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NEW TRENDS WEBSITE MARKETING TODAY

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Abstract

In recent times it's very cut throat business competition with the development taking very fast and it applicable website marketing too. Human powered directories, like yahoo's Directory, are those that use humans to index website listings. These engines are actually called directories and require you to submit your URL and wait for the directory editors to assess and index your site based on perceived relevancy. Sometimes this procedure is free, and sometimes you have to pay a fee for the privilege of being reviewed. Some search engines offer marketers the opportunity to buy guaranteed search engine listings through the purchase of keywords. Google allows advertisers to bid for "sponsored links"- paid listings across the top and down the right side of Google's search results. It must also be noted that more and more email marketers are struggling with spam filters, which are designed to protect email users from unscrupulous and unsolicited advertising. The easiest way to ensure that your emails will be delivered is to get permission from your client base to market to them through email. A blog or weblog is simply a web page that scrolls chronologically like a journal and contains links to other websites of interest. Also keep in mind that most Internet marketing techniques require ongoing maintenance and these costs should be addressed in your marketing budget.

Key Words: *Sponsored links, spam filters, weblog, unscrupulous*

1. Introduction

The advantage to email marketing is that you can choose a do-it-yourself option, where you do all of the work, or part of it yourself, saving hundreds, even thousands. At a minimum, they offer a database, where you can and manage your email addresses, a selection of HTML templates for your email messages, the ability to import your own

templates, plain-text options, testing functions, and added extras such as customizable auto-responders and forward-to-a-friend and unsubscribe features.

2. Purpose of online marketing

The primary purpose of marketing an online business is the promotion of a good or service. Online marketing makes extensive use of the available tools for getting web users to purchase a product or service from a website. The website owner who wants to become acquainted with those tools should consider contracting an online marketing agency. Such an agency understands the purpose of online marketing. Such an agency appreciates the value of an online marketing promotion. It can prepare the website owner for lucrative participation in online marketing activities.

3. Online marketing activities

In marketing an online business one needs to use good online search marketing activities. A website owner places priority on one particular activity. That is the creation of strong advertising copy. The website owner learns how to write, or pays someone else to write, strong advertising copy. The use of online marketing activities unleashes the power of online marketing strategies. One very powerful activity allows the website owner to strategies by making skillful use of the resources on the internet. Use of the reverse search engine can be an important marketing activity. By using the reverse search engine, the website owner can estimate the demand for the product or service offered on his or her website. The reverse search engine also provides the keywords that the customer would be apt to use when searching for a particular product or service.

The identification of target markets also creates a sure route to optimization of other marketing activities. Identification of target markets adds strength to the use of e-mail. In addition, it assists with the identification of locations where a link would help to bring in more customers.

4. Competitor Analysis and Marketing

Before the internet, there were a series of tools designed for comparing yourself to your competition. A competitive market analysis was a must for any company that wished to maintain themselves in the market. As in the field of battle, if you don't know

what your enemy is doing, then you are lost. Information is the weapon of our modern era. And the only way to have it in the world of business is with a competitive business analysis.

5. Online competitors

A traditional competitor analysis is a tool where a series of factors are pre-established. That way, you only need to fill in the required data or information and you will obtain a result of the analysis. The main importance of an online competitor analysis is that it is able to determine what are the strengths and weaknesses of your competition. That way you will be able to attack it in those points where it won't be able to react quickly enough. Knowing its strengths, you can benchmark (compare) them with yours. It's good to know how often your competition updates its content. Why? Because it tells you how much they care. An updated site with detailed content means that your competition places great emphasis on and invests resources in maintaining an online presence.

Actually, the place where it starts is with a well defined service. If you don't have a crystal clear picture of who you are marketing to and exactly what you're selling them, the best web site in the world won't get you clients. Before you even think about building a web site, you should know who your target market is, how to describe your professional specialty, and what specific benefits your work provides for your clients. The internet may be a different medium for marketing professional services than making calls, writing, letters, or speaking to people in person, but the same time-honored principles still apply. The secret to landing clients and referral sources, you'll get business on the web.

6. Social Network

- (i) It spreads brand awareness in the social network websites.
- (ii) Increase targeted traffic from social networking portals to your website.
- (iii) It adds to search engine optimization & internet marketing strategies.
- (iv) Increase page rank, link popularity and one way links.

Blogging refers to actively creating your own blogs and participating in sharing your views on the related blogs of the industry, by posting comments to build your identity and brand awareness of your product or services.

7. Marketing solutions on Internet

The internet has helped in creating a truly global marketplace. Now it has become important for companies to expand their market and consumer targets. In order to take benefit of the growing demand for online business you need to look at your different internet marketing solutions and opportunities. In order to make sure that your target consumers acquire your product, you need to consider the best, suitable and special products from your list which captures the interest and needs of your customer base.

8. Need for internet marketing solutions

There are varieties of internet marketing solutions that are being offered by several different online companies. The main point of consideration is to determine which internet marketing solutions proves right for you to meet the respective needs of your customers.

- (i) E-mail marketing is considered as a common internet marketing solution. This is a cost effective way of communication and interacting with customers.
- (ii) We write and submit articles related to products/services which is another great way to promote online business.
- (iii) To develop newsletter. The great thing about it is that we can develop a huge list of subscribers for our website that are permission based.
- (iv) As online presence is essential for a successful business, these days every business whether big or small has to make their websites succeed online.
- (v) The highly quality and cheapest visitors comes from search engines listings. A website is very much essential to optimize in order to achieve the high search engine rankings.
- (vi) Giving free report or e-book about our product or service is a good source of providing information. As people love free stuff so we provide some attractive free information in the website.

9. Conclusion

Latest trend emerging these days in internet marketing solution is the use of press releases. There are many sites on the internet that will post and distribute press

releases. The services of writing and publishing press releases which proves as the most constructive way to promote the website and online business. Permission based email marketing can be a low-cost and very effective component of your web marketing strategy. Social network marketing services is aimed to help companies promote their brand and market their products and services through online social networking media. By implementing these solutions it is sure to increase traffic of website and higher volume of online sales. In offline business, creating an online presence is great ways to cost effectively increase the sales.

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