

MarketStorm



INTERNET MARKETING PRODUCTS

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5 Tips To Success With Internet Marketing Products



There are so many internet marketing products available today on the market. From methods and systems teaching people how to make money, to scripts and software that help speed up the process...the choices available are endless.

However, just like with any other information product, not everything is as good as the sales page may make it out to be. Or, in some cases, it just isn't a good fit with the person buying it. If you have decided to invest in internet marketing products then try and keep the following tips in mind.

Firstly, who is the author? Before you buy a product, try and dig a little deeper and find out more about the author of the book, system or method. This is not as

important with scripts and software products, but with information products it's good to know who you are buying from.

Unfortunately, the internet has allowed many to make money without actually having any knowledge of what they are writing about and this doesn't bode well for anyone buying a new money making system.

Secondly, if it sounds too good to be true, it usually is. If a certain





internet marketing product guarantees that you can make \$5,000 within the next 50 minutes, you would likely not believe it. Then why would you believe an internet marketing product that says you can make \$10,000 in a month, even if the time span is longer?

Remember that internet marketing is essentially a business and a business can take quite a bit of time before it becomes profitable, so be patient.

Three, don't give in to your emotions, and trust your logic. Sometimes you want to believe in something so much that you overlook the cold, hard facts - that it is impossible for all these internet marketing products to deliver on their promises. Yet, here you are putting your PayPal information in again to buy the latest shiny toy, even though you probably have a hard drive full of products you have never read.

Four, take action. This is one of the biggest problems with people who purchase internet marketing related products today. People go out and buy so many systems available out there, but never implement even one. They keep on looking for the Holy Grail without actually putting in the work to see whether or not they already have it in their grasp.

They jump from product to product, with no clear goal in

sight - hoping they will find that one product where they can push a button and their PayPal will receive money automatically. Unfortunately, it doesn't work like that. All the internet marketing products out there will not make you money if you do not put the work in.

Five, remember to give it time. Just like with a diet, internet marketing products and the systems they offer need a little time to work. By their very nature,

search engines take time before they rank a site. You may be tempted to scrap a system within 24 hours of trying it because it doesn't work...but don't. Just wait, be patient and let the product work its magic.

Remember that you need at least 30 days to really judge how effective an internet marketing product is. If after thirty days, you don't see any progress, then by all means switch to a different system.



Web Hosting Service Providers : The Basics



When starting your online business, having your own domain name and a web hosting service are two things that are most crucial to your success. This is because having your own domain name will allow you to 'brand' your product or service, and having a good hosting company will provide you with a space to put that domain name and the website you build around it.

A web hosting service can be likened to a big storage facility where anyone can rent one (or more) storage units. You will need pay a monthly fee and will have varying degrees of access to your storage space. The company renting out the storage buildings will take care of all the maintenance and service, and all you just have to watch out for your particular storage unit.

There are many companies that can provide you with an online 'storage space' where you can

'place' your website. You will be renting a portion of their server, or a whole server depending on your needs. You will then need to pay a monthly fee and they will take care of making sure

that their servers are up and working 24/7.

The major web hosting companies, such as GoDaddy and HostGator, offer a wide range of packages to suit virtually every online business need. For many people a simple shared hosting plan (where you rent a portion of a server) that will allow them to host unlimited websites (as long as none of them require a lot of bandwidth) is more than enough. However, if you are building a niche website empire, you might



want to consider a dedicated

hosting account where you can rent a whole server from your hosting company. By going this route, you will have more control and a lot more bandwidth.

Another option you can consider is a reseller account. This is an option where you pay to rent a block of the servers. You can subdivide that block into smaller units and then rent those out. The hosting company will still handle all the maintenance

required as well as customer service.

When choosing a hosting company, be sure to get one that guarantees 99% up time. This is to ensure that you don't lose money if your server goes down due to customers not being able to get to your website. Great customer service is another thing that you would want to consider. You will want to be able to reach someone 24/7, particularly if you have a problem or a question

during the odd hours of the day.

