, and even problems regarding your products or services. Blogging and social media are methods that make your customers know that there is "someone" behind the website who will respond to them whenever the need arises.

- Reaching your Target Audience

With the use of effective Internet marketing method, your company can reach out to bigger audience or customers even to those who are not used to utilize online marketing methods. Internet marketing allows a customer to find your company when they try to browse for the products or services they need. It motivates people to connect to your company through commenting on your blog or via social media you are using, thus establishing a long lasting connection with your company after their first purchase from your company. This can lead to dedicated and loyal customers who can also promote your products or services to their families and friends.

- Building your Company's Reputation

There are many online marketing mediums you can use to promote your products or services, which allow your company to be known with the online communities, defining the nature of your business, and what your company can do to customers. Always remember that customers tend to trust a company when you have an active and reliable website with updated posts and other active links to another social media sites.

- Marketing tools are cost-efficient

Compared to traditional marketing methods, internet marketing approaches can save you a lot of money and time but has the ability to reach out to huge targeted audience or market to generate good sales and consistent customer leads.

Take note that bad Internet marketing can be detrimental and the right online marketing that can be effective for your purposes of reaching good customer leads and sales will be your determinant for your success.

II. Planning and Developing your Internet Marketing

This eBook primarily aims at helping those who want to be successful in their online ventures by choosing the best marketing tools that fit best their company's goals.

Internet marketing planning should be simple yet it can attract customers and make good sales.

Factors to Consider in Planning your Online Business

- Website Design.

Web designing is considered as the basic skill you must learn to become successful in this online venture. You must learn the languages of HTML and XML and various web design software. This knowledge will help you create a web design to suit your customers' needs and requirements. Aside from web design skills, you must learn and be creative with using colors as well as the font types and sizes. From these skills and know-how, you will be able to plan and develop a website that will attract potential customers.

For beginners and those who do not know about web designing, it may appear to be a complicated process with plenty of technical terms. Actually the languages are easy to comprehend and there is available software to help you by providing you with templates. But if you feel you cannot do it, then you can find some professional web designers to do it for you.

- Website Development

This is another factor in Internet marketing that you have to produce a material or software to fit into the needs of the customers. Web development is entails a complex process because it needs to have several inputs. The process includes web content, affiliate marketing, and more.

- Product or Service Promotion Methods

Online marketing applies methods that include search engine optimization (SEO) and famous sites to boost up its transparency. Promotions are generally placed on websites that have higher visibility and more traffic such as Facebook and Google. It needs basic and easy skills to promote your products or services.

- Product Sales

For any Internet marketing entity, selling product and promoting services are main tasks of any entrepreneurs. But even direct selling corporations are now utilizing Internet to reach out to people and potential customers. They realize that with Internet, they can reach out to more and bigger market with fewer costs. Selling approaches depend on the type of business and generally the customers themselves inspire these methods.

Steps on Building a Website and Choosing a Domain Name

Starting and developing a website is simple and easy like doing the ABCs as long as you have Internet connection and knows how to follow directions. But you can always get an expert to do all the tasks for you, if you are not confident. The following steps are made simple for you to start, develop, and manage your website:

1. Select and Register a Domain Name

Domain name refers to your official web address. So, the initial step in starting an online business is to select and register your domain. Once you have selected your domain name, the next step is to register it. Registering your domain depend on the

regulations of the Certified Registering Authorities, abusive Domain Name Regulations, and Internet Domain Name Registration Services. Know the different risks of scams. The Federal Trade Commission has issued guidelines about the Domain Name Registration Scams.

A non-profit corporation, Internet Corporation for Assigned Names and Numbers, can provide you with the recent news and updates about issues on domain names.

- a. Select a domain name. Since this will be your official web address, you must think thoroughly about giving a name to your domain. Generally, ".com" address is the most common, there are other addresses such as ".Net" or ".org", that you can use.

- b. Register your domain name. The cost to register a domain name will depend where you want to register it, called domain name registrar. Try to visit and register your website with namecheap.com and learn how it can help you as well as the cost it entails. You can reserve your web address until your website is ready. You will need to buy a space to host your website. We recommend hostgator.com for your web hosting.

2. Choose your Web Host

Web host provider gives you the space and technical support to help you build your website. And because this web hosting has an important role in ensuring a successful online business, so choosing the best web host provider is crucial. Skills

and costs such as maintenance, search registration and website development, will differ from the host you have selected. So, make sure that your web host is reliable and safe.

