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An Overview of Visual Elements in Marketing

The power of visual media and content has been straight in line with the sudden surge of information and technology that has affected virtually everything, even the way marketing dynamics present themselves, particularly when it comes to the World Wide Web. Never before has the world been this visually sensitive what with luxury goods such as high definition screens, apps that create the perfect airbrushed look on everyday photos, smart phones with 8 megapixel camera's and etc. etc. hitting the market and being a part of daily activities. This is because humans are becoming increasingly visual beings and as such, they tend to respond to what visually appeals to them in some way or another, whether it's a certain color combination or simply the way something 'feels.'

That is not to say, however, that today's consumers are impulsive and give in to binge buying. As a matter of fact, today's consumers are more aware of what they want, why they want it, and what they want to do with the products and services they wish to pay their hard earned money. Today's consumers are empowered, complementary to the producers of today. In the business world, a customer wants to do business with another person who is not an ethically questionable dud and vice versa.

When it comes to marketing, especially from the psychological perspective, visual elements are crucial. This is because any successful marketing strategy engages its target audience, and a powerful use of visuals can do so in a way that words at times simply fail to. Often marketers are thinking of ways and methods of making their target audience think in a way that they want to. And often the good one succeeds very well when they attempt to do so. However they could yield overall better, holistically speaking, results if they realized that people's learning abilities are different, and as such, different people will understand their information differently. Studies show, however, that people respond to learning more visually than in other ways so it's important to understand the different ways to incorporate strong visual elements into social marketing.

The Short Film

When it comes to online marketing using videos for the purpose of marketing can be very useful. There are so many creative ways of going about it and the amount of information that one chooses to put into a video has no boundaries… almost. It's important not to overwhelm your audience with buckets of information that will only leave a person's mind dulled out, overexerted or disinterested. Experts say that while a video has a powerful pull on captivating an audience with all the mixed elements of visuals and sounds, anything longer than 2 minutes, or 2 minutes and 30 seconds is pushing their concentration level. So when using video's, we should stick to the time frame limit, otherwise the information you are trying to send may fail to reach the recipient.

Pictures are worth a Thousand Words

Picture's are indeed worth a thousand words - the different compositions, lighting and subject can

evoke a multitude of feelings in an intended audience. Technology such as Adobe Photoshop and Adobe Illustrator have allowed for textual content to be put alongside visual content, resulting in mixed media which engages its viewers in various ways.

Magazines, Newsletters, posters and various other kinds of engaging content is put onto the world wide web through social networking websites such as Facebook.com, Twitter.com, Pinterest.com and so on and so forth. While at least the word on the street is that pictures are worth a thousand words, according to Facebook videos are shared 1200 per cent more than links or status updates put together; furthermore pictures are 'liked' by users a whopping 200% more than status updates. This shows how much potential there is in just how much reach a photo a Facebook page chooses to share with its audience.

Graphic Art

As mentioned above, technological innovation has allowed for artificial visuals to be created and posted online on all sorts of platforms. The power of a graphic, in some ways, is more powerful than an image, be it still or moving in the form of a video. Graphics are a part of businesses in more ways than one would think. Think of a business's logo, or a charitable organization's symbol for whatever causes its working towards. These little minute structures matter and can make a profound difference when it comes to customers relating to your business on a more personal level.

Apart from that, the increased popularity of info-graphics, which include jumpy pieces of highly quantitative information, provides customers with valuable information that would otherwise require a lot of reading. With the way routines run amok and how busy lifestyle's are, who has time to read through pages of research when one wants to buy a new product? The use of info-graphics to show an audience a condensed form of information based on many hours of research in a visually alluring way is fast becoming a tool more marketers should keep in mind.

Article Marketing And Is It Worth It?

There are different types of internet marketing strategies that online entrepreneurs can use in order to promote their website. One of the most popular methods is article marketing. Article marketing is all about writing relevant and keyword-rich articles and submitting them to article directories.

Benefits Of Article Marketing

There are certain benefits of article marketing. Whenever people search for a particular thing on the internet, they usually type in a specific keyword in order to find what they are looking for. Aside from looking up for certain keywords, most people also look for important information on the internet. What articles do is that they compel people to visit your site and explore it further.

On the other hand, article marketing also helps build your credibility to your readers. The more you write excellent articles, the more people will visit your site. In order to build your credibility, it is important that you write articles that should provide your readers a solution to their problems or something that will help them achieve a particular goal.

Article Marketing and Article Directories

One of the most effective ways to do article marketing is to submit your articles to article directories. There are hundreds of online article directories that you can choose but make sure that you submit your articles in popular article directories such as EzineArticles, Buzzle, Soop articles and Hubpages. When submitting your articles to these directories, it is crucial that you understand the terms of each article directory that you want to submit your works to.

On the other hand, when submitting your articles to multiple directories, it is important that you do not duplicate your contents as search engines. Google, in particular, gives sanction to websites that post duplicated content in the internet thus it is crucial that you at least spin or rewrite your articles before submitting them to different article directories.

Another important thing that you need to consider when submitting articles to article directories is that you have to submit regularly in order to be visible to search engines. An average of 10 to 15 articles per week is the acceptable minimum articles that you need to submit thus you can hire an article marketer to write the articles for you.

Lastly, when submitting to article directories, it usually takes a few minutes to load your new articles to the website. Imagine if you are going to submit to more than five article directories and how much time you think you will waste in submitting your articles. Due to this, you can use automatic article submission tools that allow you to save time uploading your articles to your article directory accounts.

