



Internet Marketing 101 – The Huge Benefits to Internet Marketing

Chapter II: Why you must start doing Internet Marketing for your business TODAY?



Internet Marketing is an important marketing tool with eye-catching features that allows businesses to communicate directly to their targeted customers by using technology. Within the coming few years, thousands of more people will be hooked up with the internet to search for what they need.

This marketing strategy helps small and medium sized businesses reach across the globe with their products and services. The ROI of Internet marketing is far more than traditional marketing tactics.

Here I am going to show you some amazing benefits that will help you to know why you should opt for Internet Marketing –

- **Amazing Benefits:**
- ✓ **Cost Effective:**

Internet Marketing allows you to promote your products and services to a wide span of audience, even if you have a limited budget to work with. It enables you to track the results of your efforts in a very short time frame. You will be able to reduce your marketing cost with Pay-Per-Click advertising and use this amount in other online marketing activities.



You can begin with Blog Marketing, Social Media Marketing, Email Marketing, Guest posting, Content Marketing and many other advertisements with less investment. When you promote online, you save various costs like staffing, premises, disintermediation, financial management, etc.

✓ **Real Time Results:**

With Internet marketing, you do not have to await for a long time to identify the notable rise in your business. It allows to track your campaign with online analytics and delivers immediate results. Real time marketing tools are more beneficial and effective for your business as compared to other tools.

You can opt for a paid search advertisement (PPC, CPC and CPM) to comprise the instant results that empower you to calibrate your promotional content in order to attain a desired outcome. If your advertising campaign is not performing adequately, these tools permit you to find out the exact problem area.

✓ **Global Reach:**



Almost one third of the population of the world has access to the internet with their computers and smartphones. Marketing your products online allows you to reach customers around the globe, as compared to traditional marketing where you are restricted to a geographical area.

You can get access to your potential customers by precisely targeting them according to their specific needs and wants. Numerous internet marketing approaches (such as Email marketing, Pay-Per-Click, etc.) help you to promote your products and services to reach your global prospects.

With a good internet marketing campaign, you will be able to attract more potential customers and buyers towards your business, which is the prime goal of every business.

✓ **Build Relationships:**

The Internet provides a great deal of assistance by fostering good customer relationships. It provides a suitable platform to facilitate higher customer retention levels. You can follow your customers with auto-responder services to build an after-sale relationship.

As you know, engagement is the key to grabbing your customer's attention. It helps to maintain a healthy buyer-seller relationship, building trust and increasing customer loyalty in the long run.

You can also recommend a valuable and unique offer to your customers that is personalized for them. This personal touch will help to sustain your customer's relationship. Social Media marketing and Email marketing are the best strategies to improve the trust factor in your customers at a personal level.

✓ **Increase sales and traffic:**

Search Engine Marketing, Social Media, Blogs and other marketing strategies will help you gather more traffic towards your website. The more visitors you have on your website the more popularity you will gain for your brand.



Internet marketing also improves the chances of closing deals because customers like to purchase online instead of going for a physical purchase. And the customers who get a regular newsletter from you are more likely to purchase from you.

Giving an opportunity to purchase online will increase revenue for your business and reciprocate with an excellent return of investment (ROI).

✓ **Facilitates brand engagement:**

With the help of internet marketing, making your brand recognizable to consumers becomes a very convenient task. It becomes very easy for businesses to establish contacts with its customers with internet marketing.

A regularly-updated website with well-written content has a greater possibility of converting visitors into clients. It enables people to get information easily and facilitates their purchase decision.

Consequently, a business owner can easily convey his message to his customers with minimal efforts. Along with that, he ensures his brand remains fresh in the minds of consumers.

✓ **Enhanced customer attention:**



Internet marketing is a great medium to hold on to your customer's attention and pass on your product information in a simplified manner. With the pin-point strategies of the web, diverse products can be made accessible in simple manner.

An effective online marketing strategy has the potential to generate great results for the success of your business. People get to know the quality of your products without having to get in touch with you physically.

Another benefit is that customers always stay updated through emails or through your website. Along with that, internet marketing also enables you to get maximum information disseminated through minimal efforts.

✓ **Increases your availability and accessibility:**

Through the internet, you have a chance to sell your products at any point of time without having to spare a thought about time constraints. All your selling efforts can be directed in the right direction of attaining customers.

The best benefit that internet marketing provides is that customers can purchase your products and services at any given point of time.

Therefore, with the help of internet marketing, selling products around the clock has become a possibility. The constraints of time and geographical boundaries need not be kept in mind by the business owners.

✓ **Convenience of tracking orders:**

One of the most important aspects of internet marketing is that it enables the consumers to track orders as they need and desire. They can worry less about late delivery of products.

This increases the scope of consumers trust and confidence in your brand. If they place an order, they do not have to spare a thought for receiving their orders.

When a person has full confidence in your delivery system, he becomes a self-motivated agent for spreading a positive word of mouth. This ensures your business achieves its desired goals and objectives.

✓ Enhanced social media relationships:

By internet marketing, you can easily get benefits of the growing importance of social media. By having your presence felt on various social platforms, your brand recognition process gets duly simplified.

Through social media, businesses can make a huge impact on

customers that are scattered over a large geographical area. The constraints of geographical areas are not required to be kept in mind.

By facilitating improved relations with social media, businesses are able to generate huge volumes of profit also, because they get a chance to increase their sales with the use of strategies that are designed to gain customer attention.

All these benefits will surely enhance your interest.

Here, I am going to show you some interesting facts about Internet Marketing to take you the next level. And these will add a limitless value for your products and brand.



▪ **Shocking Facts:**

Every month there are more than 10.3 billion Google searches, with 78% of U.S. internet users researching products and services online.

	Business-to-consumer (B2C) ecommerce sales worldwide will rise nearly 20% to reach \$1.471 trillion in 2014.
Internet advertising will rise to 25% of the entire ad spend by 2015.	
	71% of internet users are more likely to purchase from a brand that they are following on a social networking site such as Twitter or Facebook.
On average, we conduct 12 billion searches per month on the web in the United States.	
	97% of all consumers search for local businesses online.
85% of customers expect businesses to be active on social media.	

98% of marketers plan to increase or maintain their spend in 2014.	About 60 percent of all Internet activity in the U.S. originates from mobile devices, and about half of total Internet traffic flows through mobile apps.
88% of digital marketers consider real-time marketing as an important part of their 2014 online marketing plans.	86% of senior-level marketers agree that it's important to create a cohesive customer journey across all touch-points and channels.
93% of online experiences begin with a Search Engine.	Worldwide e-commerce is expected to increase by 20.1 percent by year's end, increasing to \$1.5 trillion.

The top three social networks used by B2B marketers are LinkedIn (91%); Twitter (85%); and Facebook (81%). However, just 62% of marketers say that LinkedIn is effective, while 50% say the same for Twitter and only 30% of B2B marketers view Facebook as effective.

Emails with social sharing buttons increase click through rates by 158%.