How do you determine the best web host for your Internet marketing and venture?

First, you need to have an account with a web host for the space for your site.

These web hosts have several servers that are linked to the Internet. Once you have uploaded your completed site to their servers, anybody can see it. However, web hosting is not given for free but the cost will usually depend on the quantity of the space you got. You can search online on web host providers such as hostgator.com, which is a reliable and stable one with good pricing and good services.

3. Create a Design for your Website

In making a website design, you will need design software and in selecting the software, you can choose the types of features you believe will be useful for your website. There are software for web designing that are offered for free and those that are paid. Dreamweaver is paid software with several features but may appear to have complex process. An example of a free software for website design is Kompozer is limited on its features but it has simple and easy process. Search online for these kinds of website design software and compare their features and the packages they offer.

See to it that you adhere to the regulations set by the US trademark and intellectual property laws. Make a research on the trademarks that are presently being utilized to prevent from breaking any regulations or laws.

As soon as you are satisfied with the design of your website, you can now upload it to your web host. The process on uploading your site will be based on the design methods of your web host. Once you have completely finished with the process, then your site will be up and functioning.

4. Start Promoting your Products or Services

We all know that any business will fail without clients and for online ventures, customers are your visitors or viewers of your official website. High traffic on your website may lead to big opportunities for these site visitors to become your good customers. We recommend, therefore, with reliable search engine such as namecheap.com and spufu.com for keyword research to generate high traffic to your website.

5. Adherence to Federal, State, and Local Tax Regulations

Even online companies or businesses need to obey the same federal, state and local tax policies. This means that if you are running your online business in a state that charges sales tax, or a requirement that you will have to apply for a tax permit, then adhere to the rule.

III. Internet Marketing Tools and Strategies

Now you have built a website, what you need to do is to make sure that they are functional and effective in attracting potential and good customers to increase volume sales and sales revenues. You need to have functional internet marketing tools to make your website effective and user-friendly.

Importance of Internet Marketing Tools

Any business will never grow and lucrative without good and loyal customers and how you promote your products or services is the key to reach your company's goals. The process and sustenance of this process in promoting your products or services online is called internet marketing. It has changed the face of marketing strategies as it reduced the marketing costs as well as the delivery of adequate information to a wider and international market audience. It uses emails, websites, forums, and blogs for online marketing. The presence of audio-visual technology in the internet also contributes to the effectiveness of the marketing strategies.

How can you choose the right and effective Internet marketing tools and strategies for your company? You can do this by putting yourself in the situation of your potential customers. Think and feel the way they think and feel to enter into their world and know their needs and what they are looking for products or services. This is not yet a marketing tool but this is a way of finding out what can make your potential customers search and buy your products and services. This will lead to finding the best internet marketing tools that you can use to advertise your products or services.

Reflect on this: you may have a unique concept about how you will build your website with the best products or services and excellent web content, but if you do not use the

right strategy to attract potential good customers, your efforts will be useless. Take note that there are more than a thousand of you who are competing online with the same products and services, and so, you must use effective Internet marketing tools that really work and deliver best results.

There are many internet marketing tools and strategies which you can research online that aim at increasing your website's traffic, giving you wider opportunities to convert this traffic into actual sales volumes. You have to be creative to find ways to make visitors and potential customers find their way to your website. You have to learn how customers use Internet and ask yourself: "where do they normally go if they are looking for something online?" Basically, they use "search engine." By knowing this, you will be able to focus your efforts in search engines.

The Role of Search Engines and Keyword Search

Individuals will normally browse for something they want using search engines and choose the top search engine results. Here, you will realize that basic Internet marketing tool is finding the right method to get your website to higher search engine rank. Search Engine Optimization or SEO is list of approaches that you can choose and use to enhance and improve the visibility of your website. These search engine directory uses keyword density and therefore, the content of your website should have the right keyword placement and density. Website content is another basic Internet marketing tool and this means that a website having a unique content may obtain wider opportunities of achieving higher ranking on the search engines. However, there are thousands of websites who have the same goals as you do and utilizing the same tools, hence, you have to constantly discover new approaches to attract more sales traffic.