Tips In Writing Great Contents For Article Marketing

There are many tips existing online on how to write great contents for article marketing. When writing articles, it is important that you not only focus on the appropriate keywords but also the general content as well as the title of your articles. Below are some tips on how to write great contents for your articles.

- Catchy title – the title of your article is very important in catching the attention of your readers. When formulating the title of your article, make sure that it contains the right keywords and that they also reflect the contents of the article. There have been many online entrepreneurs who have miserably failed in giving proper titles to their articles. Although this may be the case, the best thing about submitting to article directories is that you can always change the title of your article is you think that it needs to be updated.

- Short yet concise content – when writing an article, it is important that you keep it short, simple yet concise. In the article marketing industry, writing articles that are around 400 to 600 words are acceptable. When writing articles, it is also crucial to break down the article using subheading or bullet points to make the readers easily distinguish your points.

- Quantity always beats quality – although writing a quality article is very crucial, it is important to take note that quantity is also important in article marketing. Article marketing does not only drive traffic to your website through keyword searches, but also through generating important back links. Thus, when submitting articles to article directories, make sure that you include a link to your website. If your readers find your articles useful, then there is a high probability that they will click on your links so that they can visit your site.

Article marketing requires a lot of work in order to maintain this particular marketing strategy. It is therefore important that you hire a copywriter or an article marketer to write great contents for you so that you can focus on more important things for your business.

Article Marketing For SEO Or Not

When writing articles, there have been a lot of debates about whether or not to write articles intended for search engines or for humans. Unfortunately, most people write articles with the intention of being acknowledged by major search engines. For most online entrepreneurs, writing articles for Search Engine Optimization (SEO) is very important because it allows websites to be shown on the top search ranking on sites like Google, Yahoo! and Bing. While it is an effective way in promoting websites to major search engines, article marketing for the sake of SEO has some downsides. It is more likely that the article will contain redundant keywords that will no longer sound natural or will make sense anymore. While writing articles for SEO will make your site appealing to search engines, your readers may not be impressed with your ideas or with your grammar for that matter.

So which strategy should you use? While there are some people who think that article marketing for search engines can generate a lot of sales, there are high statistics among online businesses that have generated better sales when writing impeccable and fluent articles. Therefore, it is crucial that you

write not only for search engines but also for your human readers as well.

Embracing some valuable personal habits and attitudes for successful online marketing

Online marketing is such a big realm in a sense given the number of marketers who resort to it for several reasons. Business tycoons turn to online marketing given the preference of most consumers to purchase online because it's convenient while at the same time it allows marketers to display their product to a wider audience all over the globe without much hassle since the majority of the population have and uses the internet. Even if the intention of the web user is to actually search for a particular idea, most web sites often have associated advertising links or videos where several products are introduced one way or another.

Why online presence is significantly impacting one's target market

When you have finally decided to start on a new endeavor in life and would like to begin your journey in the business world, it is not at all surprising that you would likely find yourself in many pitfalls. This is quite pronounced especially when no one is guiding you and that you don't have a bit of an experience or good theoretical background about what you intend to embark into. This is also a similar scenario occurring among those who are venturing into online marketing.

Often, many advertisers simply think that once they have uploaded the video or any ad of their product, they will have to wait for a few days and they are likely to find a boost in their sales. This could be true for some but not entirely the same picture all online marketers are experiencing. In fact, the bulk of those who post online ads often end up redefining their advertisements just so they can attract buyers and make them advocates of the products.

Online marketing is a very good and efficient tool but this could only be materialized once you have created an effective online presence for without such your ad will just be one of the many who will never get to be viewed in detail. Consumers find striking ads catchy compared to dull ones. This is a universal attitude of humans so better move around this circle if you would like to start impacting your target market.

Think differently and be one of the tycoons in online marketing

Because online marketing is a competitive arena, you should always think out of the box and create fresh, exciting ideas that is sure to ignite the needs of your target market. Mavericks in online marketing often find perfects spots in the top ranks of online marketing because they always think

first of their client and tickle their imaginations. There appears to be no borderline for most effective online marketing people. They always see to it that they can move beyond the hurdles and always find perfect solutions to various issues of internet marketing. Such moves of success often begin with one's perspective and way of thinking. The majority of these online marketing geeks often thinks that everything is limitless and so they always find a good reason why their idea will work. They also often believe that in everything, there is always a better alternative thus you do not need to settle for something you already know but you can always experiment to create another magnificent stuff. It is also a big no, no in online marketing to give up. You should, regardless of the situation be sanguine at all times. Positive outlooks always bear marvelous fruits in the end.

The mix and match of personal habits and online marketing

So is there a single, complete ingredient to successful online marketing? The answer is a yes and a no. No in a sense that there is no defined ingredient that will make one a successful online marketer but yes because everything actually lies within one's self. You need not look farther since it will always begin with you. Your outlooks and personal habits often impact how you actually look at things and how you navigate your ship even in online marketing. The goals in online advertising are never met by someone who simply relies on others to do the things for them. A good attitude that is habitual and personally embraced will most likely develop in you a creative and fruitful online marketer.

Successful personal habits and attitudes to become an effective online marketer

So what personal habits should you possess to become efficacious in online marketing? Well for one, you should always be open to ideas and never stop learning something new every day. Make it a daily habit to always get to know something better. Never boosts of what you have already achieved but always be humbled to turn to people who you think knows best or who can help you make what you created, better.

Second, you can make online marketing not solely a literal selling endeavor. Instead, use it as a means to generate more friends. In this way, when the circle of those who know you becomes wider then it is likely that they will also help you advocate for the products you are actually advertising. So ensure that you make your audience feel that they are part of your world and not just mere instruments for the success of your business.

