

Making Use of Online Marketing as your Business Edge

The Internet is the most measurable and accountable of all communication media when it comes to business statistics. The power to be able to monitor the effectiveness and continually fine-tune Web sites, Internet marketing (emarketing) campaigns and strategies is one of its most powerful strengths for any marketer. Online marketing is an all-inclusive term for marketing products and/or services online - and like many all-inclusive terms, Internet marketing means different things to different people.

Online marketing refers to the strategies that are used to market a product or service online, marketing strategies that include search engine optimization and search engine submission, copywriting that encourages site visitors to take action, web site design strategies, online promotions, reciprocal linking, and email marketing - and that's just hitting the highlights.

In any or most business, it is very important to advertise the products. Many small businesses work hard to attract clients and customers. Having a website and covering the web design basics is just one way to attract new customers or market the business. Hence, the Internet can be a powerful tool that can help advertise and market goods and services.

Online marketing has lots of advantages and disadvantages over traditional marketing. It has fast implementation time, considered to be measurable and flexible.

Using Online marketing makes your store open 24 hours a day, 7 days a week. The customers worldwide can reach and can shop and basically do business anytime they want to.

Aside from that, emailing subscription base is more often cheaper than sending a letter through mail in endorsing products or in communicating with big or small companies. Updating the subscribers can be done almost instantly through email. Also, visitors of the websites can get up to the minute information on each visit.

Moreover, information sensitive business, such as law firms, newspapers or online magazines can deliver their products directly to the customers without having to use a courier.

Despite these advantages, it also has number of disadvantages. Since the cost of software, hardware, web site design, maintenance of website, online distribution costs and of course, time, all must be factored into the cost of providing service or product. These are expenditures though that looks minute if you see the potential of online marketing.

Many people prefer live interaction when they buy. If the business is small with one location, this may deter customers from buying

Furthermore, there is no replacement for good old-fashioned customer service. The majority of Internet marketers lack customer service and inquiry response programs. As a result, many online visitors of the site will already have painted the site as poor service before they have even contacted the proprietor. The majority of websites also have poor navigation, which makes it difficult for visitors to find what they are looking for. But of course in time a help desk maybe added to your customer service for a more personal touch. Or there are also live web help that can get you in touch with your customers when they are in your site.

In addition to that, there are also lots of competitions in online marketing. By the time the customer finds the website, they have already been clicking many links not unless; they can find what they are looking for. That is how online marketing strategies can help you rise above the rest.

Many of them expect something for free. Some visitors are afraid to trust their credit cards or accounts since they have no idea if it safe to procure on websites. Obviously, they are discouraged to make purchases.

Marketing involves generating leads, converting them to clients and reselling to clients. If businessmen are not attracting the number of customers and clients they want, there should be an assurance that the marketing strategy isn't full of holes.

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