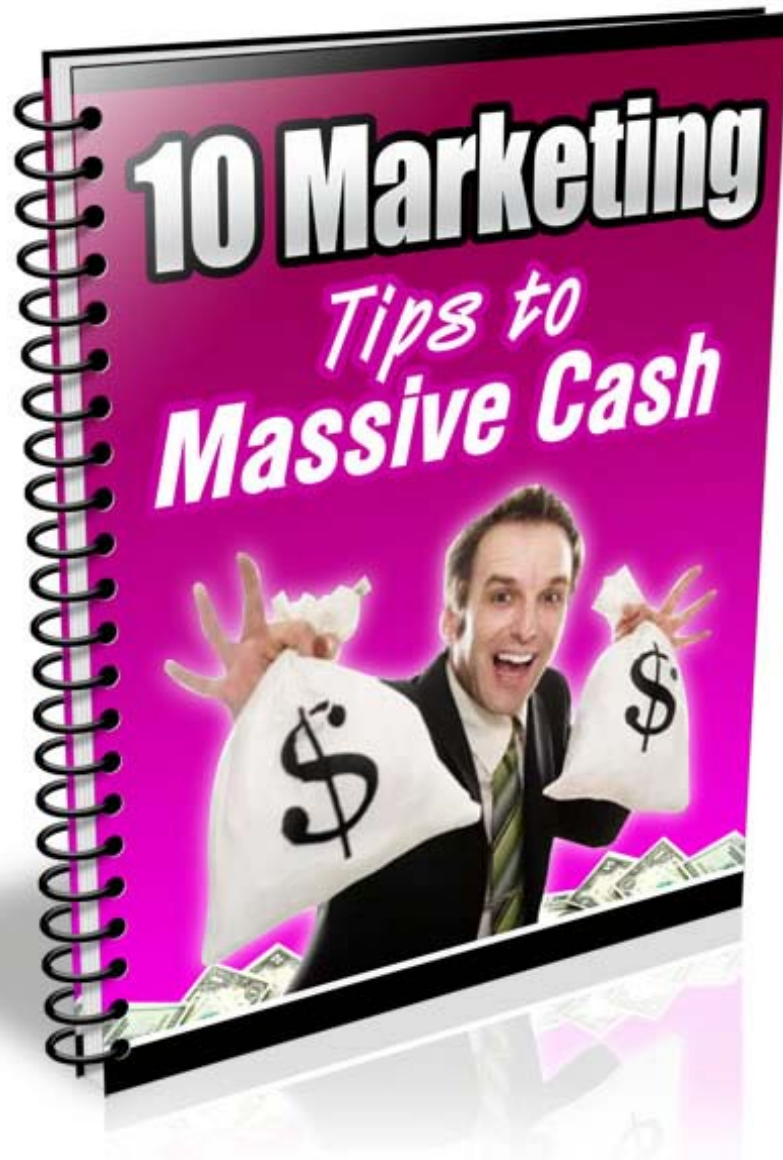


10 Marketing Tips to Massive Cash



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Introduction:

The internet is a source where anything can be found right from finding information on absolutely anything, to making friends online to earning money. If you are frustrated with work or bored of the same old routine and you are looking for a change, you have come to the right place. During this period of recession, generating an income through the internet is a great way of relieving your fears of getting sacked or losing your income. In case you are wondering how to generate quick cash, look no further.

Generating an income from online business opportunities is an easy and fast way to earn a steady income. Anybody can earn money through online businesses from a student to new mothers to retired people. Everything requires a little time and effort, and this is exactly what you need to give when you start your own online business. You do not have to be afraid of the fact that you will lose any money that you have invested or that you may not be successful in making money online. Don't worry, it is simple and in this manual you will get a complete insight into the various opportunities available to you and some great tips to assist you along the way.

In case you are having those second thoughts and thinking this is scam, look through the pros and cons of these business opportunities. It is a safe way to earn money and you have complete control of what you would like to do.

Benefits:

- You do not need any major skills in order to start your own business or even join a programme offering you the opportunity to earn cash. All you require is the internet and basic skills on how to work on a computer and the internet.
- You can sit at home and work at your own comfort.
- You do not have specific timings as to when you have to work. You can work at your own pace and at your own time.
- The best part of this is that you do not have a boss who will demand from you. You are your own boss.
- You have your own freedom to work when you want and where ever you want.
- You earn a steady income every month which can directly be credited to your personal bank account using a PayPal account or any other account to suit your convenience.
- You will always have some sort of guarantee through any of these business opportunities.
- You can always find a mentor, professional or an experienced person to help you out if you are not able to kick it off at the start.

