

The 5-Minute Guide to Internet Marketing Success

- SPECIAL REPORT -

Have you ever wanted to learn internet marketing but you didn't think you had the time? Well, do you have five minutes? That's all the time it will take to go through this five-minute guide to internet marketing success, I which is aptly named because you will be able to learn all of the basics in just five minutes time.

Of course, internet marketing takes more than five minutes to learn if you want to truly be successful. But you have to start with the basics, and that's what this guide will teach you. Everything that you need to know to decide if internet marketing is for you, and to choose a path that will bring you success is contained right here in this guide. Let's get started.

What is Internet Marketing?

The first question that we have to answer before we can move any farther forward is "what is internet marketing?" Some people may not be familiar with what is involved with the term. If you are an expert in internet market already, then feel free to move forward in this guide. For those that want to know, internet marketing is a term that covers just about every moneymaking effort on the web. There are a bunch of different strategies that are involved with internet marketing, but this general term covers them all. However, bear in mind that internet marketing is different than freelancing, completing surveys or many of the other countless ways to make money on the web.

Internet marketing describes a very specific type of moneymaking - using your knowledge of how the internet works - specifically of how websites are ranked in the search engines - to make money online. So, if you have a website on 'power tools', and you have the knowledge to get that website ranked number one for that term in the search engines, you are looking at hundreds of thousands of views every single day, which will relate to hundreds if not thousands of sales. Of course, power tools is an unrealistic keyword, but there are still plenty out there to choose from that are realistic.

How Do You Make Money in Internet Marketing?

The next topic that we're going to cover is how you actually make money with internet marketing. So, assume that we continue with the previous example, understanding that it is unrealistic for all but the biggest power tool retailers. But assume that you were able to rank for the extremely lucrative term power tools. If that was the case, you would be bringing in thousands of visitors every hour, all of whom were interested in buying power tools. So, how do you make money? The answer to that question is any way you want.

For example, you could make money the most obvious way of all by selling these people the power tools that they are searching for. This is obviously the best-case scenario for those who are actually looking to buy. But what about those people who want to buy power tools but are also looking for

the best deal. Could you perhaps sell them an eBook called How to Save Money on Power Tools?

Perhaps it is a little on the nose, so you may not be able to convert those people, but the point is the same regardless. You have an audience that you need to convince to buy. How exactly do you do it?

How Much Can You Make?

That's where the next question comes in. How much money can you make with internet marketing? The answer here is; however much you want. Basically, whatever you want to make is available, as long as you know how to get it. But each of the strategies listed here have a different income potential. Actually, that's not quite true. All of the strategies listed here have the potential to make you millions of dollars and they have many others but you have to be able to use the strategies successfully to make that happen. So, let's go into those strategies and their monetary potential quickly.

The first thing that you need to understand is that each internet marketing strategy has its own income potential because each one is unique in the way that it makes money. For example, the way that content marketing works is: you have content that you publish on the web, with the potential to make money from each specific keyword that you are targeting. The method will vary depending upon the monetization model that you choose, but there is amazing potential there. In general, internet marketing is probably the easiest way to make a great deal of money quickly, without

any sort of major investment, college degree or specialized training.

What Do You Need to Start Internet Marketing?

So, what do you need to get started in this business? Actually, you only need two things: a computer that has internet access and the desire to make money. Anyone who tells you differently is trying to sell you something. This is something that stops many potential internet marketers in their tracks. There are thousands of so-called gurus out there that will tell you that you need multiple websites, web hosting, premium backlink tools, expensive keyword research tools and most of all, their ridiculously overpriced learning materials, to make it in internet marketing.

The truth is, you can get started in internet marketing without these things. In fact, there are enough resources on the web that you don't need any training materials at all, as long as you are willing to do the research. There are also ways that you can publish content without having a domain name or web hosting, free keyword research tools and backlink resources and much more. But you should know that many of the tools that are out there will make it a lot easier to make money online. However, you need to do your research carefully and choose them based upon what you find instead of relying upon what some 'guru' who is trying to get your money has to say.