Another option is finding reliable SEO experts and companies who really know how to find and use the right keywords and keyword density as well as placement. This will sustain higher search engine ranking and will lead to more viewers and visitors to your website. Being on top of the search engines will mean that your website is on the first page of the search engines. This may take time and a lot of dedication and hard work but it's worth it.

Research online on SEO companies and compares the quality of their services, reviews, and the pricing they offer.

Keywords are another basic and very important in achieving high search engine ranks. People browse, visit some websites and bookmark their preferred sites. This is the reason for ensuring that you have to give your website a unique and reliable content. Actually, the first visitor of your website is not a person but usually a search engine. So, it is good for your website to achieve higher search rankings, not just on any search engine, but on the top search engines like Google. This will make sure that there are high chances of achieving your company goals. Your content must have the most frequently used and sought keywords. You can do this for free through spufu.com. Knowledge on keyword analysis is also important in helping your website obtain high ranking.

Factors in Finding Effective Internet Marketing Tools

- It provides direction until the business goals are achieved. While an advertisement motivates people to do something, Internet marketing tool should focus and work towards the goals of your business.

- It provides clear understanding of what your business or company is offering your customers, especially potential customers. There are some entrepreneurs who utilize articles as their Internet marketing tool, passing helpful information on some topics that may actually lead to promoting their products or services. The reader of the article must feel that the writer expresses about how excellent the products or services are.
- It provides easy accessibility for viewers or visitors. You may have outstanding website and advertisement methods but if there is nobody to read and understand it, then your business goals will not succeed and your internet marketing tool is worthless.
- It should adapt to the changes of time and life. The tool should be tailored based on the actual needs and requirements of the customers so that your business is sustained and the tool to be effective for a longer period of time.

Blogging

Blog is basically a simple website which is seen as a journal shared with other people. It should be regularly updated, not necessarily on a daily basis, but it should be consistent to give your visitors new content. It should also be presented on a chronological order.

The blog content may center on a specific topic or broader range of topics, depending on the objectives of the blogger. There are some blogs contain topics like music and life and work of inventors. Blogs are categorized into:

- **Personal Blog** is considered as the most common and earliest type of blog. Topics range from personal experiences and issues to politics, anything that the blogger can think of. This type gives the blogger the freedom of choosing his blog content and design.
- **Research Blog** are employed for academic reasons and related topics. Students and individuals may discuss about the academic topics presented.
- **Topical Blog** contains specific topics such as sports, parenting, travel, entertainment, real estate, health, cooking, art and anything that interest people. Specific entries on this genre are "how to lose weight," "Top 10 Music in 2013," and some controversial subjects.
- **Business Blog** is built and managed regularly to increase visibility online and attract potential customers in a wider audience. It primarily aims at generating sales.

How Blog Works as Internet Marketing Tool

Blogging is a simple way to promote products and services to earn. It can draw the attention of the leading search engines and generate traffic towards your products or services. If blog is managed properly, it can generate good sales return.

Elements of Blog

The following are the basic elements that make up the blog:

- Header

Blog header is located at the upper part of the blog which reflects the central theme of your blog and it usually contains the name of the blog and official logo

- Blog Entries

Blog entries, also called as blog posts, have the information that the writer wants to share with others, which are similar to news and other feature stories. The entries are usually presented in chronological order where the recent entry is displayed at the upper part of the web page.

- Categories are labels or tags so that the visitors can find your posts. All writers or bloggers is not utilizing this element.

- Comments are unique feature of the blog and it is found at the end of the entry or post, which provides interaction with the readers. Visitors may post their comments, remarks, thoughts, and reactions regarding the topic. There are comments that are limited to some viewers and bloggers may remove improper remarks.

- Search is another feature that is not always used by bloggers but it can be convenient to readers or visitors.

- Really Simple Syndication or RSS Feeds is an easy way of sharing the site content. There are blog platforms have RSS Feeds that let your visitors to subscribe to your blog and receive updates.
- Archives are another feature of the blog that stores older entries in the form of calendars or drop down links.
- Blogroll allows interaction with other bloggers to build relationships and promote other blogs into your blog. This is in the form of a blogroll, which displays links, to another blogs. Your visitors can press on the links for more information.

How your blog is set up or which blogging providers you are using, blogs are easy, simple, and cheaper way of promoting your products or services that can Blog are simple way of beginning a business based on home or internet marketing business.