Disadvantages:

- When you just start your own business or you join any online business, you will have to give time and effort at the initial stage.
- It is very essential to have complete knowledge about the job that you are getting into so that you don't face any complications later.
- You need to make complete use of your current skills and any type of work experience will definitely count. You must have a unique plan.
- You have to learn to differentiate from a real business opportunity and an online scam.
- Here are a few online business opportunities which will help you learn more on how to generate income online and the different sources by which you can make money through these online businesses. It is so simple, you can start right away!

1. Freelance work:



The most popular and comfortable way is by signing up for a freelance job. This means you can work for whom you want and when you want. You can either do one project or many projects for a company based on your convenience. It is not a long term commitment. The most widespread freelance work available on the internet is writing, photography, copywriting, advertising, graphic designing, consultation services and other creative services.

2. Earn money through Google Ads:

Google AdSense



It is a simple way of earning by just creating a Google ad which will be placed on the Google search engines in order to promote products. Once you create an ad, every time a person clicks on it, you will be charged but the benefit is that you will get the Google trafficking to your own website where you could sell your products or services to them. Another method is by placing a Google ad on your website where you will get paid every time a visitor clicks on that ad as it is placed on your website.

3. Sell your own e-books or journals:



Selling information online is the best business for making cash online. The best way to do this is by writing a book and publishing it on the internet. If you do not possess good writing skills, writers can be hired and you can

pay them a commission. It also includes creating audio and videos as this method will bring you a good margin of profit and it is a hot selling business opportunity.

4. Earn by conducting surveys and polls online:

Companies today, offer to pay you for just filling up short surveys or questionnaires and for referring this to the others around you. You can also earn more money on longer questionnaires or discussion panels and even by taking telephone surveys or sharing opinions and comments.

5. Blogging and Forums:

Even posting content on a particular blog or getting others to post their content on your blog will earn you money. Simple comments and responses to blogs and forums is another great way to earn fast money.

6. Earn by simply surfing the web:

Another simple way of earning is when you surf through websites or even read e-mails. It also includes clicking on banners, ads and even referring a particular website to family and friends.



Now that you know some of the fast and easy ways to earn money, let's have a look at a few things you need to remember in order to help you earn those big bucks. They are helpful and will definitely guide you in marketing your online business effectively.

The internet is a very vast space. There are hundreds and thousands of websites on the internet. When you have a product or service that you wish to sell, the first step is to get noticed. If people do not know about your website or how to find it online easily, it is of no use to you. Successful business online depends solely on whether or not your website is good enough to be noticed by people who are looking to buy the kind of products you offer.

Once you take the efforts to market your website well enough and start gaining traffic, it is very easy to make massive cash out of your E-business. Apart from content writing, blogging and other methods to make money online, having your own E-business is the most important way to make money using the internet.

So how do you make sure people find your website among all the other similar websites? The only way to make your website an effective tool for your business is to market it just as you do any other product. As a business, your primary aim is to receive genuine visitors, who are interested in the products or services you wish to sell. Once you create a business website, effective online marketing of this website is what makes your business a success or failure. If you market your website using the right ways, the traffic to your website will increase and in turn, increase your chances of making a higher number of sales which will lead to higher profit rates. Effective online marketing is therefore the first and most important step to having a successful E-business.

Internet marketing is all about getting your website, products and services "out there" on the internet and getting them noticed. There are several ways to do this. In this manual, we will take a detailed look at some of the best marketing tips to earning massive cash online.

First, you need to develop an effective internet marketing strategy by understanding who your customer is, what his needs are and what you have to offer.

One: Create Your Own E- News Letter



Anything that has a personal touch to it will definitely be more attractive to customers and visitors. An e-newsletter is nothing but an electronic newsletter or magazine which is delivered to the public through a website at a definite period like weekly, quarterly or monthly. Your

newsletter should include a welcome comment, the latest news on your product that the public is not aware about and even some great tips in order to keep them attracted to your site. It should be personalized, have a neat layout and should be attractive.

