**What is Internet Marketing?**

Have you ever thought about Internet Marketing? It is claimed that tens of billions of dollars are spending for this kind of marketing. Let’s firstly see what it precisely means. Internet marketing, or online marketing, is about advertising and marketing efforts which resort to web and email in order to bring sales through electronic commerce. This marketing and online advertising are in companion with traditional advertising like radio, television, newspapers and magazines.

Internet marketing is a comprehensive term and is composed of some fields like web marketing, email marketing, and social media marketing:

* **Web marketing**: electronic commerce web sites, affiliation marketing, web sites, promotional or informative web sites, online advertising on search engines, and organic search engine results through SEO (search engine optimization)
* **Email marketing**: advertising and promotional marketing through e-mail messages to customers.
* **Social media marketing**:advertising and marketing through social networking sites such as Facebook, Twitter, YouTube and Digg.

Internet Marketing does not deal with a single way to promote the public interest but it encompasses a range of channels in this field. The background context which provides this marketing is internet; in fact internet has the potential to change every of its users into a customer. Therefore, it is worth investing on this interactive multimedia platform. However, as we know using as many as Internet marketing approaches can not bring about a good result for you. Understandably, you need to make a balance between them to have the best results. Imagine you want to introduce a new video strip and attract many customers ….ok….so how would you do it? Do you think having a professional website, some daily updates on social networking, and a music video on popular video sites like YouTube might be helpful?

Knowing how to use internet marketing can make your business successful. So, in order to raise your chance of success, think about the following strategies. Then, you can encourage more people to visit your website and in effect have more customers. First of all, try to use the correct web design. This trivial issue can make more people pay attention to your website and have more sales. Try to have a clean, easy to read, interesting, up-to-date, and attention-grabbing site. This is at the core of your efforts that can give a real meaning to your job. Secondly, try to use Search Engine Marketing and Optimization. This factor can attract more customers to your work since more people can see you. To this purpose, try to use strong SEO strategies in order to become more easily found in online searching. Thirdly, the one which is very important is to use a Coach or Consultant. Of course, it is for the time when you are not a professional in SEO or internet marketing. Anyway, observing a situation form another perspective is always helpful. It can show you points which you yourself can not see them. There are many consultants in internet marketing who can improve your job drastically, especially if you are a novice and have a small business. Resorting to such strategies of Internet Marketing can promote your brand, products or services throughout the Internet.