

INTERNET MARKETING MADE EASY



Special Free Report

**Scale up your Business
Success with our Proven
Internet Marketing Strategies**

Powered by [JoseFrancOnline](#)



Disclaimer:

This work may not be copied, sold, used as content in any manner or your name put on it until you buy sufficient rights to sell it or distribute it as your own from us and the authorized reseller/distributor.

Every effort has been made to be accurate in this publication. The publisher does not assume any responsibility for errors, omissions or contrary interpretation. We do our best to provide the best information on the subject, but just reading it does not guarantee success. You will need to apply every step of the process in order to get the results you are looking for.

This publication is not intended for use as a source of any legal, medical or accounting advice. The information contained in this guide may be subject to laws in the United States and other jurisdictions. We suggest carefully reading the necessary terms of the services/products used before applying it to any activity which is, or may be, regulated. We do not assume any responsibility for what you choose to do with this information. Use your own judgment.

Any perceived slight of specific people or organizations, and any resemblance to characters living, dead or otherwise, real or fictitious, is purely unintentional.

Some examples of past results are used in this publication; they are intended to be for example purposes only and do not guarantee you will get the same results. Your results may differ from ours. Your results from the use of this information will depend on you, your skills and effort, and other different unpredictable factors.

It is important for you to clearly understand that all marketing activities carry the possibility of loss of investment for testing purposes. Use this information wisely and at your own risk.



Limited Special Offer for You:

Urgent: In order to activate the missing parts of the report,
please check the offer below



Click Here to Download Your Training System!

[INTERNET MARKETING MADE EASY](#)



Table of Contents

<u>Introduction</u>	04
<u>Chapter I: What is Internet Marketing all about?</u>	06
<u>Chapter II: Why you must start doing Internet Marketing TODAY?</u>	10
<u>Chapter III: The Top 5 Elements of a Successful IM Campaign</u>	19
<u>Element #1: Having a good product or service to sell</u>	19
<u>Element #2: Optimizing your Website for max. Conversions</u>	21
<u>Element #3: Traffic Generation</u>	21
<u>Element #4: Tracking</u>	21
<u>Element #5: Customer Relationship Management</u>	21
<u>Chapter IV: 10 Proven IM Tips to grow your Business online</u>	22
<u>Chapter V: 10 Proven IM Strategies for Internet Marketers</u>	24
<u>Chapter VI: Shocking Internet Marketing Case Studies</u>	26
<u>Conclusion</u>	28
<u>Internet Marketing Resources</u>	29
<u>Limited Special Offer (for the next 7 days only)</u>	30



Introduction:



Welcome to the latest and most effective Internet Marketing Training Guide, designed to take you by the hand and walk you through the process of getting the most out of Internet Marketing on behalf of your business. I'm so excited to have you here, and I know this will be very helpful for you.

This excellent and exclusive Training Guide will take you by the hand and show you step-by-step, topic by topic, and tool by tool what you really need to know in order to dominate marketing over the web - the easiest way possible, using the most effective tools and in the shortest time ever.

This is exactly what you are going to learn:

In Chapter I, You will learn what Internet Marketing is all about; we will give you the easiest definition for it, you will learn its amazing purposes for your business and how to get started with it.

In Chapter II, You will learn why you must start doing Internet Marketing for your business TODAY. You will learn about some amazing benefits Internet Marketing can bring to any type of business as well as really shocking facts that will make you decide to do it right away.

In Chapter III, You will learn about the Top 5 Elements of a Successful Internet Marketing Campaign. We will cover topics like having a good product or service



to sell, optimizing your website for maximum conversions, Traffic Generation, Tracking, and Customer Relationship Management.

In Chapter IV, You will learn about 10 Proven Internet marketing Tips to grow your Business Online. Tips that you can apply, and definitely see great results in your efforts. These tips have been very effective and have been used by experienced people in the subject.

In Chapter V, You will learn about 10 Proven Internet marketing Strategies to generate a good income as an Internet Marketer. Strategies that you can apply and definitely see great results in your efforts. These Strategies have been very effective and have been used by experienced internet marketers.