Third, always look at the brighter side and never give up. Failure is a common denominator in everything including online marketing. Success doesn't come that easy or served to you on a platter whenever you order it. It is something that you would have to work hard for. You will have then to be prepared for several or even millions of failed attempts before you can finally say that you've made it. It is of great impact then that you look at your personal failures as an opportunity to grow and create new ideas rather than looking at it as a waste. Remind yourself always that no one started with

anything including online marketing with all the right elements. So it's always ok if you have failed before tasting success.

Ensuring that your video attracts your market

Online marketing is not merely a fad that everyone can dig into. It is a realm that is quite competitive and requires some great thinking especially if the intention is to be successful in it. This is the foreground to which every businessman has in mind if they want to ensure that their business floats and generates their target profit. One way to start online marketing is to create an exciting video.

Why create a marketing video

Given the ease of access to various web tools today, it is not at all surprising that everyone can simply upload their video whenever they want. Several reasons are coupled with video uploads but what tops everything is nabbing of viewers' attention. When talking about online marketing, creating a video to advertise one's product like items or services appears quite a convenient means to explain what the product is all about. Aside from fostering better explanations, more and more consumers are equally attracted to mobile ads compared to still photos or pamphlets. Target buyers often become interested in a certain item once they have seen some clear cut video that shows them what the product can do or how services actually render better or improved way of living. The visuals are better for marketing as it triggers the imagination of the consumers and this is best done with an appropriate and highly competitive marketing video.

Why videos actually work among consumers

Marketing videos are becoming important tools in whatever business endeavor. This is quite supported by the fact that several consumers get interested in a product even when seeing a marketing video for the first time while others become a consistent fan of certain products as they repeatedly see videos of certain products. Why videos actually work among consumers is not at all an enigma that is difficult to solve or a battling notion among online marketers. Marketing videos are effective for several reasons. One is that most consumers tend to relate to several core themes of different advertisements. Second, it often digs into the imagination of the viewers and so makes them think that whatever is happening in the model in the video can also happen to them. Thirdly, there appears to have an implicit reward for those who tend to share marketing videos.

Reasons why your video should be exciting

As they are several online marketers making use of several styles in their video presentation, it is quite a challenge to create a marketing video that will not only attract your target market but will also make them buy your product. Ensuring that your marketing video is not blunt and boring is a significant factor. Make it exciting and spicy in some sort. A boring video will unlikely to generate a pool of substantial viewers whereas exciting ones make audiences watch your video until it is finished, watch it over and over again, and perhaps share it. When a video tickles the imagination of your target market, it is not impossible to get your way to the rest of your market.

How to make your video exciting and attractive to buyers

When you have already started to formulate your ideas for an online marketing video and would want to make this the best and most exciting video possible, here are some ways on how to achieve this.

1. Create a video with a central theme that revolves in one particular and important consumer personality

Tickling the target markets can be achieved best when they can sort of relate to certain video ads. When a marketing video deal with a certain personality of a consumer then it is likely that they can immediately share similar ideas. When buyers watch a video, their facial reflection shows their reaction to the video and thus sort of defines their buyer's attitude towards the product. Thus, it is significant that you input in an advertising video key personalities that your target buyers can see in themselves.

2. Ensure that the video actually makes a viewer and potential buyer would want to share your video

Apart from getting the attention of your target market, another reason why you make your marketing video exciting is to ensure that you get those who were able to watch the video to share it with others. Motivating them to do it might be difficult especially if they don't get to share what the video is all about or when they don't get anything from it. One effective way to make sure that your first pool of video viewers will share the video link is making them feel that they get something when they actually share what they saw. Triggering the attitude of the consumer-viewer is a good way to do it. Make them feel that when they actually share the video especially among relatives and friends, they get to become more popular among friends. Once you successfully infuse this in your marketing videos, you don't just see a few people watching your ads but you'll be surprised to see your marketing video becoming viral.

3. Make your viewer the heart of every marketing video you make

Your video should always make viewers and potential buyers the center of the video. If your video makes use of an icon, then make the watchers feel that they can actually become or share what the model or icon is capable of doing or how they look or feel. In this way, you can easily convince them to buy your product.

4. Small freebies won't hurt so give it away whenever possible

There are certain instances that will give you opportunities to be a little more than generous in your market. For example, you might provide free access to your video to a few, select target market before officially uploading the video for public access. In this way, these few potential customers find that they are sort of given special value and will likely to share your video more which allows you to gain free, easy access to a wider market.

How Can A Good Mobile Web Design Help Launch A Successful Online Business?

For those who want to establish their own online business, it is important to use sound internet marketing strategies in order to reach out to a lot of clients. These days, the environment of the World Wide Web has changed immensely as more and more people tend to use their mobile phones to access the internet. For this reason, online entrepreneurs should adapt to this new movement by making websites that are not only accessible from usual devices but also from the myriad of mobile gadgets like tablet computers and smart phones.

According to an online survey conducted by Pewinternet, there are about 35% of the total adult online users in America alone who access the internet from their smart phones. If you are a business owner, this particular statistic is definitely hard not to ignore and to use to your advantage. This is the reason why mobile web design is becoming an important facet in internet marketing.

What Is Mobile Web Design?

 As the name implies, mobile web design refers to the development of websites that are compatible with mobile devices. Today, more than 60% of internet users access the World Wide Web from their mobile devices. Conventional web design only caters to devices lie PCs and laptops. The reason why you need to include mobile web design in your website development is that it allows your readers to browse through your website despite of their limited screen. In a way, good mobile web design revamps to cater to the smaller screens of mobile devices.