Email Marketing

Email marketing is a cost-efficient Internet marketing tool that blends convenience, flexibility, and technology. It has the capability of reaching out to many potential customers that can lead to increased sales. More and more entrepreneurs nowadays recognize the benefits from using email marketing to promote their products or services.

Email marketing can also be utilized to improve your relationship with your customers as well as building productive relationship with new and potential customers.

An email broker can be hired to provide you with email addresses of prospective customers and companies. You can also utilize a subscription service or you can depend on some referrals from your customers. Some companies blend two or more of these email-marketing methods.

Email marketing is cheaper compared to the traditional mail marketing, as you do not have printing and postage expenses. There are some costs that you may have to pay using email marketing but it is lesser. If you want to employ staff to design, write entries, and monitor emailing activity, then you have to pay his salary.

Types of Email Marketing

- Service emails are considered to be the most common type of email, which is being used to motivate a repeat transaction by contacting your subscribers, or previous customers who have bought your products or availed your services. If you are offering discounts or coupons for a limited time, email is the easiest and simplest way of updating them.
- Press Release is ideal for introducing updates about your company, products or services. You can include new products or services, seminars and workshops related to your products, and even announcing some business events.

- Invitations center on a special event or occasion and they are generally short and direct to the purpose. Invitations can also be utilized to promote business and it does not take too much time from your readers.
- E-Newsletter is normally distributed every month or more, depending on the needs of your customers or readers. Since readers are subscribed to these online newsletters, they are considered to be the most viewed email. They contain important information of the company, its recent products, articles and latest updates and offers or even freebies for your readers. To make this type works well, you need to keep your newsletters interesting with helpful tips and articles, fonts and format should be easy to read and reader-friendly so that readers will be motivated to open and read your newsletters, and later convert these activities into active sales.
- Surveys are effective methods to find out the concerns, problems, and good experiences your customers are facing. You can send surveys occasionally to your list and when results are analyzed, and then you can find solutions to address the concerns. This is also nurturing good relationship with your customers.
- Thank You emails are good way of strengthening your relationship with your customers. After a purchase has been made, you can send a "thank you" note through email and if your customers believe that your products are worth it, they will buy from you again.

Remember that you have to know your customers to apply the right type of email as your Internet marketing tool to promote your products or services. You can also find

out from your customer what type of content they want and most interested in when they have subscribed to your list.

With email marketing, you can also monitor results and determine what works well for you and your customers and do something immediately, if needed. Do not be afraid of trying something new until you can discover the right marketing mix to become a successful online entrepreneur.

Benefits from Email Marketing

- It can boost up your sales conversion. Most website visitors do not usually convert into sales during their initial visit. Studies show that normally, visitors decide after the ninth visit. Try to think the way your customers think and plan before buying a product.
- It produces repeat sales. Gaining new customers may take a lot of effort and it involves costs of advertising. Keeping in contact with your existing customers through email can lead to customer retention and repeat sales.
- Support up-sell and cross-sell products or services. If you are promoting sales of computer units and your customer orders and buys a unit, he may also buy headphones and other computer accessories. Using email marketing software, it will be easy to compose series of email messages which is known as 'auto-responders' like getresponse.com and it will automatically follow-up customers by offering them with accessories and the like.

- **Receive Feedback from Website Guests.** The presence of customer feedback as an internal marketing tool is vital for any business because feedback provides you with knowing what products or services that your customers need; the kind of audience you are dealing with; and how much the targeted market is ready to pay. It allows your customers and visitors give their open and truthful feedback to improve your products or services.
- **Allow Offline Purchases.** There was a survey conducted to online buyers and results showed that there was more than 50% respondent who use email and made purchases offline after they have received email special offers.

Social Media Marketing

Social media marketing is a method of expanding your website traffic or getting attention with the use of social media websites. Its program aims at creating contents that can draw attention and motivate viewers to share them in their social networks. Any update from your company is received and spreads from users to users.

Social media becomes a platform, which is easily accessible to anybody who has an Internet connection and is cheaper for companies who want to launch marketing drives. Facebook and Twitter are two of the leading social media networks. Facebook is considered as a full-blown social network that allows its registered users to share updates and information, upload images and pictures, join events, and more activities that inspire interaction among Facebook users.