In Chapter VI, You will get the chance to look at really amazing and eye-opening Internet Marketing Case Studies from Businesses and Internet Marketers. These are actual examples we have taken from the internet to show you that Internet Marketing actually works so that you can have complete confidence in your ability to achieve your own business success story.

Well, it's time to dominate Internet Marketing guys. I know you will love this Video Training a lot.

To Your Success,

Jose Franc



Chapter I: What is Internet Marketing all about?

- **Definition:**

The **Internet** is a worldwide network that enables easy sharing of information among users scattered around the globe. The World Wide Web is a feature of the internet which provides services specifically for web sites.



Marketing is the methodology of communicating where businesses are associated with the buying and selling of products and services, and dealing with offerings that have some advantages for their clients, customers and society.

Internet marketing would then mean a cumulative amalgamation of both these modes of communication which facilitates info sharing with its users.

Internet Marketing is the process of ‘How to advertise products and services, and promote business or brand’ over the internet with a set of powerful tools and techniques.

This marketing strategy consists of having an extensive range of marketing aspects and mechanisms such as Email marketing, Social Media Marketing, Search Engine Optimization etc., instead of traditional marketing.



Technology is changing at a very rapid pace which makes it difficult for marketers to be on track with it. Therefore, they are seeking the help of the internet to evolve and adapt their marketing to the online sphere.

The growing dependence of businesses on the internet is not hidden from anyone. With the advent of globalization, people have access to numerous sources of information, which subsequently increases their purchasing power.

Powerful search houses like Google, Yahoo etc. have enabled people to search fast and easily to suit their requirements. You can make use of various types of promotion tactics like pay-per-click and banner ads to bring valuable visitors to your website.

- **The Purpose of internet marketing:**



The basic purpose of internet marketing is to enable businesses to grow- both in terms of monetary gains and value addition to their products and services.

With effective use of internet marketing strategies, you can

follow a pin-point plan of action and move ahead as per your desired targets.

Most of the business organizations have these basic objectives –

- ✓ **Money making:**

Most of the businesses today have the basic objective of using internet marketing to gain monetary benefits. It's good to be money oriented, but keep in mind not to lose track of your quality aspect in the long run.



✓ **Value delivery:**

Value delivery aims to give customers the best quality at the most affordable prices.

This has been going on for ages in the business industry. Prolonged efforts have been made, and they have yielded expected results for the users.

✓ **Brand enhancement:**

A cumulative effort of both the above points, it focuses on maximum customer satisfaction by providing them the best quality products at an affordable cost, also. Brand enhancement enables you to enhance customer base with reduced efforts.

✓ **Overall business success:**

A careful and planned implementation of internet marketing strategies proves to be of immense help for your business. All the facets of growth are easily catered to if these strategies are given their due importance.

✓ **Educating the consumers:**

Internet marketing helps a great deal in educating the consumers. By proper utilization of it, information sharing becomes convenient and gets transmitted across various channels.

✓ **Facilitates advertising process:**

A company's advertising process gets boosted with internet marketing. By making people aware of the products and services through internet marketing, businesses are cutting its cost on advertising in a big way.

✓ **Better communication:**

Communication within an organization as well as with customers is facilitated with internet marketing. Through effective online promotions, large numbers of people get information in a short time.



- **How to get started with Internet Marketing:**

Internet Marketing is a great method that will help you make big bucks with the latest technology, online power tools and low cost. The below mentioned points will enable you to get started with internet marketing in a simple manner –



1. **Set goals:** Be attentive and have clearly defined goals. Find the answer of "Why." This "Why" gives you a straightforward idea to decide clear objectives for your business and follow them in a smooth manner. It also enables you to move forward in a stream lined direction and avoid going off track for achieving your goals. (you'll have clearly defined goals)
2. **Manage expectations:** Do extensive research on your targeted customers, and their likes and dislikes. You should find out what their exact requirements are and give an apt solution for that. (That's called need recognition)
3. **Set yourself up for success:** You need to determine proper tools to manage your web presence. Distinctive views of every product and service will help you to get more traffic. You can try numerous ad copies to find the best ad copy for specific products and services to attract your potential customers.
4. **Have something worth selling:** Give some great offers to capture your visitor's attention. You can also print out your product and service benefits and why they should opt for your product instead of others.
5. **Get started:** You are done with everything, such as setting up the goals, research, tools and products. Now, you can opt for sites or networks that you want to use or test to make your campaign successful. Be honest and realistic with your expectations because nothing is a magic bullet.



