**Types of Internet Marketing**

INTERNET MARKETING as an effective and useful type of business marketing can help you have better opportunities in promoting you career. However, to know how desirable it is, we need to learn about its types. Paid or free and direct or indirect marketing are the common classifications of Internet marketing. In the following, we propose some types of Internet marketing:

Search Engine Marketing (SEM) as a type of online marketing attempts to attract the users of search engines, such as Google, Yahoo, and Bing to some sites and companies. In other words, using some search engine optimization (SEO) techniques or paid placement or inclusion in the (SERPs), search engines can show some sites at the top and in effect attract more users. SEO is a free technique in which users attempt to change the title, content, keywords, images, structure, navigation, and inbound links in such a way that it can enhance the search engine algorithm score and make it more visible for internet users. Social Media Marketing (SMM) is another method which can be both paid and free. In the free one, doing social networking activities will allow users who are present in these networks to become familiar with the companies and their products. However, for the second one, paid advertisements on the various pages of social networks can attract customers. Marketing on social networks is less likely to attract traffic and customers than marketing with search engines. The third type of marketing goes with Email Marketing which is a kind of direct marketing. It simply involves sending group emails to a large number of users and encouraging them to visit the website and purchase the website products. Using this method incorrectly and sending email to users who do not want to receive these emails can be a source of frustration for them. Affiliate Marketing as the fourth type deals with affiliating one’s business with some affiliates for enhancing the sales and products. Affiliates are online publishers such as website owners, bloggers, and social media users who increase the sellers’ products and can in effect receive a reward for attracting each customer. Content Marketing is another type which highlights content in promoting the products. By content, here we mean articles, images, presentations, videos, and the like which can be handled to engage more people. The sixth type cannot be considered as an advertising marketing since it deals with the period before producing the product. “This type of marketing focuses on delivering the right product to customers instead of promising the right product to them. In other words, it does the walk first before the talk.” Word-of-mouth marketing attempts to enhance the quality of the product you want to sell before distributing it to the public and asking others to buy it. The premise behind this type is that producing qualified products which everyone admires can attract a large market by itself. However, there are many other types of Internet Marketing which can promote brands, products or services on the Internet.