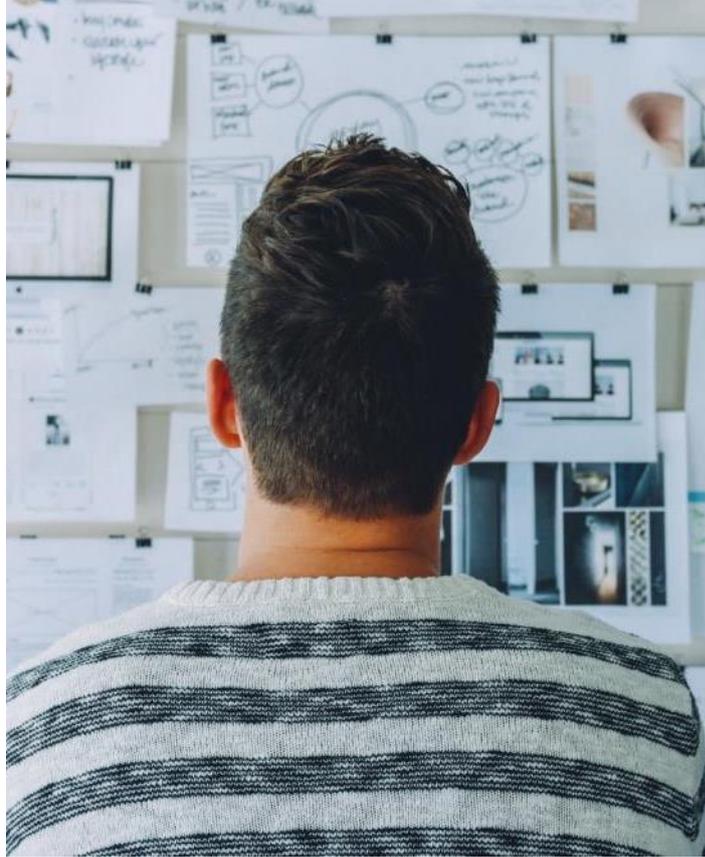


MarketStorm

TRAFFIC BOOSTING TIPS

5 THINGS TO KEEP IN MIND WHEN PLANNING YOUR ONLINE MARKETING CAMPAIGN * BASICS OF AFFILIATE MARKETING * GUIDE TO SEARCHING FOR A DOMAIN NAME * HELPFUL TIPS FOR SEARCH ENGINE OPTIMIZATION * INTERNET MARKETING SERVICES - 5 THINGS TO KEEP AN EYE OUT FOR * PROMOTIONAL EMAIL MARKETING * SIMPLE AND VALUABLE TRAFFIC BOOSTING TIPS FOR YOUR WEBSITE



5 Things To Keep In Mind When Planning Your Online Marketing Campaign

Online marketing is an valuable tool when it comes to promoting your company's service or product. It has made marketing to the masses so much more effective, with increased consumer reach and the ability to cultivate a more personal relationship with potential customers - at a far lower cost compared to conventional mass marketing methods in the past.

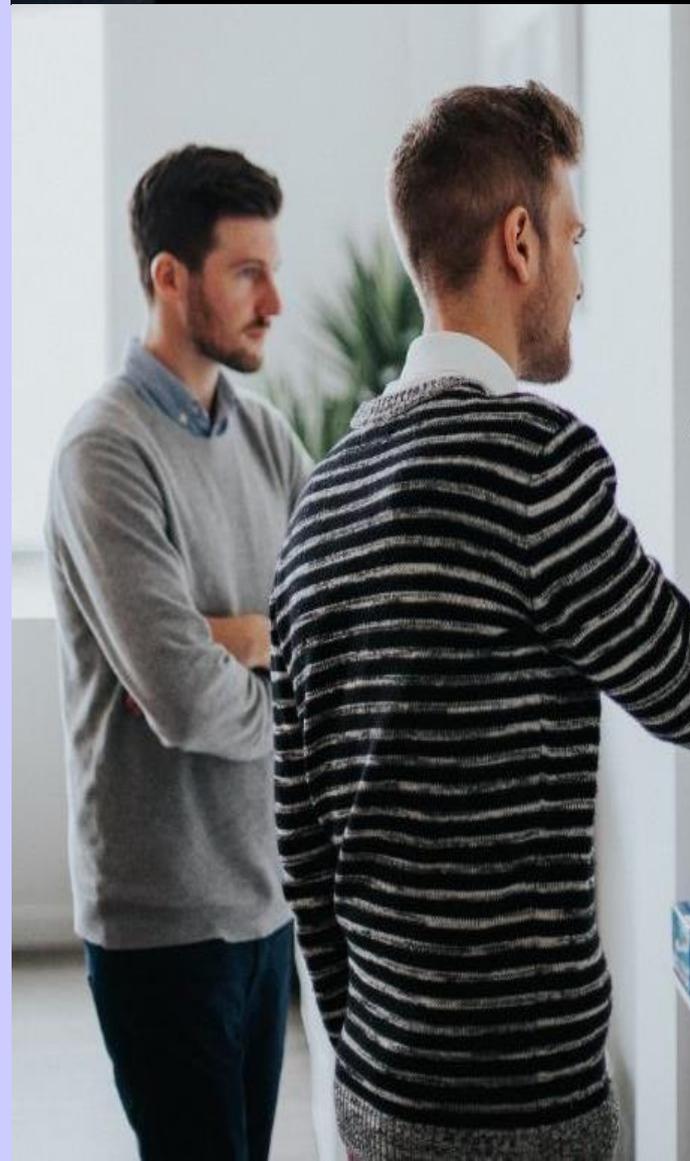
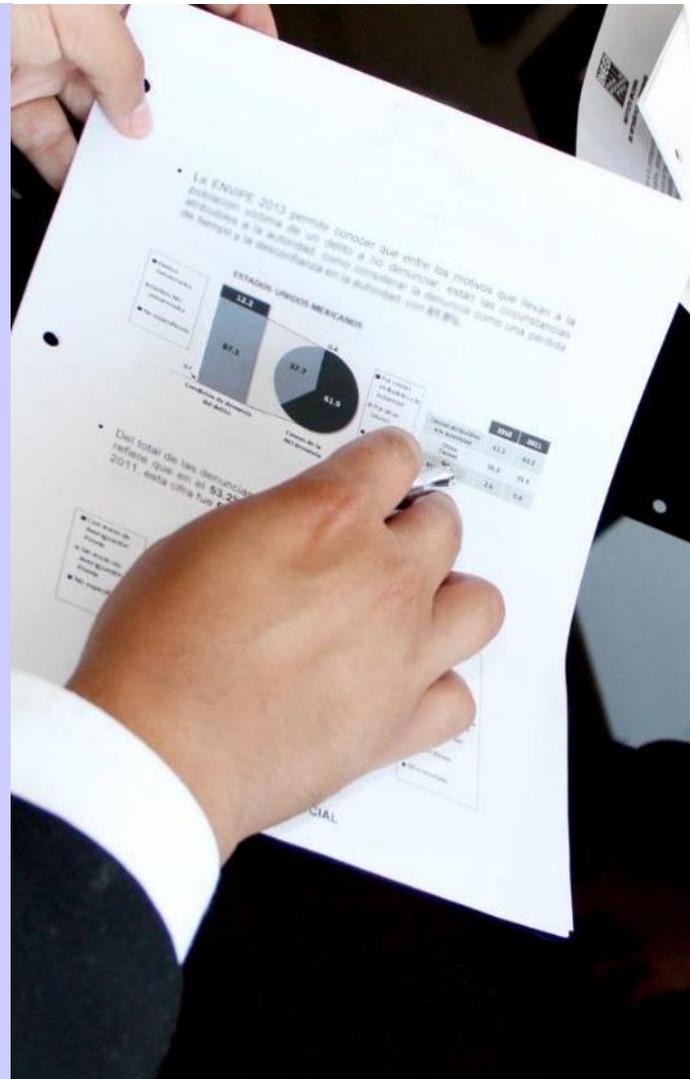
In order to get the most from an online marketing campaign, it is important to make sure that you are doing things correctly. These five things will help keep you on the right track, as you begin planning your online marketing campaign tactics for your company's services or product.