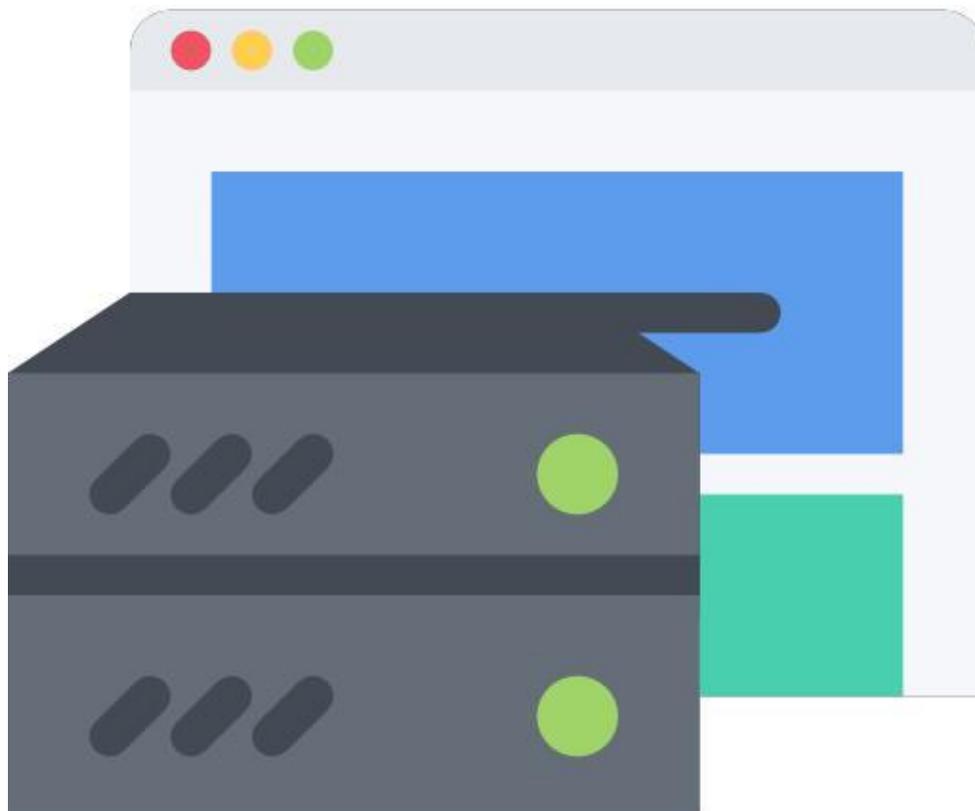
Most companies are quite inexpensive and if you pay a year, or more, ahead of time, your actual cost can go as low as \$3 or \$4 a month depending on your plan. If



you don't prepay and opt for a monthly payment plan, you can expect to pay around \$10 a month for a shared hosting plan which will still allow you unlimited websites. You may have some bandwidth restrictions with this type of plan, but unless you are getting

millions of hits everyday, you shouldn't have to worry too much.

As your online niche website empire grows, you then might want to consider getting a dedicated hosting account so you can have more flexibility in terms of bandwidth, as well as other additional functions.





Beginner's Guide To Affiliate Marketing

Affiliate marketing is something that many online marketers are familiar with. They know how it works, and what it takes to be successful. However, you may feel lost if you are new to it. The good news is that it's really not that complicated, and it's relatively easy to get started.

A simplified definition of affiliate marketing would be selling or

getting leads for someone else's products or service. When a company needs some help making sales, and they allow people to sign up as affiliates, they are willing to pay a commission or a flat rate per lead or sale. Depending on the company, this percentage or flat rate will vary. As an affiliate, you would be looking for companies

that have high payouts and long-term tracking.

Affiliate marketing can be used to make sustainable income a number of ways. You can use promotional tactics that include things like a website, blog, newsletter, social media email, PPC ads etc. The list is long.

However, the most popular form of long-term affiliate promotion is done with a website. When you choose the market that you want to promote, be sure that you choose one that you are somewhat familiar with. This will make it easier for you to become an expert on the topic which is key when it comes to content creation and promotion.

One of the biggest advantages of affiliate marketing is that you don't have to put in the time and effort of creating a product to sell. You can start promoting as an affiliate as soon as you sign up

and are approved by the seller. You will also need a plan for promotion.

Where Do I Find Affiliate Programs?

