

Internet Marketing 101

What we will be covering tonight

Internet Marketing Defined

What do you want to learn in this class?

Terminology Defined

Tools

Using Search Engines as an Internet Marketer

Using email as an internet Marketer

Homework assignments

Internet Marketing Defined

Standard Definition

Your definition

My definition

What do you want from me?

What do you hope to learn in this class?

What do you plan to accomplish while in this class?

Terminology

URL, Host, Hosting

Domain Name, DNS

Website

WebPage

Online

Download

Upload

HTML HTM TXT SWF(flash)

PDF DOC PST EML

GIF PNG JPG TIFF

ZIP TAR TGZ

PHP ASP

Search Engine

Ranking

Organic Results

Paid Results

Keyword, Keyword Phrase

PPC PPI PPS

Terminology Continued

Traffic
Impression
Visitor
Click

Affiliate Programs
Affiliates
PayDotCom, ClickBank, CJ

Direct Marketing

Conversion Ratio
Cost Per Sale
Visitor Value

MWR (most wanted response)
Copy, CopyWriting
Sales Letter, Sales Page, Sales Process

Merchant Services, Merchanting
Paypal, IPN, Automation

Tools

- **Free**

- Open Office
- Thunderbird
- CamStudio
- Gimp
- Web Browser
- Voice Recorder
-

- **Buy**

- MS Office
- Outlook
- Camtasia
- PhotoShop
-

Using Search Engines as an Internet Marketer

Using *keyword* vs. “*keyword phrase*”

Notice the difference in number of results!

+ (plus) and -(minus)

Notice Num Results VS. Number of Ads

Keyword Research Tools, Suggest Tools

Toolbars

Using Email as an Internet Marketer

Spam vs. Opt In mailing lists

“Permission Based” marketing

Capture email address whenever possible!

(<http://stevelikes.com/aweber>)

What to send?

News, sales, deals, tips, anything of value

Signatures

Address (lucky123@hotmail.com vs
steve@marketing101class.com)

Homework

Use new found knowledge to surf around

Find and write down at least one question

Look for an answer to your question

sign up at <http://isuccess.com/marketing101forum>
and post your question and answer.

Look at others questions and answers, and if you
wish, respond to them.