#1 What Are You Trying to Do?

You need to understand what you are trying to accomplish through your Internet marketing before you start your online campaign. You need to think about your goals: are you trying to increase traffic to your website, increase sales, or simply increase awareness? Your answer to this question will directly influence the kinds of tactics that you can use in your campaign.

#2 What Are You Trying to Say?

It is crucial to have an understanding of exactly what you are trying to say to potential consumers and clients through your marketing. Think about what you need people to know after reading your marketing copy. Is it the quality of your business, or the success that your





business can bring? Or is it the fact that they save money with your company, or the unique selling proposition that your product offers? Whatever your goal may be, your message should be clear and concise.

#3 Who Are You Talking To?

You need to be able to define your audience for your product. Think about your target, their characteristics, and their personality. This will help you to tailor your message to their wants and needs.

#4 What Mediums are Used by Your Target?

You need know the different mediums that your target responds to the most. For example, emails may appeal more to the older working professionals, whereas the young generation may be more inclined towards social media.



#5 What Is Your Budget?

In view of all that is discussed, you should also have your budget in mind. How much money do you have, and how much is the campaign going to cost? Knowing your budget will help you to understand exactly how far and extensive your Internet marketing campaign can go. So take some time to reflect on these five questions. You simply need to make sure that you can answer all of these questions before you begin. All of these questions will make it easier for you to come up with strategies and

tactics for your online marketing campaign, to create the most efficient and effective campaign possible for your product.





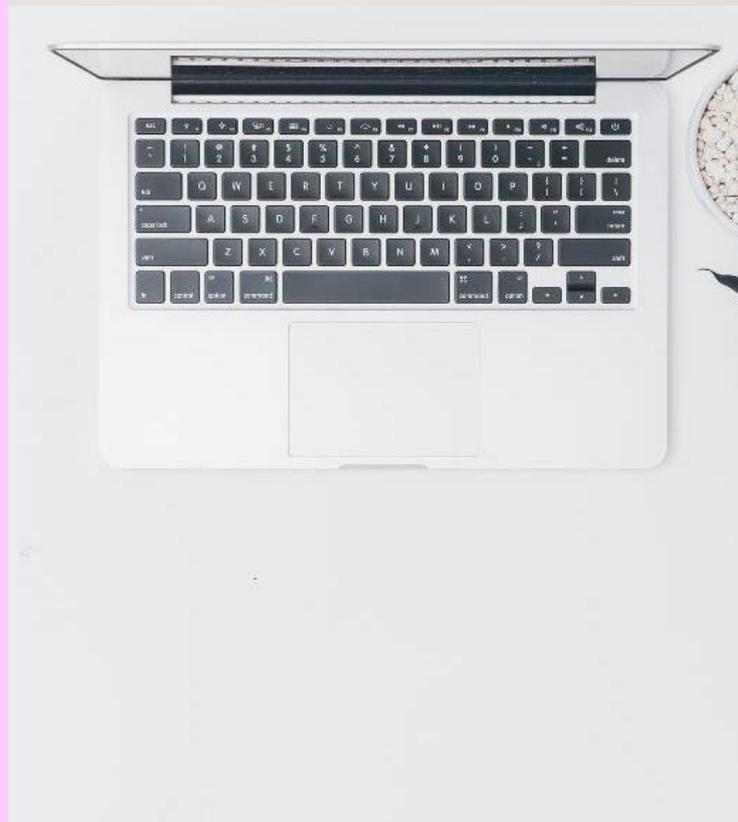
BASICS OF AFFILIATE MARKETING

One of the easiest, and potentially most lucrative type of online business is affiliate marketing. If you learn the tricks of the trade and are willing to invest some time to implement what you learn, you can leverage the automation and sheer volume of the internet to make virtually as much money as you want. To help you get started, I've compiled a brief overview of the basics.