It is also important to take note that different mobile devices work under different operating systems and these include Windows Mobile, Palm OS, Mobile Linux, Symbian OS, iPhone platform and android

to name a few. Aside from operating systems, there are also different types of browsers used for virtually each type of mobile devices. If you do not include mobile web design in your web development, there is a big chance that your mobile readers will not be able to view your site from their gadgets.

The Advantages and Disadvantages Of Mobile Design

Just like any other types of internet marketing strategies, there are good and bad aspects of mobile web design. Starting off with the advantages, mobile web design offers mobility as it allows everyone to access your website wherever they may be. In fact, implementing mobile design can help increase your website traffic. Take note that more than 60% of the internet population browse the World Wide Web from their mobile gadgets thus if you geared up your web design for mobile access, then it makes your website more appealing to your readers and prospective clients.

On the other hand, the disadvantage to using mobile web design is that there are times when your readers find it difficult to load your website from their mobile devices. This might be due to the fact that your web page elements are too much for the less powerful devices to support. This is the reason why it is crucial to implement a good web design in your web development strategy.

Challenges in Mobile Web Design

Although there might be some people who might argue that mobile web design is not really necessary, it still cannot be refuted that it is one of the most important aspects in making online businesses drive more traffic to their site. Although simple, mobile web design is a far-cry from simplicity. It is important to take note that the language of mobile gadgets is numerous than conventional devices. For this reason, it is crucial for online entrepreneurs and internet marketers to know about the challenges in mobile web design.

- Delivery method. It is important to take note that mobile web design requires less complicated elements in order to be viewed by small devices. However, with the different types of web browsers used by mobile devices as well as operating system, the delivery method can be quite complicated. Unlike conventional devices, you only need to deal with HTML but with mobile devices; you have to deal with other markup languages such as WML and many others depending on the brand of the mobile device.

- Inability to support CSS3. In web development, CSS3 is an important style sheet language used in describing the presentation of a website. It codes for the appearance of your website in the web browser. Unfortunately, not all mobile devices can support CSS3 so you might resort to other formatting language in order to make your website readable on mobile devices.

- User cost and speed. This particular challenge is directed to your readers. It is a fact that mobile internet providers cap the connection of their internet users thus limiting the bandwidth. Moreover, there are some internet service providers that apply roaming charges that can be quite expensive for mobile internet users. For these reasons, most users do not tend to open websites from their mobile phones that load slowly in order to save bandwidth and data cost.

Best Practices in Mobile Web Design

If you want to establish a good mobile web design, it is important that you understand the basic elements in effective mobile web design. One of the most important practices that you need to implement in mobile web design is simplicity. Gone are the days when you have to use flashy images and videos on your site. Make your layout as simple as possible so that your mobile readers can easily load your website to their gadgets.

Another thing that you need to consider is the size of navigation as well as the clickable objects. Since mobile devices have smaller screens, it can be very hard to click on objects as well as read tiny texts. Make sure that your layout has large texts and clickable objects. If possible, try to reduce the number of clicks needed in your site to make it more convenient for your readers.

Adapting effective mobile web design strategy is a great way for you to draw in more traffic to your site because your website is no longer restricted to conventional devices.

How to avoid being a spammer while e-mail marketing

The use of email is an increasingly effective tool used by many businesses for various purposes. However, often people are wary of spam and end up putting your marketing emails through a spam filter or becoming annoyed of repetitive emails and simply blocking the sender, which means that both parties ultimately lose out.

While email is resourceful, cheap and an extremely fast and practical way of pushing through communication, it's becoming increasingly annoying for a person to filter through several emails a day. If you have ever checked your spam box, occasionally something important is filtered through there and you realize had you never checked your spam box you may have never gotten the information that was intended for you. It is becoming increasingly difficult for emails that are not spam to reach its intended inbox simply because of the online social stigma attached to the idea of potential spam. This predicament is closely tied to the surge of email marketing, where a lot of amateurs tend to flood the inbox of businesses in the hopes that some random person will hit the right click. This hope that by a stroke of luck someone may click on a link is untactful as well as unethical when it comes to

operating online. As such, a lot of complaints float around resulting in increased filters which may be over-efficient at times and filter out emails that are actually purposeful.

Bearing that in mind, the following tips highlight some of the things you could do to avoid being a spammer.

Keep a good reputation

No one likes a troublemaker, not even the internet. When it comes to the online world, a reputation matters. A lot of people, when coming across new information that appeals to them, will immediately Google the questions that come to mind should they have any. It terms of the way spam filters work, they used to focus on the contents of the information being sent and would filter anything that had a spam vibe to it, for example, email with the subject line "congratulations, you have just won one million dollars!"

Now however, the focus has shifted from the content to the reputation of the sender. Basically, Internet Service Providers (ISP's), such as Gmail, Yahoo Mail and Hotmail use various tools and methods to determine the reputation of a sender. They keep track of the amount of times an email has been reported as spam or a phishing scam in order to gauge the sender's reputation. Once it has been established that you are a spammer, it's difficult to reverse.

Know your clients

While getting lists of email addresses of the internet and through the little tweaks of social networking privacy loopholes makes a sender feel empowered with the idea of a large list, it's a) not ethical and b) not even worth it. This is because most people will not open an email from an unknown sender, even if it makes it past the spam filter.

