

4 Step Guide - The Best Marketing Plan That Will Grow An Internet Home Business

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You may have a great idea and intentions for your internet home business, but without a proper marketing plan, you are doomed to fail.

{bot_wrgoogle}What does a marketing plan actually do? An effective marketing plan for your internet home business precisely defines your targeted customers, the product, the price you will offer and the channel you will use to promote the product. Key questions which your marketing plan must address are: What is your business, what you offer, who needs what you offer, what are they prepared for it, how are you going to tell them about this product and how are you going to make them want to buy the product?

The goal of your marketing plan is to guide your internet home business towards more profits, inform prospects about your products; establish credibility with the prospects, motivate them, prove or show value of the product to them and get them to take action to buy the product.

So, what actions do you need to take to prepare an effective marketing plan that will boost your internet home business' profits?

Action #1: Define, Know and Focus on Your Ideal Customer

If you know your targeted customer, then you can develop the best way of reaching them. Do the necessary research to find out who your customers will be and what they will expect from you. How can you best promote your product to them? How can you best maintain your existing customer, and how can you attract new customers? For your internet home business to succeed, you will need a large customer base which you will continue to build on.

Action #2: Brand Your Business or Products

You need to know what your internet home business is offering first, and you need to develop a 'brand' for your product or service. Whatever product you are offering, that is your 'brand', and you need to name it appropriately and in an appealing way. If you are targeting a certain segment of the market, let that be reflected in your brand, if possible.

Action #3: Create a Convincing and Powerful Sales Message

This is a very important step for your internet home business. Customers want to pay for something which can give them some benefits, or can solve issues they have at hand. Are the benefits of your products emphasized in your sales copy? Your internet home business' selling message must also have some bonuses to make your product a good 'bargain'.

Action #4: Develop a Plan For Looking After Your Prospects And Customers

This is often neglected. For your internet home business to succeed, you must be prepared to offer that extra help and care for your customers. This includes promptly answering their questions, keeping in touch with them, offering some free benefits and tips and being available when they need you. Your internet home business has many competitors, and you will need that extra edge that can make prospects want to buy from you.

If you have a home based internet business, having a marketing plan is very important. Without a marketing plan, you can not grow your business. Do all the necessary searches and invest the effort to develop a marketing plan which will adhere to.

Do not start an internet home business without taking the steps outlined above!

Jeff Casmer is an award winning entrepreneur, keynote speaker, and internet marketing consultant with career sales over \$25,000,000. He is currently featured as a "Top" Affiliate of

ThePlugInProfitSite. His "Top Ranked" Work At Home Directory gives you all the information you need to start, maintain, and prosper with your very own Internet Business in the 21st century.