Search engines websites and social media networks can work together as they are related. These social media networks support new contents like news stories, help establish links that promote SEO functions. There are many individuals who do some searches at their social media sites to look for social media content or subjects.

Benefits from Social Media Marketing

It is important to know the benefits and even the downside of social media as an internet marketing tool so the you will be able to decide which marketing you will choose to promote your products or services.

Facebook and Twitter are frequently used as marketing tools because of their easy -to-use platforms. Twitter offers 140 characters for posting while Facebook offers choices of establishing a fan page for products or company. YouTube allows people to share and upload videos while blogs are online journals authored by individuals, which can be channels to spread information. There are some websites that provides marketing alternatives while most of the sites offer sharing of information only.

Social media marketing is a cost-efficient method of advertising and promoting products and services. Most of these social media sites allow people from around the world to create a profile, access their sites, and publish information. Its audience is global which means that it can reach as much as and as far as there is an Internet connection. The idea of reaching out to this wide audience fast with small fees or even free promotion is a great advantage.

There are some social media sites that offer analytic services. With web analytics, you will be able to monitor the kind of advertisements that are drawing the attention of web traffic and demographic data like the age of those who are interested in your products or services. This data will provide you with strategies to apply to improve your marketing methods to attract more customers, thus, increase your sales volumes.

Another benefit of the social media marketing is that it allows active interaction with existing and potential customers through threads and discussion boards. Motivating people to communicate their opinions, ideas, feedback, and the like will make them become more motivated and interested in your products or services. However, the downside here, is that handling discussions with them may take most of your time rather than managing your time with the company and improvement of your products or services. Sad to note that if you cannot cope with their discussions and meet the demands of your existing and potential customers, you may end up losing them because they also lose interest.

Since updating and managing social media sites may tend to be too demanding of your efforts and time. Then, you realize you need to hire somebody who has the capability and expertise to manage and handle these tasks for you. Remember that looking for new opportunities and products is an ongoing process as long as your business is running.

There are also some risks that social media marketing have and they are usually detrimental to your business. We recommend that you may need to hire to check and monitor your social media sites regularly and daily to address to customers' concerns or you lose them. Negative remarks cannot be deleted and these comments may go

viral and can pose harm to your business. There has been a report made by the Information Systems audit and Control Association about the emergence of brand hijacking, online malwares and viruses, biases and unrealistic demands of customers are major risks of social media that you, as business owners, need to monitor.

How it Works

1. Review your present social media technique and see if it is effective in drawing visitors to your site and in generating sales. Evaluate your existing activities and initiatives to make sure that you are regularly posting and sharing entries, photos, and videos and interacting with visitors to help you gain credibility.
2. Set up a plan if you want to launch a new product or service which include goals and determine your target audience. Evaluate how your present visitors are seeing your product to know how you can improve or enhance your presentation.
3. Consider and evaluate all the social media tools like YouTube, Facebook, and Twitter and determine how you can make use of video clips, pictures, and content.
4. Social media has the ability to determine your biggest supporters, whether they are your followers, fans, or regular visitors and commenters. Provide them with a brief picture of your new product, encourage them to help you with testing, and motivate them to spread the news.
5. Conduct an advance preview of the product with the industry specialists and let them view and review your latest product.

6. Motivate participation and, give rewards by offering your visitors and customers with coupons, freebies, or discounts for liking your Facebook product pages or for retweeting. You can also arrange a contest of your customers' photos or videos with your new product.

7. Organize your online and offline marketing tools and post messages on a regular basis and make sure that you direct all your offline channels to your online channels.

Knowledge on Privacy Regulations

Reports have been around regarding violation of advertisement regulations especially on privacy policies. Although various social networks have their own policies to follow, but in reality, some of them release some information of their users to provide their advertisers for targeted marketing.

YouTube

YouTube was established in 2005, which allows people all over the world to watch and share original videos. This medium brings many benefits for entrepreneurs who want to promote certain products or services. Through a video, you can show to your existing and potential customers how to use your products or services by visually demonstrating the steps or instructions.