There are many ways and places to find products to promote and the commission you earn will be determined by the product seller, so it's important that you understand their terms before

q you invest your time, effort and money marketing for them.

Many sellers offer their own affiliate programs directly from their websites, while others work through big networks such as:

- JVzoo - <http://www.jvzoo.com>
- ClickBank - <http://www.clickbank.com>
- ShareSale - <https://www.shareasale.com>

- Commission Junction - <http://www.cj.com>

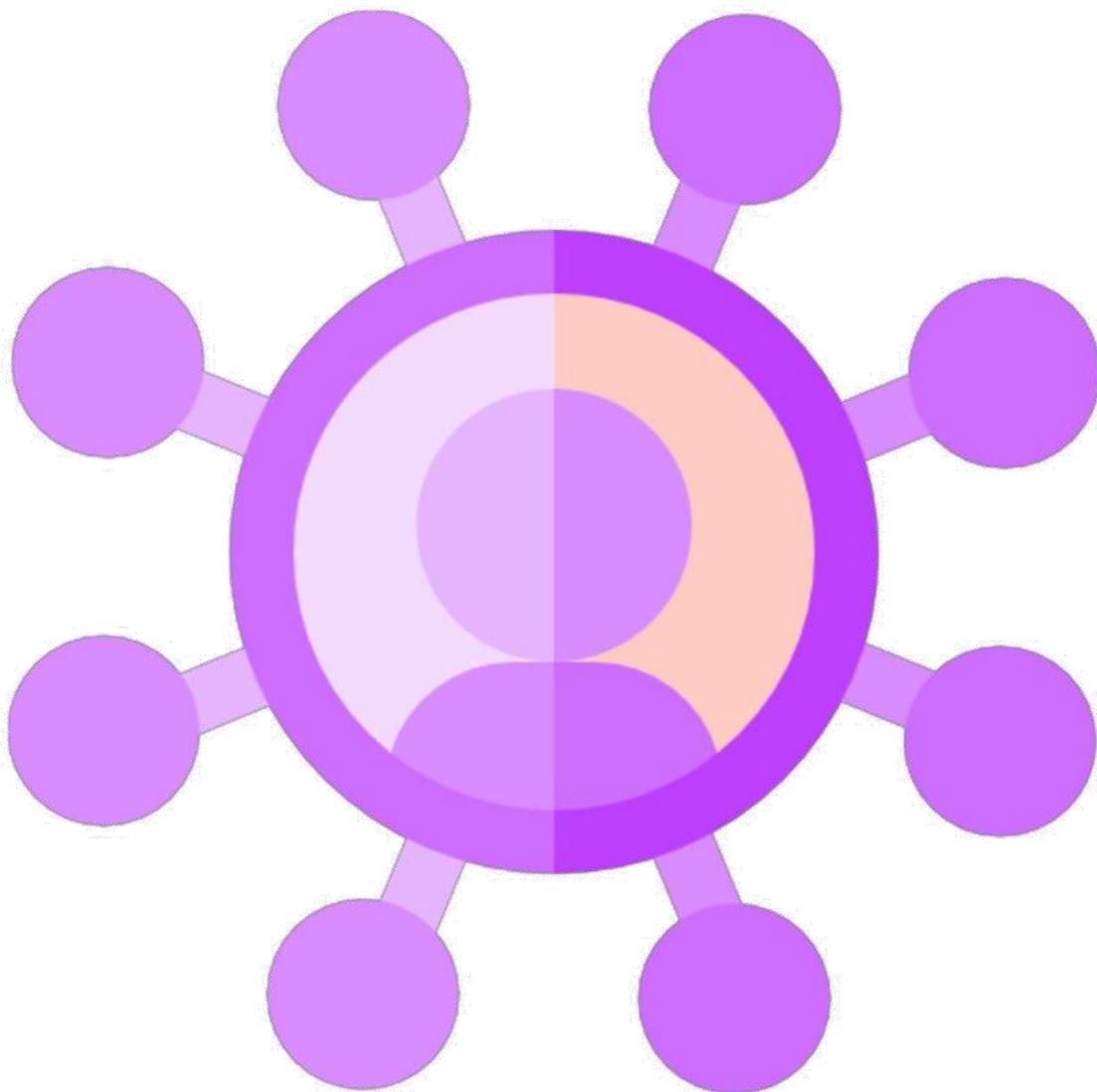
You can also promote products from mega companies like Amazon:

- <https://affiliate-program.amazon.com>

These affiliate networks are very popular and offer many diverse products, which allows you to

choose what type of products you want to focus on. They also offer a different payment structures so make sure fully understand how you will be paid.