The first thing you really have to remember (and I can't stress this enough!) is that even though affiliate marketing is not a difficult online business, that does not mean that you won't need to learn new skills...in fact you will. It also does not mean that you won't have to invest any time in your business. One of the most common mistakes people make is that they don't treat their business as a business. Instead they do a little work here and a little work there, and then wonder why they're don't see any results. Don't fall into that trap. Work on your online business consistently and you can be very rich.

1. The first step is to understand that to become an affiliate, you need to sign up with a company that offers an affiliate program. Signing up is free. Most companies will give you a replicated website that will be identical to all the other affiliate websites, the only difference will be your special code in the URL. That will identify you and whenever someone makes a purchase from your site you'll get a commission.

2. Next you will need to know a little bit about internet marketing . This is the process where you drive traffic to your website. There are many ways you can do this, both paid and free. Generally the free methods will take a little longer, but since they are free you don't have to worry about





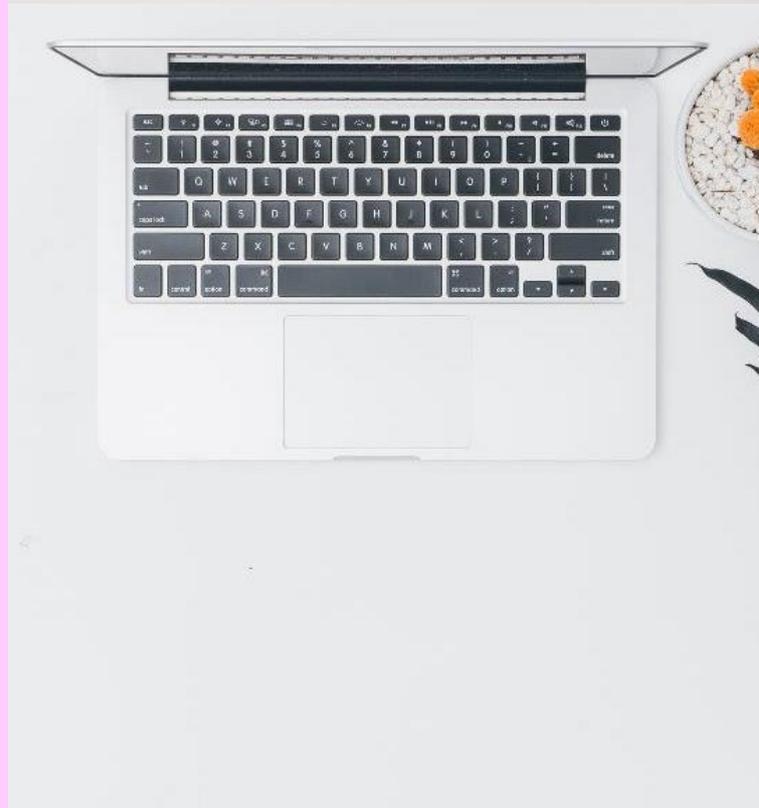
making any mistakes while you are learning how to do them. The paid methods for driving traffic will usually get traffic more quickly but only after you've mastered the techniques which can take quite a bit of time. Since you have to pay while you are learning, it will also take quite a bit of money. You will definitely have more money going out than coming in at the beginning when you use this method.

3. Convert as many of your visitors into paying customers as you can.

There are many ways to do this, from copywriting, SEO and using an autoresponder. Don't worry if none of this makes sense, there are plenty of places online where you can learn these skills. For right now though, you will want to use an autoresponder

service. This is a fully automated system that will allow you to pre-program a series of emails. You can add as many emails as you want and you can choose how often they go out. When someone opts into your list (this just means they sign up and give you permission to send them emails) the whole emails series will be sent out automatically. For example if you have 10 emails loaded into your autoresponder and that you've got it set up to send out one email every day for 10 days. When someone signs up they will immediately receive the first email. Then every day they will receive another one until they've gotten all the way through the series.

When you write your emails make sure that you include



valuable information. Don't make your emails just one sales pitch after another. Instead help them by giving them information that they can use, related to your website topic of course.

I've barely scratched the surface with this article, there's just so much more to it. Just remember that affiliate marketing is easy, don't let the jargon throw you off. It won't take you any time to learn all you need to know to be making a lot of money.



Guide To Searching For A Domain Name



When it comes to choosing a great domain name, it really should come down to more than just something that sounds clever. There are specific things you can do that can increase the amount of traffic your site gets. Here are some domain name search tips to keep in mind the next time you are in the market for a new domain name.