- YouTube allows companies to demonstrate their products or services through videos. This Internet marketing tool is effective for entrepreneurs who have restricted distribution methods and those who sell online.
- YouTube is a useful tool to share and interact with existing and potential customers. It shares video blogs, client footage through video, event video clips, and many more.
- YouTube lets you show your business' reputation by displaying your expertise including uploading video demo or connecting to other videos that are related to your products or services.
- YouTube gives you with the opportunity to embed video clips in your official site and saves on your site's bandwidth. You can upload video in your site without compromising the download speed of your customer. It also inspires you to upload quality videos with colorful movements that give "character" to your company.
- YouTube provides solutions to potential customers who do not know about your products or services. Business videos become viral when it offers solutions to problems and concerns of the viewers by uploading videos on YouTube.

How YouTube Works for Internet Marketing

- *Video Presentation should be kept short.*

Results of research show that the average viewing period for online video clip is about two and a half minutes and within this period, you should have conveyed

your message to your targeted audience. Take note that viewers do not go to YouTube for watch an hour-long presentation. If you have a long discourse or presentation, you can break it up into short segments. Studies revealed that video clips that lasted for a minute gained more than 10,000 hits within the initial week. With longer clips, it only had 100 hits within the same period. After ten minutes, viewers tend to tune out and look for something else. Always make your video presentations or segments less than three minutes and if it is longer than that, you can either edit your segments or break it up into shorter parts.

- *Your message should be clear and definite.*

A good audio feature is significant in presenting your product lines. Those who use YouTube usually use the built-in microphones on the webcam rather than quality external microphones. This leads to poor audio quality. To attract potential clients and customers through online videos, you have to invest on some gadgets like buying a modest clip-on microphone from \$20 to little less than \$50. A wireless microphone and transmitter is also a good option.

- *Refrain from Using Bulleted PowerPoint.*

Bullet points are difficult to read using a large screen, thus, slides on YouTube are hard to see and it becomes a distraction. The truth is, PowerPoint presentations on YouTube do not work well. To create an attractive product presentation, look for a program that can edit your video presentation into shorter parts, and then add a full-screen slide and upload your "lecture."

Due to big audience YouTube has, it has great opportunity to reach to more viewers and potential customers. It can help your internet marketing strategies by producing a more personalized channel and good connection with your existing and potential customers.

IV. Affiliate Marketing Program

Affiliate marketing is considered as the one of the best Internet marketing tools for businesses. You do not have to pay upfront payments but only after results are delivered. Affiliate marketing offers payments to their affiliate partners they call as referral fee for every lead or generated sales.

It offers programs where individuals are allowed to promote certain products and in return for the promotional efforts, the affiliate is compensated with some kind of commission or a fraction from earnings. Advertisements come in with the use of text ads, banner ads, and the like.

The merchants of an affiliate program consider this program as an opportunity to promote their products in a cheaper way while the affiliate marketer sees the program as an easy method of earning through online by creating websites.

Nowadays, affiliate marketing not anymore considered as an alternative way of advertising the merchants' products but as a main source of earning and gaining revenues.

There are two basic kinds of affiliate marketing programs such as the pay-per-performance PPP and pay-per-click or PPC.

The **pay-per-performance** or PPP is the most famous affiliate program and the most profitable for affiliates. Pay-per-performance affiliate programs are categorized into pay-per-sales or PPS and pay-per-lead or PPL. The merchant pays the affiliate once his referrals convert into an active activity, which means a referred visitor has purchased a product from the merchant's website or the referred visitor becomes a lead. For affiliate marketer, this type of program is profitable because the commissions come for about 15% to 20% of the active product sales.

With pay-per-sale or PPS, the affiliate is paid some fee by the merchant for every visit of referred guest to his website and purchases a product. They are paid on a commission basis but most of the merchants pay a fixed fee which is usually higher than they pay through pay-per-click affiliate program.

The **pay-per-click** or PPC program is used by the affiliates with small sites and has the easiest method to earn. Here, the affiliate is paid by the merchant every time a visitor is referred to the merchant's website. This means that they earn every time somebody clicks on the merchant's text ad or banner even though the referred visitor does not purchase a product from the merchant's website. The normal fees paid for this program is relatively lower and it may not go beyond a dollar for each click.

Pay-per-lead or PPL is another variation of the pay-per-sale and is generally used by the insurance and other companies that depend on leads to develop and grow. The

affiliate is compensated once the referred visitor fills up a form related to the company. The payment is fixed rate which is similar to the pay-per-sale scheme.

Other forms of affiliate programs are: single-tier, two-tier, and multi-tier affiliate marketing.