Chapter II: Why you must start doing Internet Marketing for your business TODAY?



Internet Marketing is an important marketing tool with eye-catching features that allows businesses to communicate directly to their targeted customers by using technology. Within the coming few years, thousands of more people will be hooked up with the internet to search for what they need.

This marketing strategy helps small and medium sized businesses reach across

the globe with their products and services. The ROI of Internet marketing is far more than traditional marketing tactics.

Here I am going to show you some amazing benefits that will help you to know why you should opt for Internet Marketing –

- **Amazing Benefits:**
- ✓ **Cost Effective:**

Internet Marketing allows you to promote your products and services to a wide span of audience, even if you have a limited budget to work with. It enables you to track the results of your efforts in a very short time frame. You will able to



reduce your marketing cost with Pay-Per-Click advertising and use this amount in other online marketing activities.

You can begin with Blog Marketing, Social Media Marketing, Email Marketing, Guest posting, Content Marketing and many other

advertisements with less investment. When you promote online, you save various costs like staffing, premises, disintermediation, financial management, etc.



✓ **Real Time Results:**

With Internet marketing, you do not have to await for a long time to identify the notable rise in your business. It allows to track your campaign with online analytics and delivers immediate results. Real time marketing tools are more beneficial and effective for your business as compared to other tools.

You can opt for a paid search advertisement (PPC, CPC and CPM) to comprise the instant results that empower you to calibrate your promotional content in order to attain a desired outcome. If your advertising campaign is not performing adequately, these tools permit you to find out the exact problem area.

✓ **Global Reach:**

Almost one third of the population of the world has access to the internet with their computers and smartphones. Marketing your products online allows you to



reach customers around the globe, as compared to traditional marketing where you are restricted to a geographical area.

You can get access to your potential customers by precisely targeting them according to their specific needs and wants.

Numerous internet marketing approaches (such as Email marketing, Pay-Per-Click, etc.) help you to promote your products and services to reach your global prospects.

With a good internet marketing campaign, you will be able to attract more potential customers and buyers towards your business, which is the prime goal of every business.

✓ **Build Relationships:**

The Internet provides a great deal of assistance by fostering good customer relationships. It provides a suitable platform to facilitate higher customer retention levels. You can follow your customers with auto-responder services to build an after-sale relationship.

As you know, engagement is the key to grabbing your customer's attention. It helps to maintain a healthy buyer-seller relationship, building trust and increasing customer loyalty in the long run.

You can also recommend a valuable and unique offer to your customers that is personalized for them. This personal touch will help to sustain your customer's relationship. Social Media marketing and Email marketing are the best strategies to improve the trust factor in your customers at a personal level.



✓ **Increase sales and traffic:**

Search Engine Marketing, Social Media, Blogs and other marketing strategies will help you gather more traffic towards your website. The more visitors you have on your website the more popularity you will gain for your brand.



Internet marketing also improves the chances of closing deals because customers like to purchase online instead of going for a physical purchase. And the customers who get a regular newsletter from you are more likely to purchase from you.

Giving an opportunity to purchase online will increase revenue for your business and reciprocate with an excellent return of investment (ROI).

✓ **Facilitates brand engagement:**

With the help of internet marketing, making your brand recognizable to consumers becomes a very convenient task. It becomes very easy for businesses to establish contacts with its customers with internet marketing.

A regularly-updated website with well-written content has a greater possibility of converting visitors into clients. It enables people to get information easily and facilitates their purchase decision.



Consequently, a business owner can easily convey his message to his customers with minimal efforts. Along with that, he ensures his brand remains fresh in the minds of consumers.

✓ **Enhanced customer attention:**



Internet marketing is a great medium to hold on to your customer's attention and pass on your product information in a simplified manner. With the pinpoint strategies of the web, diverse products can be made accessible in simple manner.

An effective online marketing strategy has the potential to generate great results for the success of your business. People get to know the quality of your products without having to get in touch with you physically.

