

## 10 Steps of Effective Online Marketing

So you have recently started marketing online and you are wondering how to get started. Here are ten steps to help you get started and see results.

Makes sure that the website you represent is designed attractively and is user-friendly. You should include your name, phone number, email address and a brief story about yourself at a minimum. Is it as easy to use? Ask for a second opinion from friends and family members as well as from readers of your message boards. Take their advice and make sure that you have a site that is worth sending traffic to.

Create a way for your visitors to opt in to a mail campaign or newsletter list. Make sure that you give your subscribers a reason to join your list and that you offer something useful and interesting content.

Start a blog. Post on your blog at least three times a week and make each post useful and interesting to your readers. Give them a reason to come back and visit your blog on a regular basis. Offer them the chance to subscribe via RSS. Follow one general theme with your posts rather than just a bunch of random thoughts or information.

Publish a newsletter. Decide how often you are going to release your newsletter and stay consistent with it. Write interesting articles and include content from other writers as well. Make it easy for people to subscribe from your website.

Do a thorough analysis of the market, keywords, titles, tags, and description of your website. Make sure that you are making it as easy as possible to find because of the way that search engines optimize.

Don't be afraid to experiment. Video marketing is increasing in popularity. People love putting a face and a voice with a person. A little video can make a big difference in introducing yourself.

Get involved with at least two or three social networking sites. Choose the ones that you feel best serve your purposes and where you can find the most like-minded people.

Pay attention to what her internet marketer and successful business owners are doing online. Copy their ideas with your own creativity. If their ideas are successful it is for a reason so take notice of what they are doing and make notes of the ideas that you can also implement with your business.

Work on your online marketing plan daily. The key to internet marketing success is working on your plan every day and being consistent with it.

Create a clear written plan of your goals for your online marketing and keep track of what you have posted, the articles you have written, the blogs you have posted, etc.

Follow these steps and your online marketing will be effective and successful.

Anna Laura Brown is a successful network marketer who has built her business online. Learn more about her business at <http://www.scentedcandlesclub.com> If you are looking for organizing your internet marketing activities you can use the worksheet book that she offers at <http://www.101internetmarketingideas.com>