Affiliates are compensated based on the direct sales or sales traffic he has referred to the merchant's websites in a single-tier affiliate program. These Pay-per sale, pay-per-lead, and pay-per-click are under the single-tier affiliate program while with the two-tier affiliate program, the affiliates are paid for direct sales made by the referred visitors. He gets another commission for more affiliates in various tiers in the affiliate network.

Another type of affiliate marketing program is the residual income affiliate program where the affiliates are paid for each visit of the referred customer or visitor to the merchant's sites but when the referred visitors return and buy a product. Payments are based on commissions or fixed fee.

Merchants and affiliates can profit from any type of affiliate marketing program. You just have to select the best that will answer to your needs and goals.

Choose the Affiliate Program that Helps your Business

Now, we have learned that affiliate marketing program is an online marketing program where the merchants, also called as web advertisers, encourage webmasters or affiliates to put the merchants' ads on their web sites. The webmasters is compensated through a referral fee or on a commission basis when the referred visitors press the

affiliate links and be directed to the merchants' sites to fill out a form or buy a product. This program offers cheap or "no cost" sales promotions in terms of salaries for employees.

There hundreds of affiliate programs you can search online but you can try these leading programs:

Amazon Associates advertise and trade products online ranging from music, toys, accessories, books, gadgets, mobile phones, computers, and many more. Because of this and their huge audience around the world, it makes them as the first choice for purchasing or marketing purposes. As an affiliate program, it offers good payouts, which are based on the kind of products and sales volumes, and commission begins at 4% and can increase for up to 15% for some products. But there are some states where Amazon affiliate programs are considered as illegal.

Commission Junction is generally a clearinghouse for many companies and even small ones. It offers different kinds of affiliate programs where you have to apply separately for each program. The payouts differ and up to 50% and commissions come in by leads or clicks against sales. However, Commission Junction or CJ deducts a monthly fee of \$10 from your accumulated income where you do not actually do not receive commissions. Whenever an account has even lapsed or inactive for some time, account may be deleted.

Google Affiliate Network refers to a pay-per-action marketing method that gives out commissions to affiliates for converting sales or leads. You need to have a Google AdSense account for placing ads to the websites or blogs.

ShareASale offers more than 3,000 merchant affiliate programs promoting categories from clothing apparels, food, home and garden stuff and many more. Its network may have smaller brands but they offer higher payouts. S It gives referral bonuses for sign up of new affiliates. Tinyprints gives out 10% commission for sales or \$5 for every lead. PerkStreet Financial Commissions gives out up to \$50 for every sales made.

The concept of the affiliate programs is that the merchant will pay the affiliate only when a goal has been achieved. Some affiliate programs require number of clicks through links while other programs will give a fee even if there are no purchases made. Payment schedules range from 1% to 50% depending on the products that have been sold or bought. Major credit card companies also offer some rates to all its clients.

The principle of affiliate marketing programs is to connect purchasers and sellers and if there is an active sale, the marketer is compensated with some fee or commission by the seller. This type of marketing method is known to have little risks and can be utilized as a tool to evaluate the market's view about the products.

Hence, to become successful as an affiliate marketer, you need to have a adequate technical knowledge, a positive outlook and attitude. The technical knowledge you need is knowing and determining how to advertise and promote products by having the correct keywords where spyfu.com can help a lot. You also need to know how to get the proper traffic to your websites.

V. Marketing Performance Tools

Any company, whether they are starting or a huge company, they need to have marketing performance tools to evaluate how business is doing. Marketing performance tools can help companies to improve and enhance their business and lead them to the next level of success. Business tracking and planning are vital for any marketing campaign that can help entrepreneurs design an effective plan and strategy to sustain highly successful marketing efforts. This is where performance-marketing tools come in.

Dashboards tracks and evaluates sales performance. This comes in as a software program that can be integrated in sales calls and give the marketing agent with numbers or statistics about marketing performance like the number of calls, closing rates, and accrued commissions. Dashboards allow the marketers to be focused with a tool that constantly giving them reminders of their sales performance and the needs and goals still to be done. There are hundreds of dashboard programs available online and some of them can be downloaded for free for some trial period.