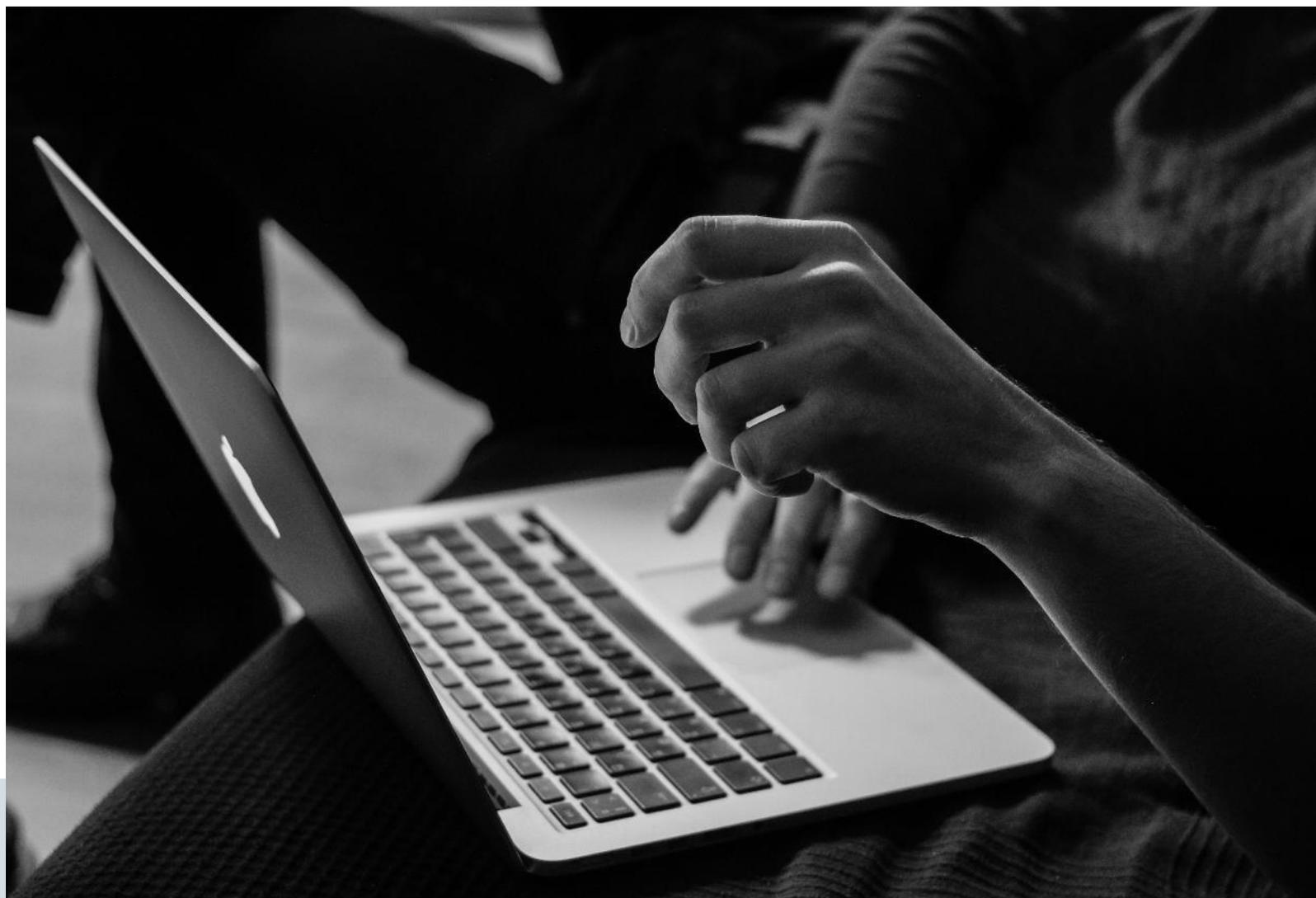
First of all, you have to know the purpose of your site and how you plan on getting web traffic. If you are putting up a website to sell a product or service online your site name should be something directly related to that product or service. To drastically increase the amount of organic traffic (this means the traffic that 'stumble' upon your website because the search term they used matches the keywords you've used for your sites domain name and any on the site search engine optimization), you should create a domain name that is a highly searched for search term.

To illustrate, let's look at the example on dog training. Let's say that you've done keyword research on this niche and you've found the term 'simple dog training' gets a lot of monthly searches and doesn't

have a lot of competition. That would be a great keyword to target. If you could get a domain name that was "SimpleDogTraining.com" you'd be likely to get a lot of free traffic.

You may also want to also consider using a .net or an .org extension, especially if any of non-organic traffic you get come from links in articles or PPC that people will just click on as opposed to typing in the address (this makes a difference, because if people are actually typing the address into their browser bar they are more likely to type a .com extension). You can also have a domain name that is a little longer, usually no more than 4 words is a good rule of thumb.

If the purpose of your site is to encourage visitors to tell their friends and recommend other's



check it out, you'll want a shorter, easier to remember domain name, since most people will have to type the for domain name into the browser themselves rather than just click a link. The longer the domain name (or more unusual), the more likely people will most likely to mis-type it and not get to your website.

Once you've got a list of viable domain names, it's time to see if they are actually available.

To do that, you can go to websites like [GoDaddy.com](https://www.godaddy.com), [DomainCheapsters.com](https://www.domaincheapsters.com) or even do a search online. Enter your desired domain name and see if it's available. If it's available, then you can go ahead and register it as your own.

If you buy one domain at a time for a one year period it will cost around \$10 a year. However, it's worth noting that you can get discounts if you buy in bulk or if you register a name for more than one year at a time.

Not only is having your own domain name is very important, picking the right domain is also crucial when it comes to succeeding in your

online business. These tips will ensure you choose the ideal domain name for your website.