Another benefit is that customers always stay updated through emails or through your website. Along with that, internet marketing also enables you to get maximum information disseminated through minimal efforts.

✓ **Increases your availability and accessibility:**

Through the internet, you have a chance to sell your products at any point of time without having to spare a thought about time constraints. All your selling efforts can be directed in the right direction of attaining customers.

The best benefit that internet marketing provides is that customers can purchase your products and services at any given point of time.



Therefore, with the help of internet marketing, selling products around the clock has become a possibility. The constraints of time and geographical boundaries need not be kept in mind by the business owners.

✓ **Convenience of tracking orders:**

One of the most important aspects of internet marketing is that it enables the consumers to track orders as they need and desire. They can worry less about late delivery of products.

This increases the scope of consumers trust and confidence in your brand. If they place an order, they do not have to spare a thought for receiving their orders.

When a person has full confidence in your delivery system, he becomes a self-motivated agent for spreading a positive word of mouth. This ensures your business achieves its desired goals and objectives.

✓ **Enhanced social media relationships:**

By internet marketing, you can easily get benefits of the growing importance of social media. By having your presence felt on various social platforms, your brand recognition process gets duly simplified.



Through social media, businesses can make a huge impact on customers that are scattered over a large



geographical area. The constraints of geographical areas are not required to be kept in mind.

By facilitating improved relations with social media, businesses are able to generate huge volumes of profit also, because they get a chance to increase their sales with the use of strategies that are designed to gain customer attention.

All these benefits will surely enhance your interest.

Here, I am going to show you some interesting facts about Internet Marketing to take you the next level. And these will add a limitless value for your products and brand.

▪ **Shocking Facts:**

Every month there are more than 10.3 billion Google searches, with 78% of U.S. internet users researching products and services online. ([Source](#))



	Business-to-consumer (B2C) ecommerce sales worldwide will rise nearly 20% to reach \$1.471 trillion in 2014. (Source)
Internet advertising will rise to 25% of the entire ad spend by 2015. (Source)	
	71% of internet users are more likely to purchase from a brand that they are



	following on a social networking site such as Twitter or Facebook. (Source)
On average, we conduct 12 billion searches per month on the web in the United States. (Source)	
	97% of all consumers search for local businesses online. (Source)
85% of customers expect businesses to be active on social media. (Source)	
	About 60 percent of all Internet activity in the U.S. originates from mobile devices, and about half of total Internet traffic flows through mobile apps. (Source)
98% of marketers plan to increase or maintain their spend in 2014. (Source)	
	86% of senior-level marketers agree that it's important to create a cohesive customer journey across all touch-points and channels. (Source)
88% of digital marketers consider real-time marketing as an important part of their 2014 online marketing plans. (Source)	



	Worldwide e-commerce is expected to increase by 20.1 percent by year's end, increasing to \$1.5 trillion. (Source)
93% of online experiences begin with a Search Engine. (Source)	
The top three social networks used by B2B marketers are LinkedIn (91%); Twitter (85%); and Facebook (81%). However, just 62% of marketers say that LinkedIn is effective, while 50% say the same for Twitter and only 30% of B2B marketers view Facebook as effective. (Source)	
	Emails with social sharing buttons increase click through rates by 158%. (Source)



Chapter III: The Top 5 Elements of a Successful Internet Marketing Campaign

Making money over the internet with your business is not a rocket science, but you must definitely know what you are doing, and do it right. The Top 5 Elements of a Successful Internet Marketing Campaign are:

Element #1: Having a good product or service to sell

Element #2: Optimizing your website for maximum conversions

Element #3: Traffic Generation

Element #4: Tracking

Element #5: Customer Relationship Management

Element #1: Having a good product or service to sell.

The first and foremost important point to keep in mind while going for internet marketing is to have a product or service that caters to the needs of the people. Its qualities and features should meet their requirements.

Having an excellent “problem solving” product enhances the chances of success for your business. People need to feel that all their problems can be duly satisfied after purchasing your product.

The following points can enhance the value of your product when offered to people-



✓ Satisfy their needs:

The most important quality of a good product is that it should be able to cater to the needs and requirements of the people. They should develop a feeling that it has been designed only to satisfy them.

