

Introduction to Web Marketing

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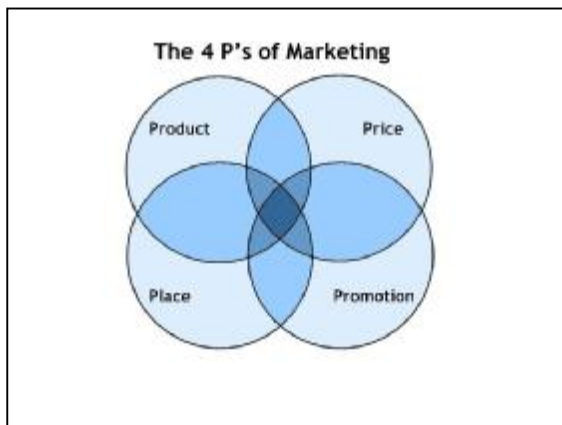
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Introduction: What Is Web Marketing?

Web marketing involves matching the needs and wants of consumers with the people, products, or services which fulfill those needs, through the internet.

The 4 P's of Marketing

(Graph inspired by <http://www.netmba.com/marketing/mix>)



The four P's of Marketing are: Product, Price, Place (Distribution), and Promotion.

Product refers to the services or goods (both electronic or physical) that you will provide to your customers. You can sell pizza, books, or even electronic files.

Product can also refer to the words you write online, particularly if your target market is in need of information or reviews which will help them decide whether or not to purchase a product.

Price refers to the selling price of your goods or services:

- Free
- Inexpensive
- Expensive
- Expensive, but with a one-time special promo price
- Low at first, then steadily increasing

Place (Distribution) refers to how you will get your product or service to your customers.

- Use traditional channels (i.e., physical store for physical goods)
- Electronic download
- Delivery via e-mail
- Shipped CDs
- Printed reports sent via courier

Promotion refers to how you will communicate with your target market to motivate them to buy or use your product or service.

These 4 P's have to work together, and when they do (the dark intersection in the middle of the graph), that's when your marketing efforts match your target market.

In this special report, we will focus on the fourth P, Promotion.

Where Are The People?

Promotion in Web marketing involves finding out where your target market goes online, and establishing your presence there, whether in the form of text, audio or even video.

People online hang out in search engines, web sites, blogs (which they read or post comments in), online discussion forums, email inboxes, in their own mp3 world, or even in online video libraries.

Similar to traditional advertisers placing billboards or ads near major roads, in newspapers, radio or TV programs, web marketers should display their message where the online crowd is bound to see them.



People go to search engines, type in a phrase they want more information on, and hopefully click on to your web site or blog. This means your site should be search engine-friendly so that it gets found.

Once it is found, the content should be useful, informative, or entertaining enough for people to find their visit worthwhile.

You can choose to place your words in a free web site such as Blogger.com or Wordpress.com, but if you are serious in your web marketing efforts, it is better to host your own web site (with your own dot-com name). Afterall, what's to keep those free hosts from suddenly deleting your web pages, right?

Once you have a web site that people enjoy reading, they will tell their friends and that will help increase your site's traffic.

Another way of getting more visitors to your site is by participating (in a meaningful way) in **Online Discussion Forums**.

Some forums allow you to display your web site address at the bottom of your post, so that people who found your contribution to the forum useful will reward you with a visit to your site.

People also hang around other blogs, so if you participate in the online conversation by posting meaningful blog comments, others will see your clickable name and will end up visiting your site.

There are some who prefer to read email than surf the web, and you can be present in their Inbox by offering a free **email autoresponder course**.

This is a series of short emails delivered automatically to those who subscribe to your autoresponder. Each message, sent every X days, contains a useful tip plus an invitation for the reader to visit your site.

Unlike web sites which get visited once or twice, inboxes are visited more often. And if you create 30 tips, that's 30 emails sent over a period of 3 months. That extended presence in your consumer's inbox will increase the chance of getting repeat visits from them.

If you want to fast-track your web marketing efforts, you can also make use of **Advertising Networks**.

These organizations allow you to advertise your site in the various web sites participating in the ad network. That helps expose your site to people who would have otherwise not read your site at all, because they spend most of their time in those other web sites (i.e., popular blogs, news sites).

Another way to let others know about your site, especially if you are selling a product, is to organize an **Affiliate Marketing** program for other site owners. They are encouraged to let their visitors know about your site, because if those visitors end up buying your product, then the referring site owner earns a commission.

Other people need to add articles or content in their site, but they might not necessarily have the time. That's where **Article Directories** come in.

You can write a 250-word article and submit it to various Article Directories. Other site owners will then search the Article Directories, find your article, and then republish your article on their sites.

Here's the key: Under your reprintable article is an "About The Author/Writer" resource box which has to be displayed each time your article is reprinted. That advertises you and your site to other readers, assuming those other republishers play by the rules.

You can also package your articles in the form of **Ebooks**, which are electronic files similar to your MS Word documents. The preferred format of ebook publishers, however, is either PDF or EXE.

Again, in the spirit of reaching more people online, it will be helpful to produce both PDF and EXE ebooks.

You can find a backgrounder on Ebook Marketing in <http://ebooks.webmanila.com>

The convenient thing about these ebooks is that people can easily pass these along via email.

Those who offer ebooks as downloadable files from their own sites do that because they want to gain more visitors. Afterall, nothing attracts more visitors online than free downloads.

To convince more site owners to download your ebooks on their sites, you can give them **the power to re-brand your PDF file**. Since they know that these files can be easily passed along via email, they will be more inclined to offer ebooks which contain a link to their site (even if the ebook was written by you).

Another place where people congregate online are the **Social Networks**. These are places where people get together to share photos, favorite web sites, personal goals, or personal stories.

If you participate in these Social Networks, others will come to know about you and your web site.

And lastly, there are people who spend time listening to **Podcasts** or watching **Videos**.

If you produce podcast episodes for your own internet radio show, or create interesting videos, you can gain more visitors especially if your shows plug your web site. This is one way of reaching those who prefer to listen or watch information rather than read text.

You will find a sample audio podcast that is integrated with YouTube videos at

Viloria.com Pinoy Podcast

<http://www.viloria.com/wp>

Remember, a key principle in web marketing is to provide useful or entertaining information to people who need or want it, wherever they are, and whenever they are. You have to monitor where people go online, and show up.

I hope this Introduction to Web Marketing helps get you started on the road to E-commerce Success. If you have questions or feedback, please email me at

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Or you can leave a comment in

<http://www.manuelviloria.com/archives/introduction-to-web-marketing/>

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Manuel Viloria is your friendly Multimedia Internet Publishing coach from the Philippines, who gives tips on how to increase and monetize your web site's traffic. Visit his tech tips site at <http://www.ManuelViloria.com> or learn about Philippine culture and Tagalog at <http://www.Viloria.com>

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