Helpful Tips For Search Engine Optimization

When it comes to doing

internet marketing, Search Engine Optimization is important as it helps generate traffic for your website - which is where your income comes

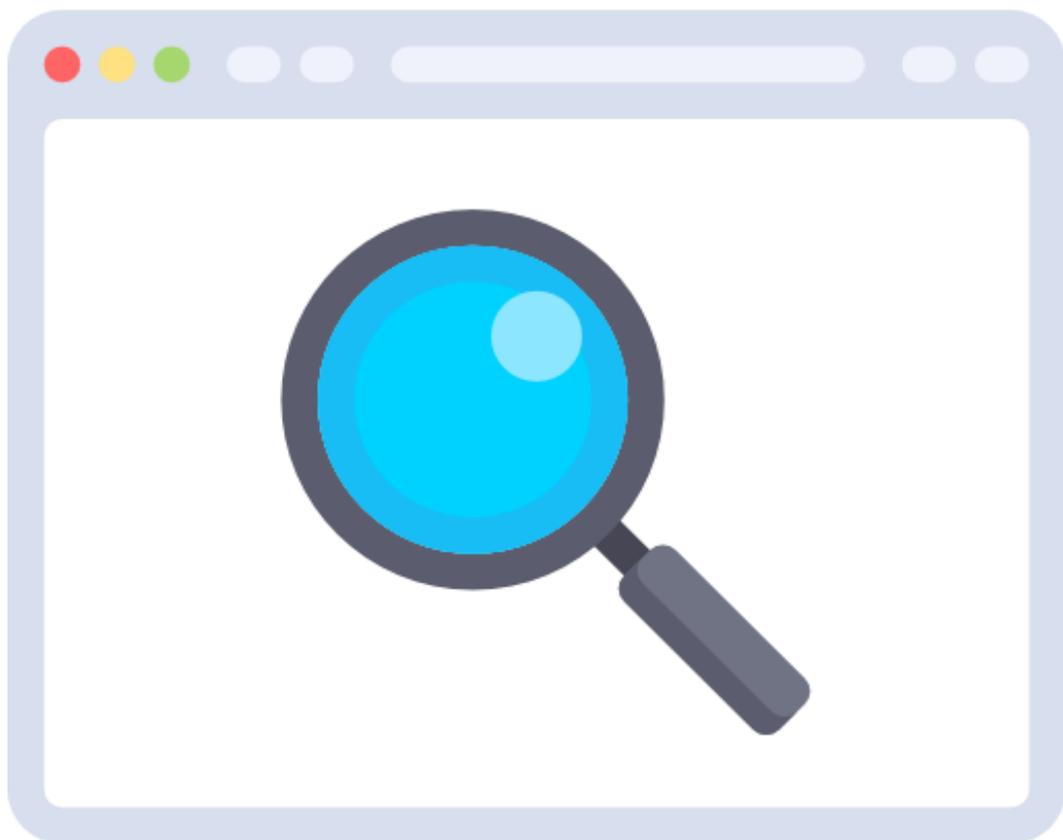
from. Here in this article, SEO experts weigh in on different tips that have helped themselves or their clients to be profitable.

1. Don't put any time or effort into a website without first taking a look at your search engine optimization strategy. Your efforts will be wasted if you do so. So, plan first!

2. On the other hand, SEO should be based on good content. Make sure that the content you are offering on your website is original, valuable and useful. This will

bring in the best kind of link -- the organic ones. People will link to you naturally because you have something of value that they want to provide to your readers.

Also, updating your content will help increase your rankings. Also, make an effort to add fresh, useful content to your pages on a more regular basis. Search engines hold this in



high regard. Not only that, photos, graphs, pictures, or images and an easy-to-navigate site will help you in terms of SEO.

3. Make sure that you include an original title tag on every page of your site, and also make sure that it includes your keyword. Many people make the mistake of putting the

overlooked tips when it comes to search engine

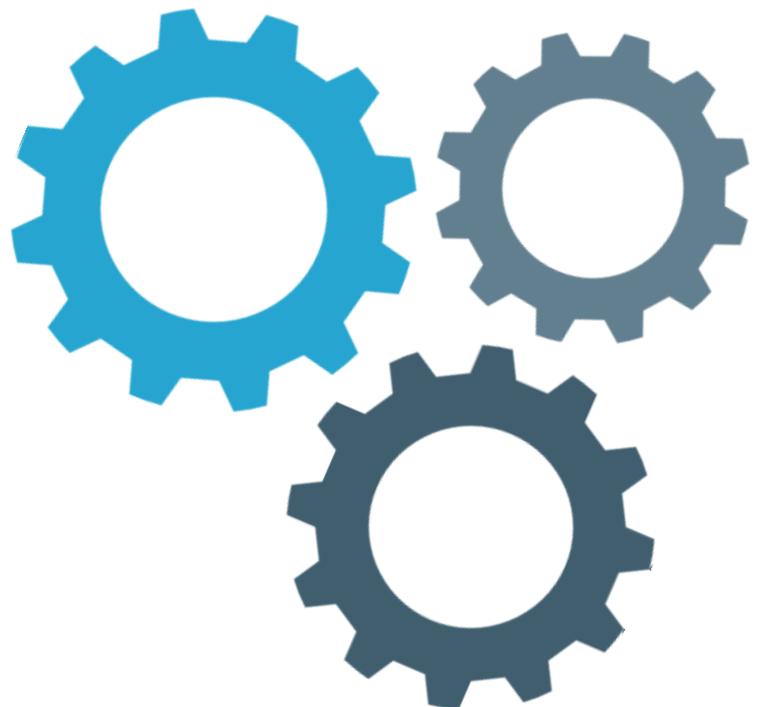
optimization. Most people think of link-building in terms of quantity. But the reality is that the quality of the incoming links are much important than the quantity. One simple link from a high-quality site can offer you much greater results than lots of poor quality links, which can actually hurt your ranking.

6. Broaden your way of communicating to include video, powerpoints, podcasts,

name of their company in these titles. Keywords get you searches more than your company name ever will.

4. Don't forget internal linking. When you use anchor text within your site, make sure that the linked text is a keyword or keyword phrase, and not just something like "Click Here".

5. This is one of the more news, press releases, social content and so forth. The more different ways you can communicate what you have to



offer, the better you will look in the eyes of the search engine. If you were to choose just one other form of communication, let it be video - it is quite popular right now.

7. Make it easy for your visitors to increase your site's ranking. Add what can be termed "viral components" to your web site or blog such as bookmarking, reviews, ratings, visitor comments, and sharing tools.

