

Learn The Tricks Of Advertising A Network Marketing Internet Home Based Business

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Although you can make money with an internet home based business opportunity, you will need to advertise on other websites. There are different methods to advertise and you need to find out what is the best method for you.

Once you make the decision to start your own business in marketing your attention needs to turn to advertising a network marketing MLM internet home based business in whatever way you feel it can be successful. Old stand-bys such as newspapers, radio and television have shown limited success with the basic theory being that if you want to attract online customers, you will need to advertise online.

Online advertising is not cheap and finding the right websites on which to post your ads can be confusing, as you will want to reach potential customers who have an interest in the product or service you are selling. The shotgun approach has been used by many businesses, which involves sending out messages in all directions to enough people, hoping to hit a few. This can be a waste of time and effort, not to mention money, and anti-spam laws are limiting how you can reach potential customers without offending them.

One method several successful businesses are using is affiliate marketing. By accepting websites who are willing to sell advertising space on a per sale basis enables you to leverage your web site advertising and not pay for it until you realize results. Typically, an affiliate will place your ad on their site free of charge with the understanding that if a lead from that site results in a sale for you, he will receive a sales commission based on the sales.

Utilizing this method can put your ad in front of a diverse group of web surfers without the typical up front cost of advertising and, if your is a reputable, well-know business, the affiliate gets the extra recognition as a legitimate entity by having an association with such a company. Surfers on the internet will not know the advertising is placed there on an if-come basis, if the sale happens, payment will come, and believe that site must be pretty good if you are willing to advertise with them.

You can be specific about which sites your name is associate with and have great control over which sites you do not want your ads posted on. By working with an affiliate marketing company they will even track all the visits and sales coming from each of the affiliates who agree to carry your advertising message. While this may be similar to the shotgun approach of shooting your message into space, the biggest difference is the cost as it costs you nothing unless you see results. This makes this approach a true results-based endeavor.

Additionally, over time you can trim the number of affiliates you associate with by rooting out the ones whose visitors never visit your site and then gear your advertising to types of sites whose visitors do show an interest in your product or service.

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