For instance, on JVzoo you can earn anywhere from 10-100% of the sale. The average is 50% per sale. Sometimes the seller (vendor) will pay you instantly and other times you have to wait



because they can set their own terms. Your payments are directly deposited into your PayPal account. If you don't have a PayPal account you should definitely get one because many affiliate programs have the option for pay out through them which will give you faster access to your profits.

On bigger networks like ClickBank and Amazon, you are paid according to their thresholds and schedules. This means that you have to make a certain amount before you get your check or deposit. Your commission is usually starts out much lower and increase with volume of sales, which means you have to sell a lot more before you start seeing big commission checks.

With individual websites the product owner determines the commission structure and payment schedule so again make

sure you understand their terms, that they are reputable and don't be afraid to ask them questions before you begin promoting for them.

Whether you choose to promote products from an affiliate network or an individual website is completely up to you. The networks do offer a certain amount of protection as far as payment is concerned. However, many privately owned websites offer generous benefits to affiliates.

I personally think a mix of different networks and websites is a good idea because it brings in different revenue streams for your business.

Then..How Do I Promote Affiliate Links?

There are several ways that you can direct people to your affiliate links. One of it would be

purchasing your own domain. This way you can cloak your affiliate links and build your own brand at the same time. You should choose a domain that is related to the niche you will be targeting. For example, if you are marketing beauty products, you probably shouldn't choose a URL that has cars in it.

After you have a good domain you will need reliable hosting for your website. You need dependable hosting for the best results. A hosting company that has more up time than down time is best because during down time, your website will not be accessible. So, get some recommendations from others that have tried a few, and use the best that you can find. Good hosting is worth paying a higher price for.

Once that is done, you are ready to get your affiliate links and

website set up to start marketing. Determine the amount of money that you aim to make, and come up with an outline of steps in order to achieve it. There are so many ways that you can increase a website's visibility, and you will definitely want to make the best decisions. So, finding out the best ways for you to do this is that is cost effective is a good start.

Using SEO to get your site higher in the search engine rankings with keywords is a great idea - it is something that will definitely pay off. You can learn it yourself, or you can pay someone to do this part for you - it is entirely up to you. However, you should know that learning and using SEO yourself is more time consuming. Hiring an SEO guru might be better for you.

Write articles about the market that you are promoting from your website and submit them to

article directories. When you include a back link to the site that you are optimizing that will help you as well with the search engines.

Affiliate marketing is not something that you can make money overnight with. You need to be able to build up and keep

adding to your website daily or weekly, and keep it going.

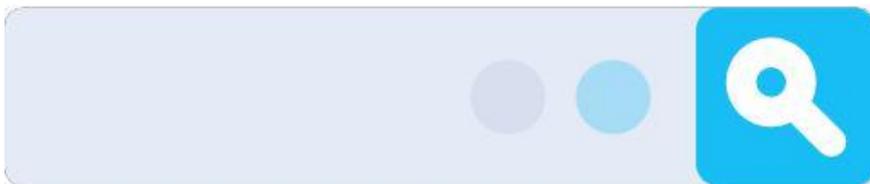
So, there we have it, a beginner's guide to affiliate marketing - it's not as complicated as it looks. Now that you have a rough idea of what it is and how it works, you can get started! You'll never know - this could be a potential gold mine for you.



How To Improve Your Website's

Google

Ranking



Before you can effectively raise your Google web ranking, you need to understand what factors figure in to the rank number. Google (or any other search engine for that matter) uses many methods to determine which

pages would be displayed first in the results. There is an exact algorithm that determines placement, which is not known to the public. However, there are several well-known strategies that you can employ to improve where you come up in the search results.

