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ONLINE MARKETING GUIDE – EVERYTHING YOU NEED TO KNOW

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Disclaimer

This Ebook is produced by a professional marketer after experimenting and applying different marketing techniques on a number of websites, products and services. The world of internet is changing rapidly and any online marketing technique can lose its value at any unexpected time. Therefore, the results which you will get after applying the given online marketing techniques would be all in all your own responsibility. There will be no responsibility taken by the publisher and writer of this book in any case.

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Online Marketing Wheel



Social Media Marketing

The best approach to online marketing is to start it from the very first day. You should build an aim for yourself where you would like to see your marketing efforts in future.

- Make effective use of the popular network over the internet and claim your website or brands on them.
- [Twitter](#) is one of the most effective and famous social media websites over the internet. Use it as your first step towards online marketing by creating your account there and a custom background which should reflect your product or service.
- You will see that a small amount of visitors would start visiting your website via your [Twitter](#) page because they will find your profile as something interesting, targeted and new.
- Spend some time and figure out the time of the day that most of your audience is online on Twitter and then time your tweets accordingly to get the maximum amount of exposure.

- [Facebook](#), a whole new dimension of social media marketing. Creating a simple page on Facebook is not going to fulfil the requirement of the online marketing. You should create a page that is capable of starting discussions and at the same time, gets as many Likes as possible.
- Most of the blogs provide the feature of connecting them to Facebook and Twitter. Make use of this feature from the very first day so that each and every post is automatically updated on your Facebook and Twitter page.
- For more exposure, create your own account and business profile on [LinkedIn](#).
- For an extended reach, spread your word on at least 10-15 social media websites. You can find a competitive list [here](#).

Email Marketing

Are you depending on Outlook for the creation of your email marketing campaign? If yes then step back right away and search for something REAL!

- A hosted email provider is way better than Outlook. Choose one and make a difference.
- An [email template](#) is second most important thing. Create a branded one for your business.
- It is always useful to create a number of emails so that you can lead people through the process of your sales. Educate people about your business by letting them sign up for updates and daily tips.



- For your own good and ease, create lists so that you can segment your customers.
- An email should contain moderate graphics, text and media. Lack of these aspects can easily lead the mouse pointer of the receiver to the Delete button.

Lead Generation

- Never give out your product or service without creating curiosity. Create a page in your website where Coming Soon is written in big alphabets. Add a form to that page through which your customers can contact you. Those will be one of the first leads you will gather for your product or service.
- You already have a [LinkedIn](#) profile of your business and you will encounter a number of questions from your potential customers regarding your product or service. Prove yourself as an expert in your field of business by giving detailed answers. Providing clear information would allow customer to trust you and seek your products or services.



- Never ask for the email of a customer without offering something. Add a simple email subscription to your website and offer a free Ebook. This is the most effective and honest way of gathering emails.

Search Engine Optimization

- The first towards search engine optimization is the creation of Google Webmaster Tools account.
- Research as much and as deep as possible on the keywords for your business.
- Design your website according to your keywords. Choose those categories which are targeted towards your search keywords.
- [SEOMoz](#) is an effective tool for keyword based campaigns. Use the recommendations which are provided by the software and in your campaign reports.
- Keyword optimized and high quality content will not only bring more traffic to your website but many other webmasters would like to link their websites with your content.
- Send link building requests to the authors and webmasters of the related websites and monitor the links.

Content Marketing

- If your product or service has no blog yet then hurry up and create a corporate blog.
- The blog is used to post information about the products and services. You can also post press releases and news to your blog.



- Bookmark the content from your blog to do-follow social bookmarking websites.
- Post after every 1 or 2 days and never keep your blog for long time without any new posts or something interesting for the visitors to read.
- Keep your major focus on posts but you can also write an Ebook on weekly or monthly basis which is focused on solving a particular problem of the customer.
- Find some big blogs that have the same audience as yours and submit guest posts there by contacting the owners of those blogs.
- Mention different companies and tools in your blog posts to build relationships and links with them. They can prove to be a big source of traffic for you in future.
- Make use of as many infographics as possible in your blog posts. The sharing rate of infographics is much more than regular posts with text only.

