

Indispensable Almanac Of Internet Marketing Mp3 Audio Book 4



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In those early times, promotion was done just by having a simple ecommerce website where the product was described, mostly with a picture. In fact, most of these ecommerce websites were not even real ecommerce websites because they did not have options for customers to pay and buy the product. These were only a way for people to get accustomed to the product, find information on it, and then they had to visit a nearby store to buy it. This slowly underwent a change. When the financial biggies of the world realized what great opportunity lay in this world, they were quick to jump into the bandwagon and unleash their different payment modes onto these websites, making them truly ecommerce websites. Thus, methods such as credit card payments (MasterCard and VISA were the first to join in) and online bank transfers (PayPal and Moneybookers being the most prominent) were linked to ecommerce websites. People suddenly realized that they could buy products directly from the Internet. Internet marketing, as they knew it, underwent major strides. Then came the 90s and the concept of Web 2.0 set in. Marketers now realized that they could do so much more to get their products out there. They could do a lot more to notch up the visibility factor for their products. The start of this was through article marketing and, a little

later, blogging. Marketers found that they could write informative articles about their products and services, mostly without naming their products directly, and post them on free and paid directories that were found all over the Internet. They found that doing so brought in a lot of readers, mainly people who were already looking some information related to their business. These were the people who then clicked on the links below the articles and visited the websites of the marketers. The concept of =niche marketing developed. With blogging, a whole new interactive world was unleashed onto the Internet. Marketers had the time of their lives writing about whatever they felt about the industry they were dealing in, and common people found it an amazing thing to be able to remark and comment on these =posts. Suddenly, the line between the seller and the buyer vanished. Everyone was in the same boat. Marketers were no longer promoting their product; they were discussing it with their potential customers. Naturally, this increased the respect that the customer got from the entrepreneurs and businesses increased manifold. Thanks for your interest in this item. To claim your FREE Gift of 5,200 PLR Reports and more great bargains please visit bargainhunterwarehouse.com While blogging revolutionized the world of Internet marketing, bringing people closer and thinning the line between the promoters and the prospects, another very important concept was building up. That of video marketing! YouTube had already made its foray in the world and several other similar websites, most notably Metacafe, which allowed people to post videos and share them with the world, came into being. Internet marketers saw infinite possibilities here. They understood that they could make instructional and informative videos and post them on YouTube and that would take their products to a whole new group of Internet visitors. The method worked like nothing had ever done before! People were suddenly bowled over by the fact that they could sit at home and practically see a product being used, repaired, maintained whatever. Even an unknown product did not seem daunting anymore. Thanks for your interest in this item. To claim your FREE Gift of 5,200 PLR Reports and more great bargains please visit bargainhunterwarehouse.com

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