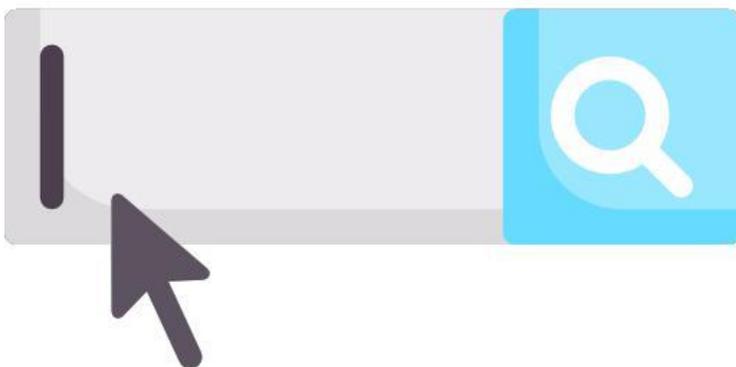
First of all, do not waste your time or effort on submitting your website to hundreds of search engines. Not only will this not get you results, it could actually backfire and cause your ranking to go down. However, submitting your site to the right directories can help. Search for directories that are directly related to your business. Check what there page

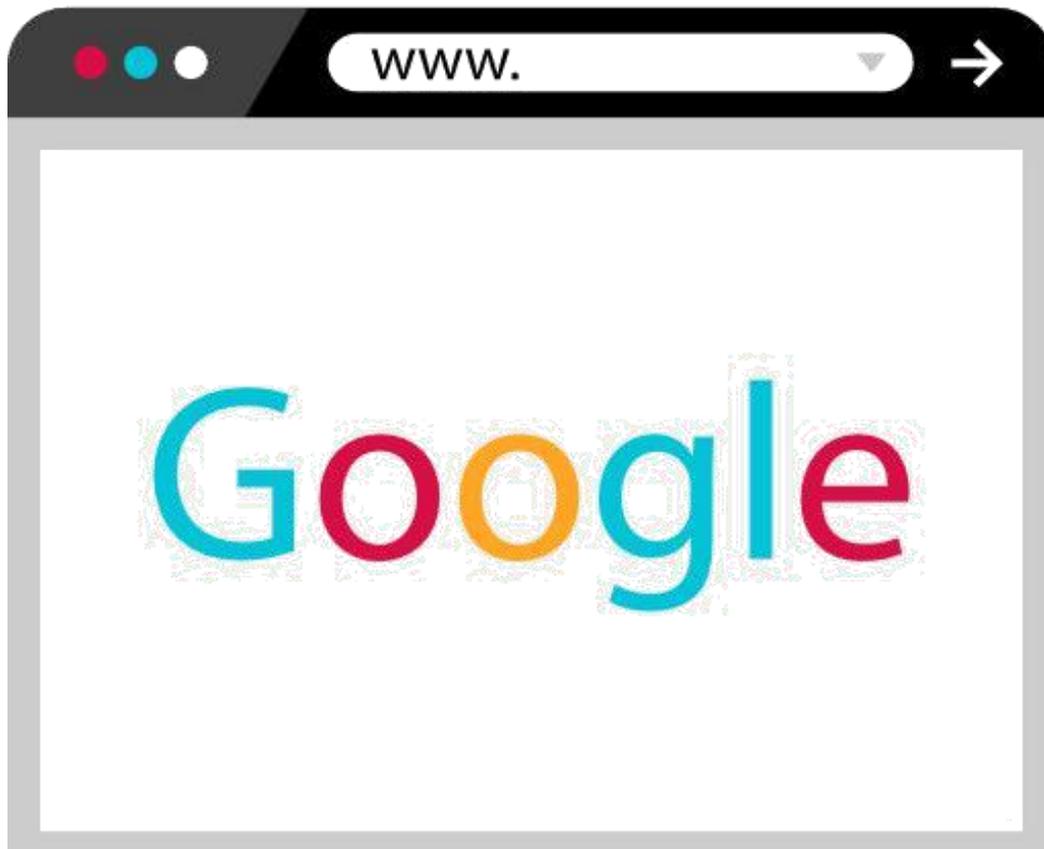


rank is (the higher, the better) and submit your website there.

