

Published based on [Internet Marketing Strategy - Build Relationships By Creating Value](#)

# **Internet Marketing Strategy - Build Relationships By Creating Value**

Very often content and social media type marketing is used as a relatively inexpensive even not free alternative to paid advertising. The main idea here is to gain people's trust and respect by building relationships and providing real value. Unfortunately a lot of internet marketers get this part wrong as they try to build their social presence and credibility by littering the internet with their stuff and building a great list of followers and after that pitching their goods or opportunities.

- Building trust relationships

Relationship building and marketing does not have to happen at the same time. How often you send your followers to a blog post about your thoughts on different things? If the only time you send your list there is to read 'purchase my goods' post, then they will more likely be turned off quickly. A lot of internet marketers write articles or content that is nothing more than a prepackage information that is all been heard somewhere before.

- You have to be genuine and original

You have to give away your good stuff. If you manage to learn something new or you probably know how to do something that the majority of internet marketers could not, you can write an article or shoot a video about it. If you give without expecting anything in return it will surely come back to you. You just cannot be present in some of the social networking websites just because you want to make some money. You cannot be following millions of people on social website so you could pitch your goods. Today everyone is doing it, but you have to be better than that and raise above all these.

- Try to determine what you could do

For the beginning imagine the person who offers to work for a potential employer for free. This person is going to show his or her value and ability to contribute before asking for any types of compensation. If the employer likes what he or she sees and believes that there is advantage in continuing the relationships, they are hired. If you are an internet marketer trying to show others that you are a leader, then you have to show them what you could do first. People will surely follow you and do business with you only if you have shown an ability to provide some great solutions to their problems.

- You have to be worthwhile

If people think that you could help them or if they see that you are knowledgeable and are able to solve some of their problems, they will come to you. If people like you and your personality, they will naturally want to know more about you and what you are up to.

When the time comes to create the [Internet marketing](#) plan for the promotion of your product online, you must properly think about how you will be getting [website traffic](#) to your site or blog.

If you do this, it can save you big money on buying advertising online. Smart [link building](#) will help you to get great results with your online business.

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