

The Basics of Internet Marketing Promotion

Contributed by Scott Oliver
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Thousands of business and web enthusiasts are taking the big risk and joining the exciting world of internet marketing. While seemingly overwhelming at first, internet marketing and promotion can actually be classified into three simple categories: market research, search engines, and e-zine advertising. Those interested in the internet marketing field should first familiarize themselves with the very basics of what makes this fast growing business venture tick.

{bot_wrgoogle}Determining how much money to invest in your overall internet marketing campaign, and deciding the people and places which to target the main product, are defined as market research. This research is the most basic section of the internet marketing focus. Investing the correct sum of money to the right groups is essential in market research, and internet marketing in general. Proper research will eventually conclude the outcome of your entire business campaign.

Search engines have been a popular form of advertising, both past and present, in the internet marketing community. Search engines are divided into two sections: search engines and directories, and pay per click engines. While the most favored and effective form of internet marketing promotion, this category is also the most expensive. Excellent search engine marketing and placement can quite time consuming as well, and it is best if submission is left to an experienced professional.

Another extremely effective, yet inexpensive form of internet marketing promotion is e-zine advertising. Using the information gathered from your market research, you should be well aware of what your target audience desires. Find out what kinds of online publication or newsletters your internet marketing targets are interested in, and purchase advertising from these sources. Ads generally are available in three basic types: solo ads, top-line ads, and classified ads. Solo ads are the best ads because they are sent to the entire publication list. These ads are also beneficial for internet

marketing promotion because they contain only your ad. However, solo ads are the most expensive. While classified ads may be a low-cost alternative, they will not be much help in your plight for internet marketing success. These tiny ads are placed at the end of the newsletter, and are usually overlooked by the majority of readers.

Scott has his own website to help you find the best home based business ideas and opportunities so you can work at home

at: <http://www.Pennies4You.com>