



# INTERNET MARKETING FOR NEWBIES

# Internet Marketing for Absolute Beginners: Cheat Sheet

If you're just getting started with internet marketing for the first time and you've finished reading the full book, then your mind might very well be racing with all the different subjects and techniques we covered. There's a ton of jargon to dig through here and countless different approaches and methods that all need to work together synergistically for the very best results.

If you're having a hard time absorbing all that information then, this cheat sheet is going to become your best friend. Here, you will find all of the different 'pillars' of internet marketing and all of the key techniques. Any time you get confused as to what a phrase means or what you should be doing, check back here and you'll find the answers...

## **SEO**

Perhaps the biggest 'pillar' of internet marketing and the main topic that most discussion STILL revolves around, is SEO. SEO stands for 'Search Engine Optimization' of course and simply means that you are optimizing your website and your other online activities in order to get the most visibility on search engines (Google).

This mainly involves researching the best keywords, developing content (with a keyword density of around 1-2% and lots of synonyms) and then building inbound links on external sites. Maintaining a high quality website is also important.

## **Content Marketing**

Content marketing will provide the backbone of your internet marketing strategy. We've already seen that it's important to create content if you want to succeed at SEO and the same is also true of the other marketing activities.

The aim of content marketing is to update your site regularly with high quality content that people want to share and read. Your aim is to build trust and authority, so that people turn to your site for advice.

## **Social Media Marketing**

Simply put, this means marketing on social media platforms such as Facebook, Twitter and Instagram. The best strategies here once again involve creating value and actually offering something worth sticking around for. Some companies make the mistake of only ever making promotional posts, in which case, why would anyone ever want to follow you?

Other important tips are to post regularly, consistently and on *all* of the major platforms.

## **PPC**

PPC stands for 'Pay Per Click' and is the main form of advertising used by digital marketers. This essentially means that you only pay each time someone actually clicks on one of your adverts and you get to pick what the maximum amount you're willing to pay is by setting a 'maximum bid'. This is great for managing a budget and it also means that you can get very precise feedback about what's working.

There are two main platforms for PPC which are Google AdWords and Facebook Ads. These show ads on Google SERPs (search engine results pages) and on Facebook respectively. Facebook provides lots of targeting options, meaning that you can show your ads only to people in a certain region, with certain interests or of one gender. This reduces the likelihood of ads being shown to people who won't then want to buy from you.

## **Email Marketing**

Email marketing involves building a large mailing list and then emailing that list with your marketing messages. To do this, you will first need an autoresponder, which is a program that lets you create 'opt-in forms' (where people sign up) as well as managing your contacts and allowing people to – for example – unsubscribe if they wish to.

## **Affiliate Marketing**

Affiliate marketing means that you are promoting a product in exchange for earning a commission. If you're an affiliate for an ebook, then you can sometimes expect to earn as much as 70% for each sale! This is a great way to monetize a website and if you have a product to sell, then it's a great way to make money from that product by encouraging an army of marketers to help you promote and sell that product.

To find affiliates, you will need to use an affiliate network such as JVZoo, ClickBank or Commission Junction.

### **Influencer Marketing**

Influencer marketing involves reaching out to influencers in your niche. An influencer is someone who has a social media channel or YouTube channel that is watched by thousands or millions of people even. Your aim is to get them to promote your product or to do a shout-out, which you can achieve by sponsoring them, or by offering them something else (like a free product, or promotion in exchange for a promotion).

### **Solo Ads and Ad Swaps**

Another method is to use Solo Ads and Ad Swaps. This is an alternative form of advertising that allows you to work with influencers who have large mailing lists. You either swap a shoutout or you pay for one and thereby bring more people to *your* mailing list.

### **Sales Funnel**

A sales funnel involves a series of steps that helps visitors to become more and more committed to your brand. So it might start with a free product like a report and maybe a subscription to your mailing list, then move on to a small paid product and eventually lead to a 'big ticket item'.

### **CPA**

CPA is 'Cost Per Action'. This is similar to PPC advertising, except that you only pay when the visitor takes *action* on your link. That means that they buy a product, Like your Facebook page or download your app.

### **Video Marketing**

This is an aspect of internet marketing that isn't talked about enough. Video marketing means making videos for marketing purposes which could mean creating a YouTube channel to gain more fans, or which could mean creating a VSL (Video Sales Letter) to make a landing page more effective and engaging.

## **Press Releases**

A press release is a short news report sent to journalists, bloggers and website owners with the hopes that they'll choose to turn it into a full-blown article on their site. This can get you free coverage but remember that they aren't interested in helping you to earn money – they'll only do a write up if they think your story is newsworthy and interesting for their audience.