

## Internet Marketing - 7 Main Ways To Achieve Trust Online & Increase Your Sales

Your success in internet marketing depends on you being able to offer a product or service that has benefits to the customer. However, simply having this may not be enough if you want to have that extra advantage over your competitors in internet marketing.

The success of your internet marketing business depends on people visiting your website and actually making a purchase. Therefore, you do not want to lose a potential sale because a potential customer does not feel safe or confident enough to buy from your website.

The internet is full of scams and some people have lost some money with online transactions. Some websites over-promise and under-deliver. As a result, people tend to be extra cautious with their credit cards or while doing internet transactions. On the other hand, competition is very stiff; there are thousands or millions of other internet marketing businesses that offer what you offer.

So what can you do to set your internet marketing business apart? What can you do to make sure that a prospect who comes to your website or sales page will believe that what you say your product will do is actually true? What can you do to make sure that your prospects will feel comfortable enough to take out their credit cards and buy from you? The survival of your internet marketing business depends on having many customers, and creating many sales.

1. Have your name and contact details on your internet marketing business' website. People want to feel that should they be unhappy with your product or service, then can contact you. Or, some potential customers may have questions before they actually decide to buy. Have your main contact details - your company name; email address etc on your website is therefore very important. Internet marketing is like any other business - you must have your contact details of your website.

2. Have well-placed and effective testimonies on your internet marketing business' sales page. Customers always want to know that someone has bought the same product, and were pleased with what they bought. Your testimonies must be genuine and must not exaggerate - otherwise the potential buyer will become suspicious. The testimonies must really honest and unbiased, and they must emphasize the satisfaction which the buyer experienced after buying your product.

3. Always think about your reputation. For your internet marketing business to succeed, you must have a good reputation. There are some websites that have reviews and comments about other websites that offer products which do not deliver what they promise. So, you do not want to risk creating a bad reputation for your website by offering sub-standard products or services. If you have high quality products and services, it is very easy to get good reviews from happy customers.

4. Have high quality service or product and offer a guarantee. By giving a warranty that should a customer be unsatisfied with the purchase, you will happily refund them, simply shows that you are proud of and stand by the quality of your product. Your success in internet marketing depends on having happy customers that can come back to you for more purchases or recommend your product or service to others.

5. Have a third party approval. Because the internet is full of dishonest people, customers generally tend to be skeptical about online purchases. Get an approval from a third party certified customer-interests related or business-ethics related approver to add some confidence to your prospective customers. Get these approvals and display them on your website. If you have this approval, then you have an edge against your competitors, which is very important for your internet marketing business. Your internet marketing business will need a big customer list - but you must not abuse it. If you get spam complains, you risk having your website shut down.

6. Have a privacy policy on your website. Spamming is rife online these days. People are doing all sorts of unethical things with other people's emails. Have a privacy policy statement on your website and keep that promise. Your prospective customers will need to be assured that if they leave their email address on your website, you will not spam them.

7. Be available! Your internet marketing business' website is your shop that operates all year round 24 hours per day. Your online business is a global business - meaning you can get customers from anywhere in the world. As a result, you must be available to answer any questions. Check your emails at least every 5 hours. Be prompt in answering questions. Promptly pay any requests for refunds.

In summary, just go that 'extra mile' for your customers and make them feel safe to do an online transaction. Have a high quality product or service which a third party has approved and for which satisfied customers have provided testimonies. Respect your customers' or prospects' privacy and do not abuse their emails. Offer guarantees for any unsatisfied customers. All these factors are critical for your internet marketing business.

Your success in internet marketing depends on your reputation, so follow the guidelines above to build a good reputation that will help build your business.

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