

Internet Marketing Strategy: What Can it Do for You?

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Your Guide to [Marketing](#).
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Having a Internet marketing strategy gives you a measurable and definitive way to target your market and position your business so that those looking for what you have to offer are finding you easily. This is only the first level of the sales process, but it is vital to the success of your online business, but remember traffic marketing is not sales.

Traffic can be increased by search engine optimization, using pay per clicks, or marketing your site in advertising campaigns. After completing the marketing step which brings the traffic you must then turn your attention to selling to your visitor once they get there.

How are you approaching those prospective clients and customers that are visiting your site? Are you persuading them to take the action that you want them to take? Have you defined what it is that you want them to do? Perhaps you want them to...

Buy a product? Request more information? Subscribe to your newsletter or request a free report?

There are proven methods and tactics that you can use online to increase your conversion rate and get that prospect to become a customer or client.

If you haven't taken time to plan your Internet Marketing Strategy you have made a costly mistake that could be draining to your business and costing you customers.

Consider this "What is the annual worth of one customer to you?" Is it \$25, \$250, or perhaps \$2500? If having an Internet Marketing Strategy would help you cultivate and convert just 1 new customer each week would planning that strategy be worth it to you?

Truth is that Internet Marketing differs in many degrees from traditional brick and mortar marketing, but there are a few strategies that remain the same and must be present in order for your online marketing to be successful. For example consider the following:

What is the Key Missing Component in the Virtual Sales Process?

When marketing virtually you are missing a key component to the sales process.

Do you know what one thing is lacking and could cause a potential problem and cost you a loss of sales if not approached with a real solution? The answer is human interaction. This has been the biggest struggle to e-commerce businesses online.

Let's think about this for a moment. When a person enters a physical store they are met with the interaction of a sales person. Face-to-face contact takes place and over 90% of normal communication between the two people is non-verbal.

Websites or virtual storefronts as I like to call them don't allow that non-verbal communication to take place in the traditional way and the friendly sales person is replaced with the cold technology of background code.

The key question we must ask ourselves here is "How can you provide that human interaction to potential clients and customers so that you are able to move that client or customer through a successful sales process?"