The qualities and attributes of a successful product rests in effectively solving the problems of customers. Its price, availability and demand are all connected to satisfying the requirements of customers.

For a smooth and proper business function, the needs of your customers should be properly solved.

✓ Authentic link between your sales page and product content:



A general saying goes like this “First impression is the last impression”.

In business context also, that saying is equally important. There should be a clear connection with what you say, and what customers end up receiving.

The sales page is the first impression that gets the maximum viewership

for your product. Keep in mind that only relevant and authentic information should be depicted on your sales page.

If there is some deviation between your sales page and product content, a negative image gets transmitted, and your business heads for a topsy-turvy, flip flop.



✓ **Get Personal:**

A good product should be able to establish a personal bond of trust and faith with its customers. When people feel connected to your product, they become brand loyal, and provide a positive word of mouth review.

The ultimate goal of your product should be to satisfy the unheard needs and wants of the customer. It should be designed in a way to increase the level of brand awareness, along with gauging monetary benefits.

When the customers feel a connection with your product, they give a favorable word of mouth review and ensures brand recognition at minimal cost.

✓ **Stand by your commitment:**

An effective and profit yielding product's most important feature is its ability to stand by the promise that was made to customers. For decades, businesses have adopted this without any changes or modifications.



To get access to this part of the training please [click here](#)

[INTERNET MARKETING MADE EASY](#)



Chapter IV: 10 Proven Internet marketing Tips to grow your Business online

Online marketing has proven that it's of vital importance for your business. The first and foremost important step for getting known to people is to have an online presence. By doing this, consumers can find you, then buy from you, and ultimately, get converted into your customers.

The below mentioned points will enable you to grow your business with the assistance of internet marketing:

- **Have clear goals:**

Clear outlining of your objectives help to achieve business targets with minimal efforts. Goals can be short term as well as long term. Make a choice what you want to do: Drive visitors or generate profits.

The prominent thing to keep in mind is that you need to have unambiguous goals defined. It enables you to have a specific plan of action, and follow it without any confusion in your mind.

Along with that, having clear goals enables you to design the marketing efforts in a focused manner, so that you to facilitate effective functioning of your business.



▪ **Identify your target:**

Knowing your targets helps you to cater to them in the best possible manner. Find out exactly what they desire, how your product gives them what they need, etc.

Other specific points that need to be kept in mind are: what are their age patterns, demographic factors, frequency of making a purchase, etc.?

Know them, the more you understand, the easier it will be able to sell to them.

Effective target identification gives the customers a feeling of belonging and facilitates long term relationship building.

▪ **Know their needs:**

The most important part of any successful online marketing campaign is to find out the exact problem that people are facing. By doing this, you get a chance to focus on a specific area of concern for them.

By doing this, you get a clear idea of how to go about designing your promotional strategies. You can be accurate in knowing their needs and wants, and go about satisfying them over time.

To know more about “10 Proven Internet marketing Tips to grow your Business online” please [click here](#)

[INTERNET MARKETING MADE EASY](#)



Chapter V: 10 Proven Internet Marketing Strategies for Internet Marketers.

Are you a newbie internet marketer and looking for a six figure income? Internet provides you countless opportunities, but you need to be good in web marketing to gain profit in your online business.

Success in internet marketing campaigns depend on the strategies you set up to advertise your brand. Without having the best plan, all efforts are just wasting your time. This chapter will assist you in excelling with your online marketing campaign.

- **Look for a niche:**

Finding a good niche is the main problem when you are entering an online business. You don't need to be an expert. If you are passionate about some niches, go with them. Take a look for the latest trends and find a profitable niche to enter into that market.

Identify your audience and do extensive market research with specific keywords to suit their requirements. Also, be up to date about the competition in your niche to improve your promotion strategies. Learning about tools and tactics will also help you to increase profitability.



■ **Build a Responsive List:**

After picking a really hot online niche, this will be the most important thing you can ever do in order to generate real and easy money over the web.

You must build your list, but also build it with a purpose. You can't build a list with all kinds of people interested in way different things at the same time. If your hot niche is on Social Marketing, then you should build your squeeze pages to give high quality information about social marketing.