Keyword optimization is important. If you aren't familiar with this term, it basically means using the exact words that people are searching for on the Internet in the content of your website. It's very easy to find what terms people are searching for and how often they are searching for them.

You can use any of the search engine's free keyword tools to help you with this. Just key in a general term that is related to your business and the tool will give you information such as the terms users are type in that





are related to the general term, along with how many searches per month that term gets, how competitive the term is, among other information. If you are just starting out, you will want to use uncompetitive keywords (those that don't get too many searches). As you start to build in ranking, you can start using more competitive keywords.

How often should you use the keywords you have chosen to target? You should try to use

them in main headings, titles or links within your website as well as within the content itself. However, the usage should not be forced. Your Google web ranking will actually go down if you try to "trick" the search engine by over-using keywords.

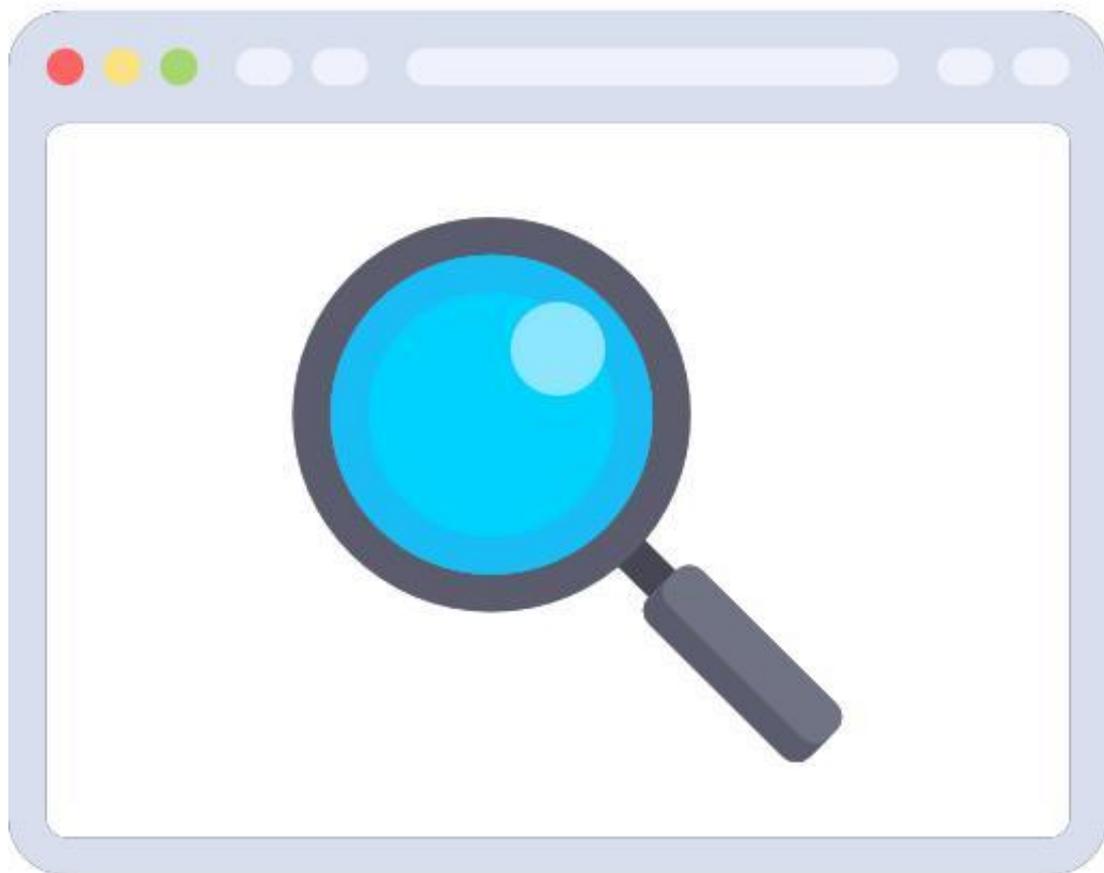
One of the biggest determiners of your rank is how many incoming links you have to your site. If Google sees that you have other sites linking to yours, it signifies to them that your content is

valuable and must be worth sending visitors to. The more links and the better the quality of the links, the better your ranking will be. If you have other high-ranked sites (that are relevant to your business) linking to you, you will get a boost in your ranking.

