

# Reap The Benefits Of Internet And Network Marketing for Your Internet Home Based Business

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It's a fast way to grow your internet home based business by using other websites as affiliates. Although high traffic sites is one of the criteria, sites in the same niche as your is also key to generate targeted prospects and sales.

One of the ways you can influence the growth of your internet home based business is through network marketing and having input onto which websites your advertising appears can have an impact. Many companies use a shotgun approach to affiliate marketing in that they allow any website that signs up as an affiliate to post their advertising, playing the odds of their ad being seen. They believe that the more places it is posted, the better chance it has of being seen.

While there is a large degree of truth in that theory, there may be a few places where you do not want your ad to appear. Since affiliated marketing ads do not cost you until they show results, having them appear in the wrong neighborhood could hurt your credibility. With most affiliate marketing companies you have the final decision on whether or not you want your business name on an affiliate site. Instead of giving the go-ahead to any and all sites that apply, it may be better for you to give final approval before accepting a potential affiliate.

Many internet businesses seeking affiliates demand a high traffic count, which in many ways makes sense, but you do not want to make the site's traffic stats the main criteria for accepting them as an affiliate. Do not overlook the niche businesses that may not get a lot of traffic, but the traffic they do get is specifically targeted to your business offering. For example, your offering of business development software will probably sell better on a site geared to new business owners that receives a mere 1,000 hits per day as opposed to a site selling cookie recipes that has 100,000 hits a day.

It is right to be particular, but do so in the right way. Sites with adult-oriented entertainment, which typically show high traffic counts, may not be an ideal base from which to draw customers for your business development software business. Some of these sites have names that may not indicate the true nature of their business and unless you research each site that requests affiliate status your ad could end up on a site you would not want your mother to visit.

In the old days of advertising many businesses made the mistake of not being particular where their ads were seen, believing that as long as even a small percentage of those receiving their message may show an interest it was worth the expense. It was not too long that someone had the idea to send the information only to specific people who might care. When returns on the advertising investment began to explode into sales, businesses embraced the notion of direct, targeted marketing. Internet and network marketing is similar, in that you want your message to be seen by those who are interested in your offering. This is nowadays the strategy to build your internet home based business.

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