Metrics are tools that give the entrepreneurs a method to measure the performance of marketing strategies through statistical records and information. It is used in marketing management that interprets the data and converts it into meaningful information that determines some changes or improvement that need to be done. Metrics tools are used to analyze sales performance and forecast market results. When a website uses metrics as a marketing performance tool, it measures the efficiency of the advertisements by monitoring the clicks through ratios, the cost for every click of every ad, the return on investment or ROI, and the cost for every product order.

There is another performance tool that employs call automation software which is integrated with hands-free phone communications and customer management software. It can help in moving from a prospect customer to the next one while collecting much information about the individual and her purchasing habits. This will give an opportunity to improve ways in meeting her purchasing needs.

Marketing strategies are nothing when they do not have the idea of how your business sales are doing and marketing department is meeting your customers' needs. Surveys give information to entrepreneurs to improve their advertising strategies. It allows existing and potential customers to give feedback which can also help improve and enhance the products.

Google Analytics: a Functional Marketing Performance Tool

Google analytics offers a strategy to monitor information on how the website's visitors. During search engine optimization efforts, Google analytics monitors the performance of the keywords you are using for successful marketing campaigns. It will provide you with statistical data how much traffic for every keyword that brings to your websites.

Using Google Analytics will give you the following benefits:

- Monitors how your website visitors find your sites. Aside from the keywords, it will also give you information about other keywords your visitors use to find your website.
- Determines the frequent-used pages and links of your visitors and evaluating if your optimization efforts direct the traffic to the proper pages.

- Establish the number of new visitors that your SEO efforts bring so that you can classify analytic results through the new and returning visitors and referral sources.
- Allows you to enhance and improve your website using the google analytic report. You can create another copyright on a webpage, which is not performing well to generate more visitors and potential customers to your site.
- Google analytics is free but provides you with vital information to attain your monitoring performance compared to other paid marketing performance tools.

Aside from gathering data about traffic from Google, it allows you to information from MSN and Yahoo! Search engine results.

Online marketing promotions should be monitored so you will know your status and how you are doing with your business. After the planning and implementation of business strategies, their performance should be monitored to measure the return of investment or ROI, which is very important for the business to be called successful.

VI. Internet Marketing: 21st Century Challenge

With thousands of entrepreneurs who are into online business, there are many methods and strategies, also called as Internet marketing tools, you can use to attain your business goals. But before you choose the most effective Internet marketing tools there is a process to follow.

Planning your online business is vital because it becomes your foundation. It involves the process of designing and developing your official website, choosing the internet marketing tools to promote your products and services, and decide on the marketing

performance tool to measure how your marketing tools are generating good traffic to your website for return of investment or ROI.

Some internet marketing tools mentioned here are blogs, email marketing, social media marketing including Facebook and Twitter, and YouTube. We have discussed how these marketing tools can help you convert customer activities including visits to websites into sales and help draw more visitors and transform them into customers.

Performance marketing tool is also vital to ensure that activities of visitors are monitored to give you adequate information and data as how your marketing tools are performing.

The challenge now is how you create your unique business plan, create and develop your functional website, and choose the best marketing performance tool that will fit your business goals.

Is this all that you need to become successful online business? You need to have the necessary skills, technical knowledge, and the talent. But your competitors also have the same traits like you do. To get ahead of them, you need to have the right attitude – the key to successful business:

- Dedication. This attitude will help you through rough and difficult period of business endeavors.
- Be firm with your core values but flexible in technical strategies to cope with the rapid change of times.
- Failures are opportunities to learn, improve, and grow so see failures in a positive way.

- Make timely and sound decisions. Remember that procrastination may mean missed opportunity.
- Believe in yourself, in your business, and to your employees, customers, suppliers, and all those that you interact while in business.
- Accept criticisms and admit mistakes as opportunities to improve.

There are many positive attitudes that you can add from this list, which can be based, from your experiences.

We hope that this eBook has helped you a lot in providing you with technical knowledge and learn the skills in managing your online business. Planning should be the head of your business while Internet marketing tools should be hands that run your business.

I hope that you liked what I shared with you. In this page, I will share with you some of the resources that I will use.

Recommendation

Domain name – Namecheap.com

Webhosting – Hostgator.com

Autoresponder – Getresponse.com

You can check out more of my recommendation in weiliamhoo.com and workwithweiliam.com where I will update my recommendations from time to time.

I hope you benefitted a lot and I am looking forward to share more with you.