

What is Online Marketing?

Whenever a new business launches online, the business owners have to first promote it. Reaching out to the people in their immediate circle is not enough, and for a business to truly succeed, a larger number of people have to take an interest in the company. This is where internet marketing comes in handy. Simply put, internet marketing is the utilisation of the many tools that the internet puts at your disposal to connect with people and promote your business to them. For an online business, the purpose of internet marketing is to attract people to your website. When a large number of people visit your website regularly, and you are able to convert even a small percentage of that traffic into customers, your business will start to generate revenue. Internet marketing is therefore the process of making a business more successful through the use of internet services.

Starting with the basics

Internet marketing for most people is limited to search engine marketing. People pay search engines to put up their ads to provide customers with a link to their website whenever someone searches for a service relevant to their business. Google AdWords is highly popular and used by thousands of businesses to for online business promotion. PPC, or Pay Per Click, is a popular way of using search engine marketing services. When you start a PPC marketing campaign, you pay Google for every person that visits your site through the ad link. While this is costly, PPC is a great way of getting your initial set of customers and turning your business into a successful enterprise.

Delving into Affiliate Marketing

Dozens of marketing services exist which can help you promote your website. Affiliate marketing is confusing and not something that a basic user can understand. But if done right, affiliate marketing can produce incredible results. By building a link of promotion campaigns across different affiliate marketing networks, you can build a steady stream of visitors.

Starting list building for Email Marketing

Email marketing is the oldest form of internet marketing, but even today it is used to produce incredible results. Email marketing requires that you have a list of email addresses of people who you can directly contact and tell about your website. Care must be taken to not spam people, as it will affect your business very adversely.

SEOTask- Creating an effective internet marketing campaign

SEOTask offers internet marketing services that are personalised according to your needs. Every business has a specific target demographic, and the methods of contacting them will vary. SEOTask makes sure that your business gets an effective internet marketing service that does not break the bank. We provide cost effective internet marketing services and our marketing experts always keep your needs first. We will start PPC campaigns, setup affiliate marketing services, and configure your website to start building email lists for future email marketing services. We will also help you secure solo email ad space so that you can start the initial phase of email marketing right away.