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The Secrets Of Internet Marketing

You are clearly already on the Internet for some things like reading articles and perhaps email. Maybe even investigation and discussion groups. Or Facebook or one of the other look-alikes, but have you thought about using your time online to make some money?

Once you decide on a business model, no matter which one you choose, the time will come when you want to tell the world about it in order to attract sales. In traditional business terminology, advertising, promoting or marketing, whatever you want to call it meant spending lots of money. National advertising was a major undertaking involving television and the press. Global advertising would bankrupt many national firms.

However, that has all changed now and one person seated at a rented computer in an Internet Cafe can contact the whole world's online population. This is quite a staggering thought. A poor Thai artist who used to have a difficult time selling paintings on the beach road can now sell in New York, London and Paris all at the same time. Internet marketing is genuinely amazing and it is virtually free too.

So, where would you start your Internet marketing campaign? Remember that some kinds of marketing are more suitable for physical items and others are better at lead generation, so bear that in mind when you plan your Internet marketing campaign.

There are free classified ads. Hundreds of firms will allow you to place one or two free ads a week on their web site. Some will charge if you want to place more but others do not. Keep it free by placing free ads with a dozen websites. Look to see whether the publication is a newspaper (off line) or a newsletter (on line).

Many local newspapers accept one free ad per week per customer over the Internet. When you write these ads, put a distinguishing word or code into each one, so that if you get a sale or reply you know where it came from. Keep refining your ads and stop placing them where they do not work. Maintain records of what you are doing and where.

Create a signature file (sigfile) and append it to all of your postings and emails. The sigfile should be a one or two line ad and your website or email address at the end. Many people ignore this simple, set-and-forget, free advertising instrument.

Join groups, such as Yahoo Groups, of people who would want your products. There are thousands of groups and blogs you can join. Just Google your interest. Leave polite questions and join in discussions. Do not advertise, but add your sigfile after each post. People will notice it and come to see what you are up to.

Write articles on and around your pet subject and leave an enlarged sigfile at the bottom with up to two links. Article marketing is a very effective means of helping people work out a problem or amusing them, while your advert lies at the bottom the page waiting for the inquisitive to click it. You can post copies of your article to any of thousands of blogs and article databases on the Internet. A Google search will reveal them.

Owen Jones, the writer of this article writes on quite a few subjects, but is currently concerned with [Web Based Marketing](#). If you would like to know more or check out some great deals, please go to our website at [The Best Sales And Marketing Strategy](#).

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