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Internet Marketing

It is also called online marketing. It refers to the product advertising and marketing the business online through the web, email or direct sales via electronic commerce.

There are different methods of Internet Marketing.

- ❖ Search Engine Optimization (SEO)
- ❖ Content marketing
- ❖ Social media marketing
- ❖ Affiliate marketing

Search Engine Optimization (SEO)

To rank higher on search engines you need to better your website and content search engine optimization. This is achieved by research, inbound links to other parts of the website, and backlinks from additional websites, the more popular the website linking to yours, the better Google will like you.

Truth is, SEO is a slow process. A blog post with keywords, headings, photos, appropriate links and decent traffic will not become the top suggestion by Google within a day or even a few weeks. It takes awhile to build momentum, but SEO is the best way to bring organic traffic to your website.

Content marketing

Using content, the goal is to increase customer intention, sale, and to aware the person which has a product it sales the product. But many people consider content

is *only* written content like blog posts or ebook. Not only is this untrue, but greatly limits your chances of outreach.

Content is everything: Photos, videos, animation, infographics, and audio. Customers respond differently depending on the media. Researching what *your* customers respond to best is the first thing to do when developing a content marketing plan.

Social media marketing

Social media is noisy. Every firm is vying for attention on Twitter, Instagram, Facebook, Pinterest, and every other channel out there. But consumers say that social media plays almost as big a role in purchasing decisions as does television — so it's a desirable method to use .

Social media is a way to connect to large audiences of people and offer value. It's used to engage audiences, bring them over to websites, and then: Provide more value with more content.

When they trust your brand, they'll be more open to promotional sales offered.

Affiliate marketing

Common with blog posts, affiliate marketing is when a person offers a link to their readers to buy a product. The offerer then receives a percentage of profit from the company for each person who buys the product through the link.

People commonly use Amazon's affiliate program. But individual companies may also offer a rebate of sorts. Hosting firms like WP Engine offer this. As well as the email marketing company

Individuals reach out to brands and corporations to become an affiliate. The deciding factor is usually the number of unique views and readers for the website. The greater your audience, the higher the chance of profits through affiliates.

Types of Internet Marketing:

Display advertising:

This is the use of web banners or banner ads placed on a third-party website or blog to drive traffic to a company's own website and increase product awareness.

Search engine marketing (SEM):

This is a form of marketing that seeks to promote websites by increasing their visibility in search engine result pages (SERPs) through the use of either paid placement, contextual advertising, and paid inclusion, or through the use of free search engine optimization techniques also known as organic result.

Search engine optimization (SEO):

This is the process of improving the visibility of a website or a web page in search engines via the “natural” or un-paid (“organic” or “algorithmic”) search results.

Social media marketing:

This is the process of gaining traffic or attention through social media websites such as Facebook, Twitter and LinkedIn.

Email marketing:

This is about directly marketing a commercial message to a group of people using electronic mail.

Referral marketing:

This is a method of promoting products or services to new customers through referrals, usually word of mouth.

Affiliate marketing:

This is a marketing practice in which a business rewards one or more affiliates for each visitor or customer brought about by the affiliate’s own marketing efforts

Content marketing:

This is the process of creating specialized content such as infographics, blog articles and ebooks to attract more customers.

Inbound marketing:

This involves creating and freely sharing informative content as a means of converting prospects into customers and customers into repeat buyers.

Video marketing:

This is the type of marketing specializes in creating videos that engage the viewer into a buying state by presenting information in video form and guiding them to a product or service.