8. And finally, when it comes to search engine optimization, do

not ever underestimate or discount the power of social marketing. This aspect contributes greatly to SEO.



Internet Marketing Services :

5 Things to Keep An Eye Out For



There are many different Internet marketing companies available out there. To engage the services of an online marketing company that is best suited to your company's internet marketing needs, you will need to be able to consider your options and choose wisely. For that, you will need to understand who they are, what they do, and what benefits they can potentially bring to your business.

There are multiple facets of each company to take into consideration. With that being said, there are five different things to look for when trying to find an Internet marketing company that can teach you how to market your own company online.



Experience and Qualifications

The first thing that you are going to want to identify is the experience and qualifications of the company that you are researching. Find out how long they have been in business, how many companies they have worked with, and what kind of training they have. This will help you to understand the level of quality that you can expect from the company.

List of Services

It is also important for you to look into the overall list of services provided by the different marketing companies. You want to know the different types of Internet marketing that they handle. This will help you to understand whether or not they can meet all of your online marketing needs.



Impressive Portfolio Work

Most companies will provide you with a portfolio, showing you their various Internet marketing pieces and work. Take a look at it; it will help you to understand the style of the company and whether or not that style works with your needs.

Excellent Customer Service

You need to know that the company that you work with will be able to handle any problems or issues that you may have. Excellent customer service is key for this need.

Low Cost

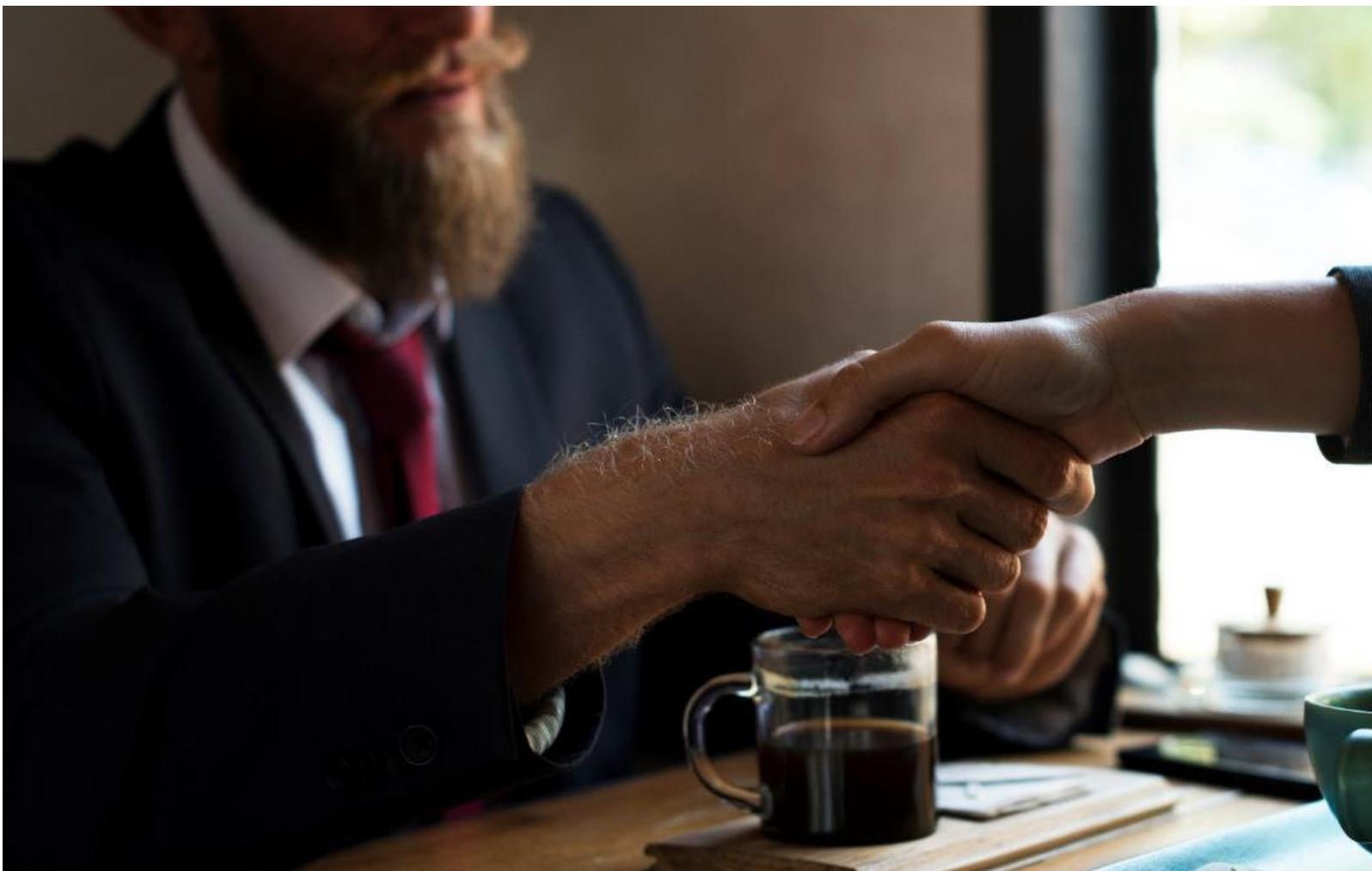
Finally, you are going to want to look for a relatively low cost when working with an Internet marketing company. While you should never sacrifice quality for cost, you will want to find the most cost effective and cost efficient company available.