Buying lists online is another lost cause as they usually include fake email addresses whose sole purpose is to catch spammers. This goes in line with the first point where your reputation matters, because by going through unjust means a sender is more likely to be reported as well as unsuccessful in the actual act of marketing.

While it's certainly more time consuming and requires more effort, building on a list of customers who are aware of you and your business and have maintained some kind of relationship with you is worth the pursuit. You can even give them the choice to opt for specific kinds of information or updates; and it's always good brownie points if you consider their needs. Another upside is that the people on lists such as these are more likely to respond with feedback.

Another aspect to maintaining a clientele list is its incentive to organize. Pay attention to the responses you receive and also to see if you ever receive a bounced email. If there has been no response for a while, it never hurts to send an email to everyone on your list asking if they want to continue to receive such emails. The receivers will appreciate customer service that is worthy.

The power of a subject line

Although once established, you will have built a clientele over the years and ensures success. However when starting out, you should avoid anything that could trigger a spam alert by either the receiver or its spam filter. It's easy to get a bit excited about the prospect of success, but try to stray from anything that's too jumpy, such as the use of multiple exclamation marks or the talk of money right away. Keep things relevant and try not to annoy a recipient into reporting your email as spam.

Invest

The more the merrier, when it comes to emails - specifically commercial emails. This is no easy task and the more successful its fruits are, the more capital needs to be invested. That's why it's suggested that there is strength in numbers and it's often a good idea to hire more people. Email marketing needs to be consistent. It has to be both of high quality as well as quantity. Often times, one or two people just are not capable of handling such a task efficiently. By working as a team of responsible senders,

How Google AdWords Can Help Your Internet Marketing Strategy

Internet marketing is an important facet in running an online business. Just like conventional marketing, it allows you to promote your business to your target audience. There are many internet marketing strategies that you can use in order to get more traffic to your site but if you want to make sure that you convert some of that traffic into sales, then you should use programs like Google Adwords.

What Is Google Adwords?

Google Adwords is a program from Google that allows you to get targeted hits to your website. This means that this program increases the likelihood of your site from converting many sales from your traffic. When using Google Adwords, you can place a bid on your advertisements and spend on a pay-per-click basis.

In order to get targeted traffic to your site, you need to use the right keywords in order to make your Adword campaign successful. In fact, if you know how to carry out this campaign, you will be able to enjoy the benefits of using Adwords for a long time.

What To Consider Before Running Google Adwords?

Before running this particular internet marketing campaign, it is crucial that you consider several things first. Different online entrepreneurs have different goals when implementing their internet marketing campaigns. Moreover, while Google Adwords is a great way to drive traffic and convert sales to your site, not all internet marketers have a use for it. Therefore, it is important to ask the following things before running Google Adwords:

- What do you want your prospective clients to do? As mentioned earlier, different online entrepreneurs have different marketing goals thus you have to determine what is it that you want your clients to do for you. For instance, you can use Google Adwords to lead your clients to your sales letter page or be directed to the actual product itself.

- How much are you willing to spend? Take note that Google Adwords is a pay-per-click program which means that you only pay every successful click or conversion that you client makes. Fortunately, this particular program is very versatile as it allows you to set a limit to the amount that you are only willing to pay for the program.

- What keywords should you bid on? Another important thing to consider before launching your Google Adwords campaign is your keyword. Selecting a group of keywords is very important but make sure that your keywords are relevant to your website. On the other hand, it is also important that you understand that for every keyword bid that you make in Google, it comes with a particular bid amount. The more popular your keyword phrases are, the more likely that you have to pay whenever your client makes a successful transaction.

Common Google Adwords Mistake

Using Google Adwords together with your other internet marketing strategy is a very viable form of marketing. However, people should be careful when implementing this particular program. Unfortunately, committing mistakes in implementing Google Adwords often result in you wasting too much of your time, effort and money. It is therefore important to understand the common Google Adwords mistake.

- The use of inappropriate keywords. Keywords are very important in driving traffic to your site. Using the right keywords can get you a lot of traffic as well as volume searches. It is important to take note that most of your prospects type in general keywords thus you can use general keyword phrases in order for the search engine and your prospects to see your ad.

- Using few ads. When setting up this particular campaign, you can actually make as many groups of ads that you like despite your budget. It is important that you make at least 10 ads

and test them to see whether they are working or not. Using a few ads does not allow you to see whether they are unproductive or not.

- Using too many keywords. Google Adwords allow you to associate your ad with a lot of keywords. In fact, there are more than a hundred keywords that you can bid on to relate to your site. However, make sure that all of the keywords that you are going to use are relevant to your site. Although you can use a hundred or more keywords, it is crucial that you just bid on 10 keywords for each ad that you are running. By doing so, you can easily monitor which sets of keywords are doing well for your ads.

- Not directing your customer to the right site. Whenever a prospect clicks on your ad, they expect to be directed to your landing page or sales page but what happens if they are directed to another website that does not involve your products? You will have paid Google for the successful click but you end up losing a prospective customer.

- Failure to monitor Adwords performance. Another mistake internet marketers make is the failure to check the results. When signing up for Google Adwords, you will also be given an account where you can view the performance of your keywords. Not using that platform to check the performance of your ads and keywords will only lead to you making the wrong conclusions. Moreover, by monitoring the performance of your keywords, you will be able to make important decisions on which keywords to retain and which ones you should remove.

- Not using the Quality Score. Google Adwords offer a very convenient feature called the Quality Score. This is a rank assigned by Google to the keywords associated to your ad. The rank varies on the successful clicks that are done by your prospects. Not paying attention to the quality score often results in a low successful click-through rates.