You can also submit your site to social networking sites out there, such as Facebook and Twitter .

When people bookmark your site, Google take that to mean that your webpage is good, and will raise your ranking on its search engine.

These are just among a few things, along with maintaining valuable content and good design, that you can keep in mind to improve your website's Google web ranking.





Niche Marketing

A general definition of a niche market is the subsection (small market segment) of a larger market that a specific product falls into that focuses on satisfying the specific needs in that market. This includes everything from price range and production quality to demographics and location of the consumers that it's intended to impact.

Niche markets can vary by geography, culture, gender, ethnicity, etc. No matter the target group, niche marketing direct its efforts into figuring out what that market wants and gives it to them.

This method requires a lot of research but it can save you a lot of time, money and effort in the long run because it allows you to create marketing campaigns that target the specific needs of consumers. This helps you keep up with consumer demand, and make sure that the products and services you offer are sought after in the marketplace.

Here are a few typical steps that are required for a solid niche marketing campaign:

1. Finding a profitable niche

This is perhaps the single most important part of the process. If you don't take the time to find a profitable niche then your chances of success will be very slim. This requires a lot of research into many different niches, in order to uncover one that gets a lot of monthly searches online but with little competition.

2. Build a niche website

It doesn't have to be elaborate. It just has to get the job done! If you don't have a lot of money to spend to hire someone to design your website, then you can do it yourself with a little bit of knowhow and a WYSIWYG web builder or blogging platform like WordPress.

3. Create content

Provide your visitors with interesting and informative content as bait. This is what will attract people to your offers so make sure you pay close attention to content flow of your webpages. It needs to be highly focused around the types of products and services you are promoting.

4. Decide on how you want to monetize your site.

If you opt for affiliate marketing, then choose products from Amazon, Clickbank, JVzoo, Commission Junction, and others that match your niche and have high marketability. Pay-per-click is also a good way to earn money in a niche market, and AdSense is an excellent choice for newbie Internet marketers.

5. Search engine optimization.

You can use SEO techniques such as guest blogging and article marketing so you can get backlinks to your site. Aside from this, work on your keyword campaign and make sure your website is properly optimized, too. There are many SEO techniques that work. The key here is to find the techniques that work for you, and once you

have found them, “rinse and repeat.”

5. Promote your site

You can do this through Twitter, Facebook, Instagram, and other social media platforms. You can also use Pay-per-click advertising and other methods like video and email marketing to drive massive traffic to your website.

How Do I Find A Profitable Niche To Get Started?

A profitable niche is one where people are ready, willing and able to spend money. There will be some competition, but not so much that

you will have to spend all your time and money

fighting for consumer attention.

One of the biggest mistakes made by beginners is thinking that a good niche shouldn't have any competition. Nothing could be further from the truth. If you find a niche doesn't have competition then chances are it doesn't have any customers either which also means there is no money to be made.



This is where research becomes very important because there are some niches where you will find a lot of people talking about things and asking questions but they just aren't willing or able to spend money. To make a profit you want a niche where there is a lot of interest and people are willing and able to spend money.

The same is true for competition. If there's too much competition, it's probably better to stay out of that niche or target a smaller (tiny) segment of it, at least in the beginning. You can always expand your market share as you gain traction.

A good place to start is by seeing how many competitors there are in the marketplace. If there are already some people selling in the niche then it's a good sign. You can also read through online forums and social streams to

learn about your target consumer base. Amazon.com is a great place to find what types of products your target audience is interested in.

An additional way to use forums to reach a specific niche market is to join related forums, identify the problem being discussed most often and then participate in the conversation by posting questions that will solicit responses.

As you are researching take notes and keep track of the types of products your audience is interested in, the various price points of goods being sold in that market and the top sites where they can find information on them. By analyzing this type of information, you can get a good idea of how profitable the niche will be.

Social Media

Marketing Video: 5

Tips To Success



Getting website visitors is your main job when building an online business. With the internet there is no such thing as being stagnant. Things are always changing, improving and evolving. Combining both video and social media will really help you get a leg up on the competition. Using social media marketing video is great, but how do you do it?