Also, some very important advice is to segment that list. Try to put buyers on a different list. Don't mix everyone together. That's the case if you are selling a product yourself. You can also segment all buyers as well, like with different purchase prices.

■ **Spent Money on High Quality Stuff:**

In most cases free stuff doesn't work, unless it is some kind of a trial. Also, cheap stuff doesn't work that great either. If you buy a product that is expensive, you will receive the value in its performance.

If you see that some traffic sources are expensive, it means you will get some great benefits from it, but you still need to know what you are doing, and do it right.

To know more about “10 Proven Internet Marketing Strategies for Internet Marketers” please [click here](#)

[INTERNET MARKETING MADE EASY](#)



Chapter VI: Shocking Internet Marketing Case Studies

Internet Marketing helps businesses and online marketers to achieve their desired result. Here are some case studies that show you how the companies and marketers achieve huge success with internet marketing.

- [Mitsubishi Motors](#)

Mitsubishi Motors is a multinational automotive manufacturer and known for building inventive and highly efficient cars. Mitsubishi was finding it difficult to grab the attention of young customers, so it got help from Icrossing Agency to refine their online reputation.



To build a world-class online experience, the company started redesigning from the ground level. Iagnecy gave them a bold and responsive look, so that it worked great with computers, smartphones and tablets. Iagency optimized the website performance across all the phases.

The company made use of “build and price tool” for new and existing customers to configure their dream Mitsubishi and also to provide an opportunity for the brand to engage with its customers on social media.

Mitsubishi has surpassed its ranking by 12 positions, saw a record boost of 57% in sales and a 6% average increase in the rest of the industry.



- [L-com Global Connectivity](#)

L-com Global Connectivity, is a pioneer manufacturer of wireless and wired connectivity products. The company's products include copper and fiber cables, wireless amplifiers and antenna, coaxial cable, and computer networking applications.



Even after spending a considerable amount on advertising, L-com was unable to get expected results. In simpler terms, when they invested \$1 on advertisement, they were only getting a single dollar in revenue.

L-com got help from Ko-marketing Associates for their marketing strategies. They used product centric keyword strategies, remarketing, minimized the steps for checkout process, and displayed network audits for automatic placement which saved 80% of their display budget.

L-com saw a considerable improvement and their return of investment climbed from 300% to 500%.

To know more about “Shocking Internet Marketing Case Studies” please [click here](#)

[INTERNET MARKETING MADE EASY](#)



Conclusion:

We're thrilled that you have chosen to take advantage of our training guide, and we wish you amazing success. And in order to take your Internet



Marketing even farther, we invite you to get the most out of it by getting access to the Complete Training [clicking here INTERNET MARKETING MADE EASY](#)

Thanks so much for the time you have dedicated to learning how to get the most advantages from Internet Marketing.

To Your Success,

Jose Franc



Internet Marketing Resources



Videos

- ✓ <https://www.youtube.com/watch?v=JDIYBquY5S8>
- ✓ https://www.youtube.com/watch?v=EDmtqUq8_-E

Tools

- ✓ <http://www.searchenginejournal.com/17-online-marketing-tools-boost-productivity-make-life-easier/>
- ✓ <http://www.wordstream.com/free-internet-marketing-tools>

Training Courses

- ✓ <http://www.wordstream.com/blog/ws/2014/08/19/free-online-marketing-courses>
- ✓ <http://www.marketmotive.com/>

Blogs

- ✓ <http://www.johnchow.com/>
- ✓ <http://mattsmarketingblog.com/>

Forums

- ✓ <http://www.forumsoffers.com/>
- ✓ <http://www.warriorforum.com/>

Affiliate Programs

- ✓ <https://www.jvzoo.com/>
- ✓ <http://www.clickbank.com/>

Demographics

- ✓ <http://www.alexa.com/siteinfo/www.jvzoo.com>
- ✓ <http://www.alexa.com/siteinfo/clickbank.com>

Webinars

- ✓ <https://www.youtube.com/watch?v=RKzCuPFhLAs>
- ✓ <https://www.youtube.com/watch?v=IMurtDgoiFA>



Limited Special Offer for You:

Urgent: In order to activate the missing parts of the report,
please check the offer below



Click Here to Download Your Training System!

[INTERNET MARKETING MADE EASY](#)