Google Adwords can be a very effective tool to make your ads more visible to your prospective clients but before you consider this particular program, it is important that you learn about this.

Internet Marketing – Gaining In Momentum In The World Of Marketing

The advanced technology today has brought forth a slew of exciting marketing tools for businesses which see an intense competition in every industry. The rapid revolution of technologies brings to the Internet platform that offers a plethora of options to benefit businesses.

New platform of marketing

The Internet is now a preferred platform for businesses to promote their brand, image, products and services as this new technology platform offers speed, reliability and enhanced performance.

Businesses can propagate their brands, products and services through the Internet with the appropriate tools and features in exciting approaches known as Internet marketing. There is a myriad of resources to choose from to deliver the right messages to potential customers via email and social media sites.

With more and more web consumers searching and browsing for information and making online purchases today, the Internet has proven to be a powerful marketing platform for companies, big or small. Internet marketing is blossoming with more Internet marketers and online retailers or exporters taking advantage of the platform's diverse but impactful offerings to gain the desired outcomes.

Internet marketing makes use of the rich and advanced technology which online businesses capitalize on to gain a distinct edge over their competition to survive in the marketplace; much more sustain as a market leader in their industry.

Traditional and modern

There are many facets to business marketing where products and services must be well connected with prospective and existing customers. Traditional marketing may involve higher expenses, time and effort through the available mass media channels even if great marketing plans and strategies are considered.

With Internet marketing, the same marketing plans and strategies can be more cost effective and efficient to generate the desired outcomes faster with less effort. Traditional marketing tools and theories can still be incorporated with an Internet marketing approach to ensure a comprehensive consideration of meeting or improving organizational objectives.

There may be a separate marketing mix crafted for the different products and services of a business to generate the best of outcomes regardless of the tool employed.

Benefits and Drawbacks

Internet Marketing may offer great potential to a business with today's fast track high tech environment but there are pros and cons of consideration for this new technological marketing approach.

As the web consumer size keeps expanding every day with more consumers getting onto the Internet for their online shopping needs, it is not easy to determine the exact size of the market for the business to identify the scope of operations, advertising and management that would satisfy the consumer market. Hence, it would always be an estimated value or budget an online business has to work with instead of enjoying a greater accuracy on the business volume or operations.

It may not be possible to enjoy consistent coverage of brand promotions for the business company as the market size is huge and constantly changing. The Internet platform is currently a free-for-all market with a lack of control and authority to create the desired reliability and integrity in business operations.

However, Internet marketing is easy to engage in with little technology skills and knowledge. It is much less expensive than traditional marketing efforts to be affordable to all modern businesses. There are ways and means to access information easily and readily to benefit web consumers. The growing number of websites on the Internet offers a plethora of diverse information on any topic or subject. The advanced technology offers a fast channel in securing the desired information which online businesses can capitalize on to gain more customers and sales.

The number and types of tools with Internet marketing are increasing daily to allow web businesses to take advantage of. This includes well structured web pages, social media channels and eCommerce online shopping features.

Successful online businesses that engage Internet marketing work on a precise approach to bring their business up another level to be a market leader without the stress and high budget.

Variety of tools and approaches

If modern businesses wish to enjoy more success than just to survive in today's intense business environment, they would need to consider embracing Internet marketing tools and approaches.

Enterprising entrepreneurs climb up the success ladder quickly through Internet marketing and SEO approaches to be competitive with the big players in the market. However, there must be the proper know-how and diligence in employing these new technological approaches to operate the business.

The first step in establishing an online business is to identify the business objectives, needs and requirements before applying the right available tools and resources such as SEO and Internet marketing. The cost of setting up and operating an online business using Internet marketing is minimal. There are exciting Internet marketing strategies and tools which can boost the business

bottom line and reputation quickly to enjoy a more favorable ROI.

A trendy and captivating web business site with the best of design and implementation must be set up with possibly vivid word pictures as advertisement of the company's products and services to attract more potential customers in exercising their purchasing power.

Internet marketing offers a wide captivating audience to consider the online business's products and images. There is a plethora of social media sites like eBay and Facebook that enjoy millions of active users who can be targeted using email and market listings to drive more web traffic to their web business sites.

Businesses that engage Internet marketing can create greater hype on their products and services in a series of ways. Emails are great at disseminating the latest promotions of products and services to a wide circle of potential customers which makes email marketing very influential as a successful marketing approach.

Pay-per-Click marketing is also part of Internet marketing which offers an excellent approach to gain more customers and enhance the web presence of the online business.

Internet marketing is very effective and efficient in communicating the business's latest information to the targeted customers and prospects in a cost effective manner to be so attractive to businesses today if the appropriate technology is put in place.

Internet Marketing Strategies That You Need To Avoid

As an online entrepreneur, you must have likely heard about some ineffective internet marketing strategies already. In fact, you can read a lot of articles online about the different marketing strategies that you need to avoid. If yes, then this is good news because you can now plan your campaign carefully and avoid jeopardizing your website. Similar with offline marketing, there are many ineffective strategies that have been created by internet marketers that are still used among unsuspecting online entrepreneurs.

The internet marketing industry changes over time and it is important for the internet marketing campaigns to keep up with the changing times. The ineffective marketing strategies were created with the pure intention of raising brand awareness of online businesses. However, due to the dynamic environment of the World Wide Web as well as the changing rules of advertising programs as well as search engines, the strategies have been classified as ineffective already today. As an online

entrepreneur, it is crucial that you know what these ineffective strategies are so that you can exclude them from your current internet marketing strategy. This will not only save you a lot of money but this also prevents you from wasting your time and effort.