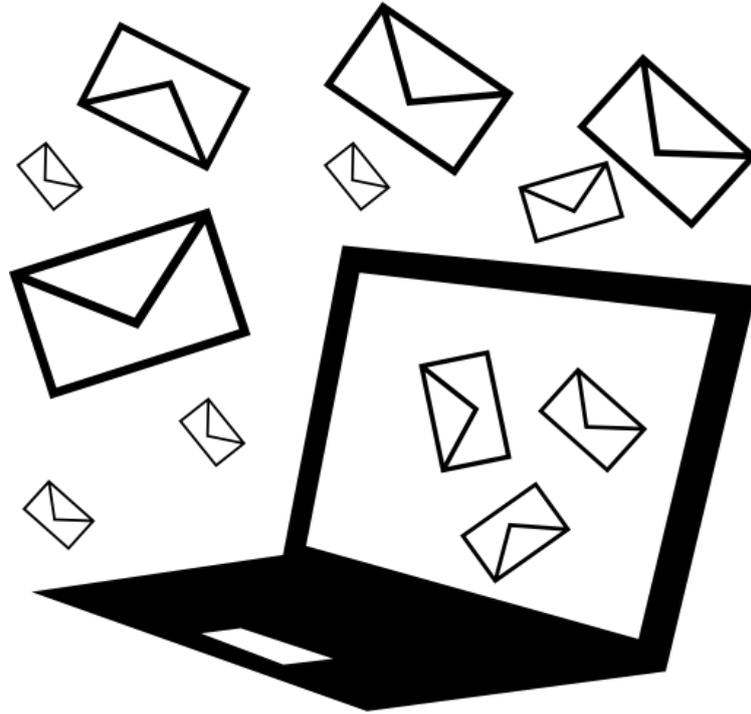
If you look into these five different facets you will be able to easily identify the best Internet marketing company best suited for your needs. You can be sure that this company will provide you with the

information and education that you need because of their experience, education, portfolio, and list of services.

You will also be sure that the company is easy to work with,

as they will provide reasonable costs and a high level of customer service. When you bring all of these things together, you will have found an Internet marketing company that will meet your needs and expectations.





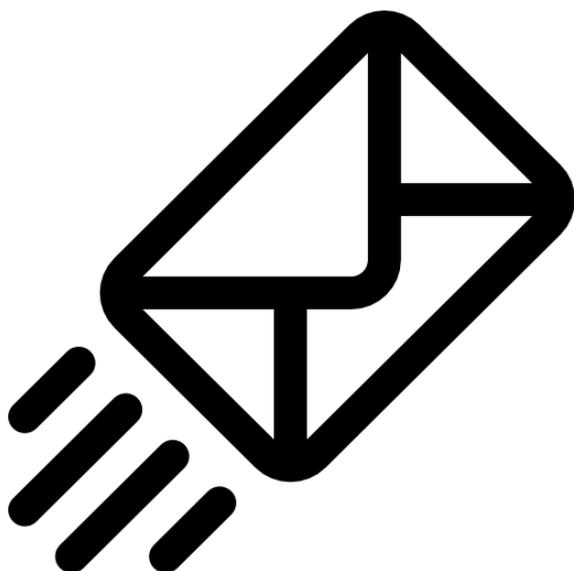
Promotional Email Marketing



When it comes to building a profitable online business you actually have many effective yet inexpensive methods available to you. One of the best methods to use is promotional email marketing. Using an opt-in email list to build trust and rapport with your website visitors can pay

you

dividends for years to come.



Building an opt-in email list is simply a way to get your visitors to grant you permission to send them emails, thus eliminating the danger of being accused of spamming. When a visitor gets to your website they will have the chance to sign up, or opt in, to your email list. In order to encourage them to sign up, you can offer them useful information that will provide them with a lot of value.

For example, if your website is on bird watching, you could

offer your visitors an ebook on the basics of birdwatching in order to get them to sign up for your email list. It doesn't even have to be something expensive in order to have a high perceived value.

The reason building an email list is so important to your long term internet marketing success is because it can be very difficult to build long lasting relationships online. The internet offers amazing opportunities but it can also be tough to set yourself apart from the rest of the other internet marketers. By building a list, you can communicate with the people on your list for as long as you want.

In order for this technique to be effective there are a few things you have to keep in mind:



1. Do not make all of your emails one sales pitch after another. If you do, your subscribers will opt out of your list and you will lose that potential customer forever. Instead, offer them useful information in the emails you send and keep the sales pitches to a minimum - be strategic with your sales pitches in your emails. For example, you can send out one sales pitch for every 5 or so informational emails, or you

can add a P.S. at the end of your email message suggesting a product or service that can help them accomplish some goal.

2. When offering them an ebook or a newsletter to get them to sign up on your list, make sure that it is something that has truly beneficial information in it. People are overwhelmed with free offers these days and usually these free things don't offer that much value. This is a great