Advertising

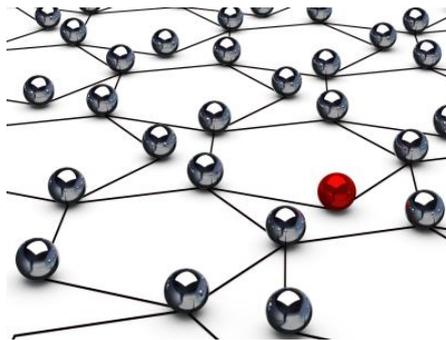
You can always benefit from advertising by putting your advertisement on or sponsoring those websites which can bring in your target customers who will definitely be interested in buying your product or services. For example, if you sell fashion magazine then advertise them on online stores for clothing because that is closely related to your niche.

- First of all, research and find out a number of websites where you can potentially advertise.

- Many websites have a special section from where you can contact them regarding advertisement and other details.
- Read about each and every website before putting your advertisement on and make sure that you are not risking your reputation by advertising with a less reputable website.
- Banner advertisements can also be made a part of your advertisement campaign just like in newspaper. You can place in different shapes, size and designs on the website closely related to your niche.

Link Exchange

- Link exchange is no-investment but at the same time, one of the best marketing techniques.
- Most of the websites you would like to link with would be having a dedicated section named "Links" or something like that only for the link exchange purposes.



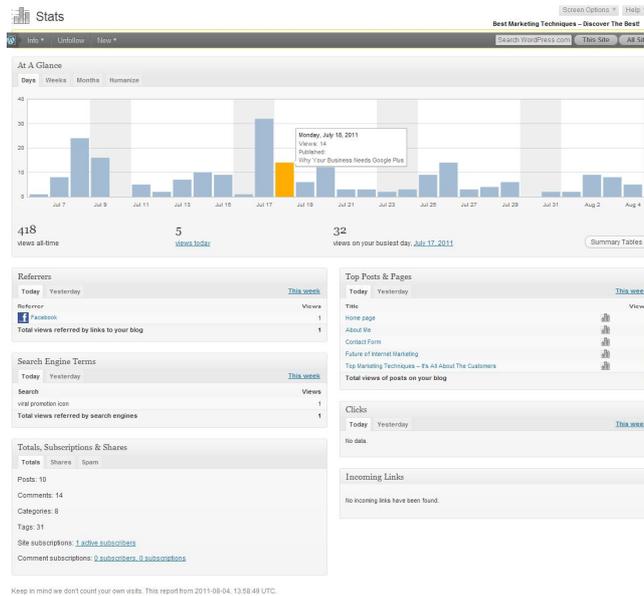
- Link exchange is very effective for your online marketing because you can get links from those websites that are visited by your targeted customers on daily basis even though your website is not having much PR yet.
- Try to link with as many websites as possible. The most effective way is to contact the owner or webmaster of the websites either by contact forms or directly by their emails.

Monitoring the Activities

Whenever you invest hard work, money and time, you also deserve to know about the results and monitor the activities you performed.

In online marketing, monitoring your marketing activities include the number of people who visited your website, the number of unique visitors, where the visitors are getting directed from, which websites or search engines are directing visitors to your website. Which search terms and keywords are most effective?

Running a website on the platform of [Wordpress](#) or [Blogger](#) provides you with a built-in Site Stats manager which you can monitor on daily basis regarding number of views per day, referrers like websites you linked with or posted your content at, search engine terms, clicks and incoming links.



If you are either not satisfied with the type of statistics you get or you don't have any then sign up for third party services regarding web analysis.

[Google Analytics](#)

[Alexa](#)

[Free Web Stats](#)

About the Author



Zia UI Aein

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Working in the field of online marketing and content management since 2008, Zia UI Aein has provided marketing and content writing solutions to more than 100 organizations and individual customers from all around the world.

In less than 3 years, Zia UI Aein has successfully completed more than 500 projects. His [company profile](#) has been ranked #1,275 out of 335,649 by [vWorker.com](#).

Zia UI Aein has inspired a number of young professionals to seek a career in freelancing. He writes content based on competitive internet marketing techniques and methods on his personal blog.

For more information, visit [About Zia UI Aein](#) and [Bestmarketingtechniques.net](#).