What Makes An Internet Marketing Strategy Ineffective

As mentioned earlier, internet marketing strategies become ineffective because of the changing environment of the World Wide Web. Another reason why they become ineffective is that the preferences of consumers when it comes to advertising also change from time to time thus this means that internet marketers should always update their strategies constantly in order to meet the demands of their prospective clients.

Just because particular internet marketing is ineffective does not mean that it is illegal. Some novice internet marketers tend to panic as soon as they find out that one of their internet marketing strategies is actually considered ineffective. It is important to define that ineffective marketing strategies are those that no longer bring relevant traffic and sales conversion to your website. Apparently, there are some internet marketing strategies that are too inconvenient for your clients to patronize. Below are the different types of ineffective marketing strategies that you should avoid at all cost if you want to ensure the success of your online business.

Online Classified Advertising

Online classified advertising has been hyped during the time when internet marketing is still very young. Although online classified advertising is still used until today, it is considered as an ineffective internet marketing strategy the fact that those who visit classified ads are mostly business owners. Although this particular strategy can help you promote your business in your community, it really does not bring in relevant traffic to your site. However, you can still post your business information on online classified ads but do expect to generate a lot of traffic to your site. Unfortunately, most people will forgo classified ads whenever they are looking for a particular product online these days.

Spamming

As an internet marketer, you must have an idea that spamming is considered as a mortal sin in search engine optimization. There are different forms of spamming that you can commit and these include posting bulk articles in your blog and submitting a lot of articles required by article directories. Another form of spamming is to send bulk email notifications to your subscribers' inboxes. Spamming is still used by many people to drive traffic to their site but the problem with spamming is that you can easily lose your reputation and credibility as an online entrepreneur. Moreover, search engines like Google heavily penalize spammers by blocking websites permanently and removing them from their

index. You certainly do not want to be blocked from search engines, do you?

Pop-up Advertisements

I have yet to encounter someone who loves pop-up advertisements. Although pop-up ads can catch online users by surprise, they are more annoying than useful. Remember that most people block pop-up ads from their browser so if you invest in this type of advertising method, then it will just be a waste of your time. Moreover, if you add them to your internet marketing strategy, then you may lose some of your clients. If you want to advertise your website to your clients, just place a simple ad on a webpage and people who are interested in your site are bound to click on your ads.

Too Much SEO

Believe it or not, too much SEO can be detrimental to your website. While search engine optimization (SEO) is crucial for search engines to index your website, it is important to take note that writing articles for search engines can make your content less appealing to your human readers. You have to understand that SEO uses keywords and repeating them all throughout the content to the point that the entire article will now sound unnatural and broken. Search engine optimization is an effective way to make your site visible to search engines but you need to know your limitation in using too much keywords.

Email Marketing

Although email marketing is an effective method of attracting potential customers to your site, it is now considered as a costly and obsolete marketing strategy. An online business has to spend thousands of dollars in order to implement this particular strategy. Sadly, only a meager 3% directly responding to email marketing. Most people no longer open promotional emails for fear that they may contain virus or spyware applications that can wreck havoc on their computer data and personal information. Moreover, email marketing is also very time-consuming thus it is considered as one of the most ineffective internet marketing strategies to date. If you are still using email marketing, then it is time that you think about removing it from your internet marketing strategy.

The industry of internet marketing is very dynamic and changes in the different marketing strategies are often introduced more frequently than ever before. Learning about the many ineffective marketing strategies is very important so that you can avoid them and focus on strategies that will make your website more appealing to your clients and be successful.

Keeping your electronic company afloat: managing your online reputation

We are in a digital age and almost everyone has a daily and regular access to computers. With just a single click, everything can be seen and done. The realm of business is no exception to this. In fact the bulk of consumers resort to online marketing for purchases while others rely on online advertising for canvasses made of various items. The convenience that is associated with online marketing to clients makes it very attractive to them. Since you save a whole lot of time and even energy arguing with some sales person at times, it is not surprising that more and more businessmen and enthusiasts turn to online marketing to help boost their company's success.

Why create an electronic company

When you already have an established business even without even engaging in any online marketing, then perhaps you might be wondering as to whether or not you should join the band of those who are engaged in e-commerce. It's actually not a very complicated question to be puzzled about. It simply is a mere issue of understanding, acceptance, and of course risk. Just like when you first started your business, everything appears to be in a haze and only then will you be able to realize that you have made it when sales starts to roll in and profits are parachuting.

Creating an online company is beneficial in several ways. First is the fact that you get easy access to a wider market with less monetary investment. Although you will have to maintain sites and invest time and effort to sustain the site, it is still quite minimal compared to the creation and maintenance of a bulky creative team just so you can advertise your product to a minimal market. Since potential buyers are using the web for various purposes might as well go closer to them to introduce your products.

There is a minimal requirement for e-commerce. Unlike typical business, you have to fulfill several requirements to start. In e-commerce as long as you have a working website and pool of creative minds, you're good to go. No need for a big building to start your business. Even at home, you can always begin with what little space you have and start your online business.

How to manage your online company's reputation

Once you have started building a name with your e-commerce endeavors, it is very essential that you always ensure that your name will never be marred and that you consistently ensure that it will always float on the list of the best e-commerce online. Because keeping a good name will also mean keeping old clients and attracting new clients, it is significant to pour enough energy and investment to this endeavor. An easy and effective way to first start keeping a good name is to determine what others are saying about your company. Of course you always have to consider how your market is reacting to your e-commerce in assessing your reputation. No one should carry their own chair and boosts that

they are good when in fact it was plain from the owner's mouth. What you can do is to search for your company's name and read out the reviews customers give about your website or your advertisement. In this way, you are given an idea as to how successful you have been or what needs to be improved to be effective.

