



INTERNET MARKETING NOOB

Internet Marketing For Noobs

Everything You Need to Know to Launch and Run a Highly Successful Internet Marketing Campaign

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CHAPTER 1

WHAT IS INTERNET MARKETING AND WHY SHOULD YOU CARE?

Chapter 1: What is Internet Marketing and Why Should You Care?

Internet marketing simply entails promoting your business on the web. Any marketing activity that is carried out online is considered 'internet marketing' and that includes:

- Search engine optimization (SEO)
- Content marketing
- Social media marketing
- PPC advertising
- Influencer marketing
- Press releases
- Email marketing
- And more...

These various pillars of internet marketing can each help you to bring more visitors to a website or a blog and that in turn then gives you the opportunity to promote your business and hopefully drive 'conversions' (i.e. turning visitors into customers).

What makes internet marketing so effective is that it doesn't have to cost a huge amount to be successful. You *can* spend an awful lot of SEO and content marketing and thereby try to get your site to the top of Google, but sometimes it just takes one smartly placed link to drive huge amounts of traffic to your site.

And if you're willing to put in consistent time and effort, then *anyone* can build a massive, loyal audience thereby become a big influencer in their niche. Thus, internet marketing is the 'great equalizer'. Marketing no longer requires a huge budget: it is now something that you can do just as well as the largest organizations – as long as you're smart with it.

Internet marketing has other advantages too: it allows you to actually *engage* with your audience for instance. Using social media or running contests means that you're able to interact with the very customers you're trying to obtain and get feedback from them. Then there's the simple fact that the web is capable of reaching such a *huge* audience – including people from all around the world. If you're selling something with international shipping, then this is *by far* the best way to reach a global audience.