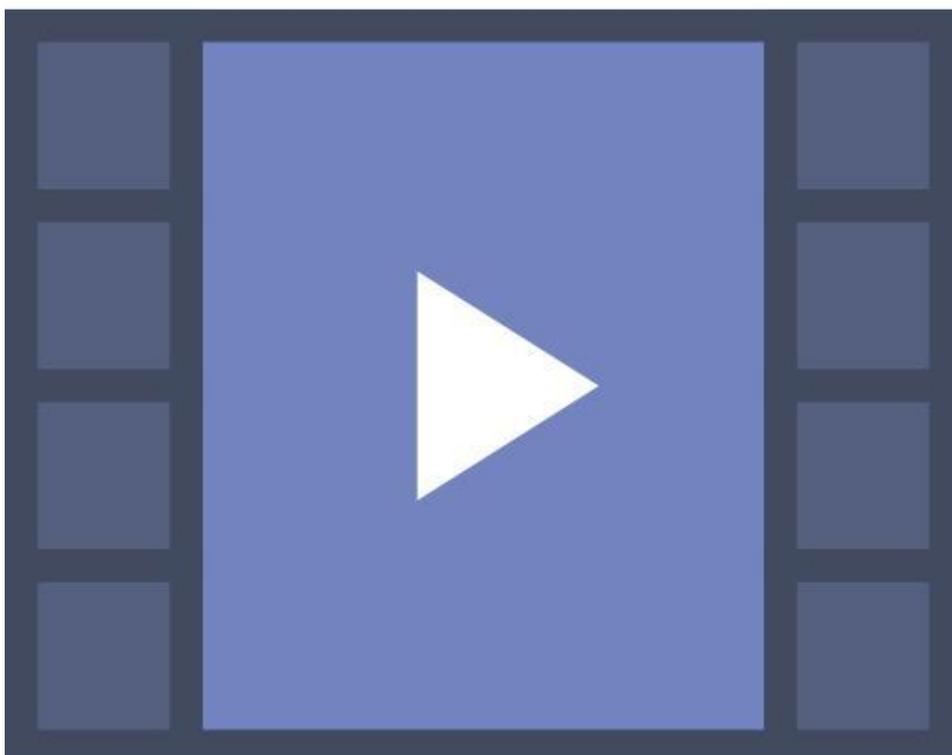
Here are a few basic concepts to keep in mind when you are planning and implementing your strategy:

1. The videos you make have to be high quality - but what does that mean? Well, it doesn't mean that you have to hire actors or pay thousands of dollars for state of the art effects. What it really means is that the audio and video are clear, and that the

information is presented in an easy to understand format.

2. Keep your videos fairly short. The average is less than 5 minutes. If you are making an education video , you don't have to adhere quite so strictly to this rule.

3. Make an outline of the points you want to cover before you start recording audio for your video. The last thing you want to





do is be a stammering mess. If you listen to your video and you find the word that is spoken the most often is 'um' you really should go back and re-do it.

It may be a hassle, but if your video is filled with pauses or stuttering, people will lose patience and will move on to other things. If no one watches your video, you would have wasted your time anyway. Do it right or don't do it at all.

4. Remember that success is not only about quality but quantity as well. You need to submit videos on a regular basis. One great technique for doing that is to create a video series. You make a 'how to' video on whatever subject that relates to your niche but instead of covering all the information in one video you break it down into smaller segments and create multiple videos. This will encourage your visitors to come back.

5. When you submit your videos there are some rules to follow too. For one thing, make sure that you include keywords in your title, description and tags. This will help your video stand out and get noticed.

Also, while it's important to have your video submitted to a lot of places you want to make sure that it's only submitted to quality sites. You don't want your dog training video to show up on an adult site. That won't help your credibility.

And remember : submitting your video to 20 -30 top quality sites is better than blindly submitting it to 100 less desirable sites.

When it comes to getting the most out of your social media marketing video efforts you would want to start off with the 'big' ones such as Facebook, Twitter, and YouTube. Later, you can add to some smaller, yet still high quality sites, to make your video work for you as much as possible.



Web Hosting Service Providers : The Basics



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hosting company. By going this route, you will have more control and a lot more bandwidth.

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