It pays to know what your competitors are actually doing. It's a difficult world when you engage in online marketing. Since everyone easily gets access to various sites, there is no surprise then that you get to see lots of people advertising for different products and competing for the attention of the same market. If you want to identify your flaws and know why you seem to be flanking out of the competition, try to look for the reasons why others are actually making it. Look for reviews of customers on successful competitors and see what they have been doing that you missed to fill in. Revitalize their moves and see if it works.

Reacting to unwanted and surprising customer comments

Since anyone can access almost everything online, it is not at all impossible that you find unwanted comments from some web surfers. A wrong response to such comments or reviews will likely ruin your online marketing strategies and of course reputation. This is one thing that you should always be careful of as it will basically define the direction of your online business. In any endeavor be prepared to receive comments that are off your expectations.

No one can please everyone and your business is likely not an exception. So when dealing with negative comments, handle it cautiously. Try to see the person beyond what is written. You might not be aware of their real situation so handle things like this with compassion and kindness. After all, you will not lose a thing if you just look at negative feedbacks on its brighter side. Also, you will never know if these sorts of not so good comments can actually provide you with valuable insights as to the improvement of your ad for the products or services you are selling online.

Never do these things if you want to float in electronic business

Aside from making sure that you do not ignite fire with fire when reacting to negative comments, there are also other things that you should avoid to float in online marketing. To make your ads effective, make it appear less on selling but more on information. Potential buyers actually find it pretty boring if they are confronted with ads that are too lengthy and wordy. It also makes it less attractive if they find that the ads always and persistently tell them to buy the product. In any ad, one should make sure that the selling part occupies the lesser percentage of the entire ad and more of entertainment and information to the target market.

Online Marketing Tips for Creative People

It does not take a fair amount of detective skills to notice the sudden spike in numbers of the amount of creative people operating online businesses - from customized cupcakes to photography and film services to consultant businesses for social marketing services. For many creative minds however, the business world, with its rules, boundaries and standardized communication does not evoke a sense of comfort. To a scatterbrained creative soul, the cut throat business world is just not a desired cup of tea.

However, if you are an artist of some sort- be it a digital-painter or a cupcake baker, selling your product/service via the online market does not have to be as scary as it seems. There are a few things to keep in mind for those who are weary of dragging wondrous works of art, no doubt embedded with their heart and soul, into the market place where at times it may feel like there is a total absence of heart and soul.

1) The internet is a huge space:

This can be quite intimidating. However, it does not necessarily have to be. You can look at it as an advantage rather than the big gaping black hole you are seeing. A larger space means more exposure for you and your product. With the right mind and method, you could achieve global recognition. There are many inspiring stories floating around the internet about people of various ages from various parts of the world and how their now successful businesses started on the internet.

Basically, the World Wide Web is your oyster- do with it as you see fit and take advantage of this huge space which can mean that whatever you put online has the potential to reach thousands or even millions of people. Instead of letting how large of a space intimate you, think of it as a creative platform, which it can easily be given the various connections made possible by people from all corners of the world.

2) There are too many strange people online:

This is again, very true. But there are many serious people who operate in complete professional methods. While I am sure if you look and account for it, the latter may appear to be less, but just like in any business forum you can choose who you can transact with.

After being on any website be it twitter.com, deviantart.com or wordpress.com, you learn to get a feeling about what's legit and what's not. Learn to hone those feelings by being active on these sites. Furthermore, you can always choose to secure yourself by controlling how much information you are putting out there. If you are not comfortable putting up your personal details online, then simply don't.

Make an email address that is strictly meant for business communication and stick with that. Websites such as facebook.com and others which are used for internet marketing often have a privacy statement which is always worth reading. Take the time out to customize your privacy as most websites have such options. Sometimes it takes a bit of trial and error to figure out how to optimize it according to your standards and wants, but the end result is worth the journey.

3) Everybody is doing it, there is too much competition.

As the saying goes, there is nothing wrong with a little healthy competition. Part of the ideology behind the formation of the European Union (EU) was to rid Europe of the power dynamics of war, by bringing the nations together economically. As far as the online market goes, similar to the EU's "healthy competition brings forth an open market"- everything is out in the open, more or less.

Starting a business and are confused about how to go about charging for your services?

You can always look around online, find other companies who are doing similar work and see what their packages are like. Because Facebook pages are open to all audiences, now you can even get a feel of how certain business go about their social marketing strategy. Because the beauty of online business involves being as active on the internet as possible, you will be aware of your competitor in various aspects. And once again, with the right mind and insight, you could offer an edge that your competitors are not offering, and use that as a marketing tool.

4) It takes time:

This is relevant to any kind of business. There's a long, slow wait, which is sometimes unbearably slow as you count each and every like on your Facebook page, before it starts to feel and look like all of those shiny business you are exposed to from those inspiring success stories. As with any business, there are tools and methods to fasten the growth rate. With online business, these methods are ever-changing, which means social marketing offers the kind of versatility that you just cannot get offline.

While the big bad world of the World Wide Web may be intimidating initially, and to be brutally honest, quite frustrating as you're working out the kinks, in this generation of internet savvy consumers, it is where a lot of economic activity takes place. Ideas are exchanged, worked upon, fine-tuned and then introduced into a saturated market that will probably keep on saturating itself. So it is better to start now than later.