The Most Common Internet Marketing Strategies

Now, let's discuss the four most common internet marketing strategies that are currently out there. There are many more strategies to choose from, but we are going to concentrate on these four, not only because they are the most common, but also because they are the easiest ones to get started in and don't require a great deal of investment other than your time.

Content Marketing

The first strategy we'll cover is content marketing. Content marketing is one of the most popular ways to make money online. In fact, essentially all internet marketing is based upon content marketing to some extent, which is why we will concentrate a great deal on it in comparison to the other strategies here. No matter what kind of website you have, or what model you are working from, you have to have content if you want the search engines to be able to find your website and index it in the proper location.

Content marketing is when you create content that is optimized for search. It requires knowing how keyword density works, what Google looks for in ranking websites and what pitfalls to avoid. When Google first began, websites were indexed by other search engines based upon what words they contained. The more instances of a keyword a website contained, the higher it was ranked. But Google started using other websites to determine how a site

should be ranked. If lots of sites were linking to the site, then it was considered an authority.

That same model is still used today but with massive refinements and all kinds of fail-safes to ensure that low-quality websites aren't able to game the system. Google wants people to be able to find what they are looking for, so content not only has to be optimized for search, it also must be high-quality, valuable and exactly what the searcher is trying to find.

There are several monetization models that you can choose for content marketing. In fact, the other methods listed below can be considered monetization for content marketing, since everything revolves around it.

Blogging

Blogging is the next strategy that we'll discuss. Blogging is mostly content marketing, but with a very different goal. Blog posts are usually about a specific topic, and the goal of a blog isn't just to have content to provide keywords, it is also to attract regular readers. Blogs that get a following can then monetize using a variety of methods. In order to get a following, a blogger must have a niche that they are targeting. The people that follow blogs are interested in whatever topic the blog is about. Example blogs include fashion blogs, computer gaming blogs, vaping blogs and much more.

As for monetization, you can choose from methods like Google AdSense, which displays ads and pays you whenever someone clicks on one, banner ads that generate income based upon impressions, promote Amazon products that are relevant to your blog or even offer something of your own for sale. There are lots and lots of ways that you can monetize if you have a popular blog.

Affiliate Marketing

Next, we'll go over affiliate marketing. Probably the most popular affiliate program in existence today is the Amazon Associates program. Amazon pays you a commission whenever you send someone to their site via your link and they buy something. Since that commission is based upon a percentage, you could potentially make hundreds of dollars per sale if you were promoting the right products.

But Amazon isn't the only affiliate program out there. You can choose from thousands all over the web. If you like talking about web hosting, you can promote Hostgator through their affiliate program. If you like computers, there are affiliate programs that pay you for selling computer-related eBooks and products. You can find affiliate programs for any topic that you want to promote. One of the best places to find products to promote is a website called ClickBank. ClickBank hooks up sellers of digital products with affiliates who want to earn a commission by promoting them.

Product Creation

Finally, you could create your own product and sell it. We were just talking about ClickBank. Instead of being an affiliate, you could be the creator of a product and then list it on ClickBank and let other people sell it for you. Digital products are great because they cost nothing to duplicate. You sell a million copies of an eBook and it would cost nothing. With a real book, printing a million copies is a huge chunk of money. But eBooks aren't the only type of digital product. You can also sell videos, audio files, infographics or anything else you can create.

Product creation doesn't have to be done specifically by you. You can always outsource the work to someone else. For example, suppose that you hired a writer to create an eBook for you. You could probably get a 10,000 word eBook written for around \$200. From that point forward, you own that eBook and you can do whatever you want with it. One of the most popular methods is to set up a sales page and promote it as part of a larger package. But Amazon also has a eBook publishing program, as do several other of the major book retailers.

Conclusion

When it comes down to it, you just need two things for internet marketing success: a computer with an internet connection and the will to work as hard as you need to be successful. You can choose any of the business models listed here, or you can think of something completely different. But whatever you choose, work at it every day, learn as much as you can about internet marketing from the internet trusted sources on the internet, that is and just keep plugging away until you figure out what you are doing.