

## **Internet Marketing for Small Businesses**

The ultimate goal of any marketing campaign is to:

- Establish your brand identity
- Narrow down to your Target Audience
- Increase in Sales
- Customer Retention

Internet marketing if done correctly can successfully manage all these critical aspects of marketing campaign.

So what is internet marketing?

In simple terms, internet marketing or online marketing is the marketing of products or services over the Internet. However, internet marketing has evolved a lot during the past few years. Previously having a website or placing banner ads on different websites was considered as a complete marketing package but things have been changed. With the ever-increasing competition, internet marketing is now getting more organized. It involves other key components, such as: search engine marketing, email marketing, blog marketing, article marketing and social media marketing.

If your internet marketing campaign is developed on a solid foundation of clear and concise objectives then your business will certainly grow and expand at unbelievable pace. For a successful internet campaign you need:

- Functional Website
- Market Research
- Customer Database
- Reaching your target audience
- Effective Communication
- Establishing website through search engines
- Building online community

Millions of people are now using internet for different purposes. Online shopping is here to stay for long. Moreover, people rely more on online reviews than advertisement while buying stuffs from the stores. In the present scenario, Internet is the perfect, cost-effective medium to establish a small business.