

Published based on [5 Helpful Internet Marketing Tactics](#)

5 Helpful Internet Marketing Tactics

Internet marketing works for some people and others never seem to get the hang of it. The key to developing a successful Internet marketing campaign is using multiple strategies in a cost effective way.

In this article I will give you 5 ways to get more out of your [Internet marketing](#) efforts!

1. Do some pay per click advertising. This could include Google Adwords, Yahoo Marketing, Bing, or other ppc search engines. [PayPerClickSearchEngines.com](#) will give you a complete list of low cost places to pay for clicks and get fast traffic.

Many people avoid ppc advertising because of the cost. In reality when done correctly it is one of the best ways to drive highly targeted traffic to your website.

The process includes the research and selection of the most appropriate keywords that are closely relevant to your products and services. When these keywords are searched by your potential clients, your ads will prominently show on the page results making it a lot easier for your potential clients to give your site a visit.

2. Do social networking for fun and traffic. Did you know that Twitter, Facebook, and others have millions of members?

If you are a marketer, this spells out a huge opportunity for you. You may promote your products and services by joining these sites and inviting your potential clients to network with you. By doing so, it is easier to promote your products and services so you can increase your sales and revenue.

3. Do Video marketing. 50% of all traffic now comes from videos. YouTube and other shared video sites must be in your Internet marketing mix or you are going to miss out.

You can make your Internet marketing more effective and more memorable by creating videos that you distribute online. It doesn't matter if you create professional or amateur videos as long as you offer your viewers with quality content that they will find useful and relevant to their lives.

4. Forum marketing still works. Forums and discussion boards are some of the best ways to market your products and services.

Forums help you find people who share the same interests as you. Find the most relevant forums that are frequented by your potential clients and start hanging out in them.

5. Email marketing with autoresponders is a must. Autoresponders can help you automatically promote your products to your opt-in list.

They are a great way to brand yourself and build relationships, and you do not have to spend much time using them. Just work at building your list and let the autoresponder follow up.

These are 5 ways to get more from your Internet marketing efforts. Mix in some paid advertising with ppc campaigns and free advertising in the ways we have written about.

Jeff Schuman helps people [make money online](#) by starting their own [make money online business](#). Visit his website today for more information.

You can also find this article published on [5 Helpful Internet Marketing Tactics](#), and on the tag pages [autoresponder](#), [internet](#), [Marketing](#), [pay per click](#), [social networking](#).