Two: Make Your Customers Your Leads

This is a very simple way of getting your customers to leave their contact address on your website where you can contact them and give them the information they seek instead of putting a "Contact Us" click. It is a method by which you can get your customers to leave their contact information and give them a substitution for something they would want. This is also referred to as strong call to action. It is a simple and direct way of convincing your customer to take the desired action you want. Make sure that this is available clearly and is made obvious to visitors.

Three: Search Engine Optimisation (SEO)



It is proven by surveys that around 85% of internet users find new websites by using search engines. Your website should therefore appear prominently on major search engines like Google, Yahoo and MSN in order for it to get noticed and drive traffic to your website. The trick here is to leave them

abundant clues as to what your webpage is, using keywords and tag lines. SEO is a powerful weapon in internet marketing. If used properly, it can be the only marketing tool that you require.

Four: Pay Per Click (PPC) Search Engines



Getting top placement in major search engines for chosen keywords can be difficult and time-consuming. But pay-per-click search engines are a good alternative to get listed in search engines, faster. This can put your website next to other search listings and start bringing your site good traffic within minutes.

Google Adwords and Yahoo! Overure are the best and largest PPC search engines in the industry. There are also other Paid Inclusion services such as AskJeeves, in which you pay a certain fee in order to be included in its results.

Five: Marketing Through Blogs



A blog (weblog) is just another personal web page owned by people. An easy way to market your website or products is to place ads on the most popular blogs that receive the most number of visitors per day, through programs such as Google AdSense. This way, you ensure that every person visiting these blogs on a daily basis is sure to spot your advertisement. You can also buy advertising space from bloggers with high page rankings and place your ads there. Picking blogs which are relevant to your website and have a good amount of traffic will definitely give you an edge over other similar websites or product advertisements online.

Six: Affiliate Marketing

This is an excellent way to market your products. What Affiliate marketers do is that they start their own website or blog and place ads on them, which are linked to your website. So if a person clicks on an ad in your marketer's website, they will be directed to your website. This is not too expensive, as you are required to pay your affiliate marketers only when a sale is made on your website as people as directed to it from your marketer's website.

Seven: Email Marketing



With the increased use of Email today, more and more business owners are choosing email marketing as their primary internet marketing strategy. It's an excellent way of reaching your target audience on a Global level. Email marketing is easy, cheap, fast and most effective,

bringing good ROI to internet marketers. Email marketing can be done based on permission (Opt-in) or not (Spam). The first is a better and more ethical option, as you are then advertising and sending promotional emails only to people who want it. Spamming annoys people and may end up getting you banned by your Internet Service Provider, hindering your business progress.

Eight: Rss Marketing



Marketing

RSS marketing completely eliminates the only danger and disadvantage when it comes to Email marketing - Spam. It is therefore better liked by people, even though it doesn't allow for any form of communication like emails. RSS is an XML programming language based technology which offers something called 'RSS feeds', which can be added to any website or blog. It provides news about the industry, without actually having to visit other websites to find out.

That is, instead of visitors having to go to the website and see if anything new has been added, RSS technology allows them to receive updates right into their desktops.

Nine: Article Marketing



Article marketing is considered one of the best ways to promote your website, increase traffic and draw your target market to your website. It is simply writing articles and distributing them to online publishers and

article submission sites. Writing simple articles about your product, your expertise in the area, how your product will help solve buyers' problems and why they should pick your product over other similar products.

Writing decent articles and distributing them effectively is a traditional, inexpensive way of attracting traffic, making sales and gaining returning visitors to your websites.

Ten: Social Media Marketing

Social networking is one of the most popular concepts on the internet today. Making use of this wonderful system to your benefit is an excellent way to ensure massive amounts of traffic to your website in low-costs. Social media marketing is simply promoting your website or business by using social media channels - social networking sites, social news sites etc.

It will help you gain primary and secondary traffic to your website as well as earn you supporters and communities that help promote your website/product/service.

The tips given here are only a *few* methods of marketing your website effectively in order to earn large amounts of money. There are plenty of other ways to market online. If you are starting a serious E-business and wish to make massive cash from it, it is vital to research, learn and understand the value of each of these methods of marketing. Choosing the best method(s) for you based on our specific requirements is very important. If you perfect your internet marketing strategies before you start your own business based on its requirements, you are sure to make big bucks online easily, with just a little bit of effort and dedication.