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Ten Keys To Internet Marketing Promotion

There are countless ways to promote your small business or professional firm. Internet marketing promotion is the category of promotions that are somehow most difficult for many people.

One reason internet marketing promotion is confusing is that the methods are relatively new (or they seem to be). I'd like to clear up some of the confusion, so here are the tactics for effective internet marketing promotion.

1. A good website. It should be structured to move visitors to make a purchase and it should be written to answer their questions or address their concerns. This is the basis of all internet marketing promotion.
2. High quality keyword research. Each page of your web site must be optimized for a single keyword.
3. A Google Adwords campaign. This can be as limited as your budget requires. It might be an occasional rather than a continuous option, and it should be limited in expenditure each day. It can be a good way to get traffic to your site in the beginning or during a major campaign.
4. Search Engine Optimization (SEO). Keywords people are using change. So do search engine ranking formulas. The point of internet marketing promotion is to help people find you and your web site.
5. Email Marketing. This is the most affordable way to stay in touch with your customers and prospects. Use it for company news, special offers, follow-up, new product or service information, gathering information from customers, and more. Even a monthly newsletter is an important internet marketing promotion.
6. Give-aways on Your Web Site. You can offer a free gift, a loss leader, or information (fact sheets, articles, white papers, e-books).
7. Press Releases. Send out information to the press so they know about you. They might look to you as an expert and call you for a comment or feature your business in an article.
8. Social Networking and Blogging. Don't forget to post comments on other sites and blogs. This is important now because it's new and it works.
9. Article Publishing. This is a good way to get people to know who you are and to build more links coming into your web site.
10. Paid Ads. You will want to support your other internet marketing promotion efforts by putting a few paid banner ads on sites other that are appropriate to your business.

If you will pay attention to these steps in internet marketing promotion, you can expect to be successful.

If you own a small business or professional and want more information about [lead generation](#), view the short video, "How [Article Promotion](#) Can Drive 25,000 - 50,000 New Prospects to Your Site Each Month - For Free."

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