



# Niche Marketing

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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.