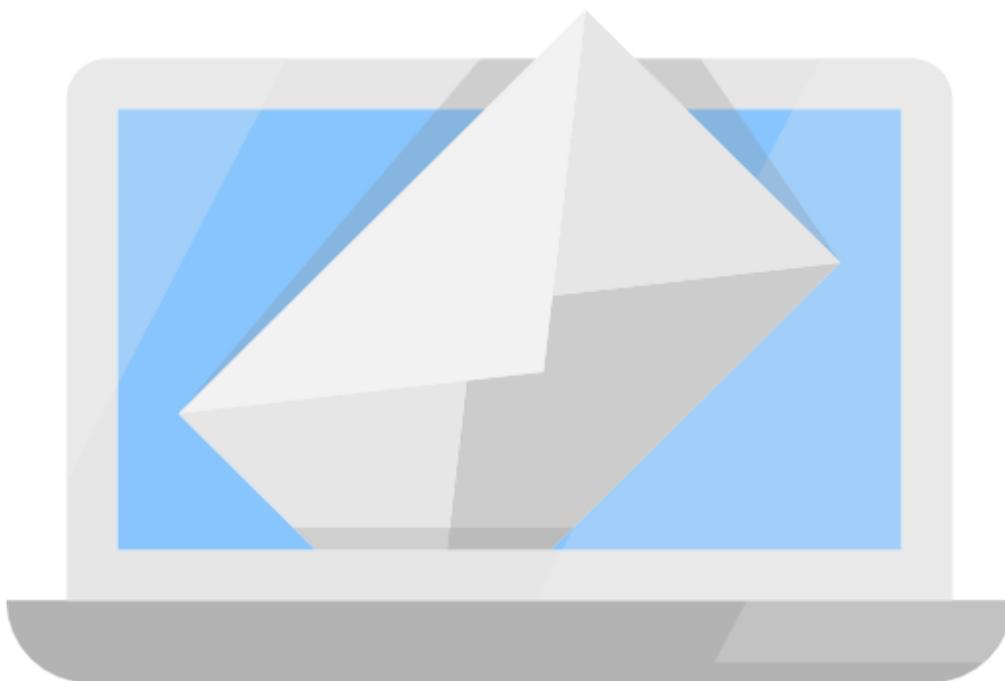
way to set yourself apart from the others, if you offer some unique and valuable that everyone else gives away, you will show your visitors that they can trust you which will make them much more likely to buy from you in the future.

it is to constantly find new customers to sell to, use email

information for free instead of the same old recycled junk

Promotional email marketing is the only real way to establish a long term relationship with your website visitors. It's much easier for you to make another sale to an existing customer than

to leverage all of your website visitors.





**Simple And Valuable
Traffic
Boosting Tips For
Your Website**

Web traffic has a significant role in every online businesses' success. Without traffic, there won't be any visitors, customers or sales, which will ultimately lead to failure. Hence, learning to drive traffic to your website is crucial.

These techniques are time-tested, proven ways to generate a steady flow of traffic to any website without spending a fortune. Best of all they are easy to implement and can they can have a long lasting effect on the amount of traffic your website receives.

Content is King

One of the best ways to get more traffic is to provide fresh, unique and useful content on the website where you want more traffic. This is often referred to as content marketing. What makes this so effective is that the majority of people go online

looking for information about the products and services they are thinking about purchasing.

Providing them with high quality, unique content on your website is like bait to lure them in - it keeps them interested. The nice thing about this method is that it works whether you are promoting your own website, your clients site or sending traffic to affiliate offers.

Bottom line, content is the best way to attract real visitors and get them to spend more time on your website. It will inspire them to share, bookmark, and return often. With every visit, they get one-step closer to becoming a paying customer. It also helps boost your credibility because when you provide lots of useful information on your site it makes you look like an expert in your niche, which builds trust and trust

converts people into customers better than anything else does.

This can also be done by writing articles closely related to the topic of the website you want to send traffic to, and publish them on multiple platforms. Let people know that they have permission to share them with others, as long as they include a link back to your website.

To make the most out of this web traffic boosting technique, you can also submit them to other sites that publish content from guest authors or article directories like Ezinearticles.com. Not only that, you can also set up a lens on Squidoo or a microblog on platforms like Hubspot, Microblogger, Tumblr or Posterous.

Whenever you publish, make sure that you include your URL in the author's resource or bio box of your articles. This is so that when you article get published,

people will be more inclined to visit your website.

This same technique also works well with short reports and ebooks. Create something of value to give away and most people will be glad to share it, carrying a link to back to your site with it everywhere it goes.

If you don't have a blog, set one up and add content to it on a regular basis. There is a very good reason why so many people use blogging platforms like WordPress to publish content and that is because it is very beneficial for getting good search engine rankings. Every time you add new content to your blog, it will ping the search engines robots to come index your site, which leads to better listings and ultimately more traffic.

To help increase the visibility of your blog even more you should submit it to search engine and

blog directories. While this will happen naturally over time, you will speed up the process if you take the time to submit your URL to major directories like Google, Bing and Yahoo, at the very least.

If you want to take this process a step further, you can create an RSS feeds for your site and submit the feed URLs to the major RSS feed directories as well. This will generate traffic to your website. If you are using WordPress it will automatically publish, an RSS feed for your content and comments. Then all you have to do is submit it.

Include Website URL In Correspondence

Another way to increase your website traffic is to include your website URL in your business correspondence. When it comes to getting traffic, you can't be shy. Anyone you communicate with are potential customers.

People are curious by nature, so why not take advantage of it by giving them the opportunity to find out what you have to offer.

This also works well for all of your online correspondences as well. Be sure to include your URL in any emails, social profiles, forum signatures and any blog comments you make.

Arrange Joint Ventures

Another method to boost traffic on your website is to arrange joint ventures with other website and list owners. Make a deal with them to advertise your website in exchange for a commission or some other form of reciprocation. This does not cost you anything, and is among the fastest ways to generate traffic and increase profits.

Search Engine Optimization

Be sure to optimize your website for search engines. In order to increase your site's findability on search engines, make sure to use SEO friendly keywords and phrases in your headlines and throughout the rest of the content. This ensures that your site will show up and rank well when people search for those keywords, and not only that, drive more traffic to your website.

Forums and Social Network

Participating in targeted forums and social networks are also very effective ways to drive traffic to any website. Join in on the conversations, answer questions and post useful information that is closely related to your industry. Just be sure not to post blatant advertising because most of the time this will get your posts deleted. Again, make sure to include a link to your website whenever appropriate.

Video Marketing

Video marketing is a very popular way drive traffic to any website. You can create a video about your product or service that you offer on your website and post that on YouTube. Add your website

link on that video, and this will make sure that people who view your video will also visit your website.

By following even a couple of these tips, there is no reason why you can't drive a lot of traffic to any website you choose,

which in turn will help boost credibility and increase profits.

