



Let's Cut To The Chase!

A beginners guide to

**Advanced
Marketing
Techniques**

KISS Series **E-Guides**
Keeping It Short & Simple



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Disclaimer

As of the writing of this e-guide the techniques illustrated here are the most popular, widely used and taught techniques available in the more extensive Advanced Marketing Courses. I have no claim to the development of these techniques, nor have I tested all of these techniques and claims. This E-guide simply introduces the topics used today concerning this subject.



PREFACE

This e-guide is the second in my **KISS** series of e-guides. **KISS** stands for Keeping It Short and Simple. That is just what I intend to do with this series. These interactive, **'how-to'** e-guides are designed to allow you to learn a topic and get up to speed with that topic as you learn it. You will be *doing* at the same time you are *learning*. It has been proven that interactive learning (or, learn-by-doing) is not only a faster way of learning, but memory retention is much higher. You will be using this e-guide and a browser side-by-side. As you are learning a topic from the e-guide, you will be performing the exercise in the browser window, if applicable.

This e-guide is targeted at ages 18 and up.

Note: Throughout this e-guide words in blue are hyperlinks and will take you to other places by clicking on them.

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If you find any dead links, or obsolete information in this e-guide, please email me so I can update it. E-mail to: Dennis@kisseguides.com.

Thank you for purchasing this e-guide. I truly hope you enjoy it and grow from its information. -Dennis Bangerter-

If you're ready,
come on in!



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INTRODUCTION

This E-book was written to *save you money*! So many people today are interested in the subject of "Advanced Marketing Techniques". The problem is that in order to find out just what this hot subject entails or, if it will even benefit you, you need to invest \$100's of dollars.

This E-book is a concise, "*nuts and bolts*" tutorial on the main topics of Advanced Marketing as found in most of the expensive, and extensive courses on this subject.

This course requires a very small investment in time and money, and will give you an insight into the top techniques used today for improving your online business, and increasing sales.

I have included in this book, the latest, and most beneficial topics for truly improving your website and increasing traffic. The top techniques are shown for converting your traffic into sales.

What I have not included is FLUFF! I have left out the unethical, and unprofessional techniques, and those minor techniques that either don't carry much weight, or require too much of an investment in time for the benefit.

Once you finish this book, if you find that these principles can help you, you may wish to purchase a more extensive course on the subject. These courses will walk you through all of the details for implementing the techniques. You will also learn the techniques that I chose not to include here. At the end of this book I have included links to a few of the better courses on this subject for your reference.

There are many, and various other FREE sources available for your continued education of this subject. You will be introduced to some of them throughout this book. I will also list some of them at the conclusion.

There are many more tips, techniques, resources, and *freebies* in this e-guide.



At the end of this e-guide is a link that will take you to a website that lists many **free** services, resources, books, and **free** programs that will help you enhance your website or web business and continue your education.

FREE INFO FOR NEWBIES

Are you new to computers? The Internet? Do you know anyone that is just starting out with computers, or the Internet? I have come across an EXCELLENT site for Newbies. They have an extensive and growing source of information for beginners on ALL topics of computers and the Internet. All of their information is written in plain English (just like my [KISS series E-guides](#)), no technical jargon. This site really is a "MUST SEE". Enjoy!

LINK: <http://www.newbieclub.com/home/home/>



Chapter 1 THE WEBSITE

Introduction

The website is probably the most important aspect to your success online. This is where your business is directly in the limelight! Your name, your products & services, your voice, everything about your company is presented on your website. The old saying "*first impressions are everything*", is very true here.

If you are an "info-junkie" and a hard core "web surfer", like the majority of the internet users today, then you know that if the presentation at a website doesn't grab you, then you are "**gone in 30 seconds**", probably never to return.

From the moment you decide to set up a presence on the Internet, you need to start considering **all** of the aspects for professional design, layout, and presentation of your information.

To paraphrase an unnamed publisher: "People might not believe what you have to say, if you don't say it with excellence!"

TIP: When presenting your products or services, your focus should be on offering a solution to a problem.

Layout & Design

Two important points to start with:

- Keep it Simple
- Keep graphics to a minimum

The first thing to consider is the age group and education level of your target audience. Keep your words and ideas simple and easy to understand. If you are strictly selling to PhD's, then disregard this point; otherwise, "Keep It Simple".

The other very important point is keeping graphics, including JavaScript programs, etc., to a minimum. These components cause your pages to load slowly, and a LOT of people



will not stick around to wait for a slow page to load. I am personally guilty of this quite often. *If the page loads slow... I'm on the go!*

Also, as most surfers are either "info-junkies", or are truly shopping for a product or service, they are not typically impressed by extensive graphics. A small image of your product, which they can click on to obtain a larger picture, is a good idea, but do not add unnecessary graphics to a page.

Other Key Points:

- Make sure your pages are easy to navigate, and well organized.
- Focus on your sales message - keep distractions to a minimum.
- Guide your visitors through your information step-by-step straight to the order process.
- Look for additional ways to reduce the loading time of your pages. For example: reducing graphics file size, keeping the amount of graphics per page to a minimum (less than 5, if possible), specifying an images size in the HTML code, etc.
- Keep paragraphs short! Add more if necessary. This makes for easier reading, and keeps your visitors attention longer.
- Make sure your site displays properly on various browsers, and on different versions of these browsers.
- Keep in mind people use different screen resolutions, and your site should be designed to display well in all of them. Microsoft has written a good "white paper" on this entitled "Designing websites for different screen resolutions". You



can download this paper from the following link:
<http://support.microsoft.com/support/kb/articles/q272/4/78.ASP>.

Tips for Attracting Visitors

- Get the **attention** of the web surfer. This is not easy but it **is** important, so get creative. Once you have his attention, entice him to **act!**
- **Information attracts!** Use the lure of good, FREE information. Use this to entice them to your site, and then give it to them. As soon as they have finished with the promised, valuable information... lead them straight into your sales message, and then to the order process. Try to make this transition into your sales message smooth and unnoticeable. It helps if the information you are giving away is related to your products or services. This makes it easier for you to lead them into your sales pitch.
- Your headline is a VERY IMPORTANT component of your website, sales message, etc., for enticing visitors to continue reading your information. The following tip may take some practice, but **do** try to master it. Here it is: Use your headline to promote the idea of surfing further. Don't try to use it to advertise your business, product, or service. Use it to cause the reader to continue reading to see what it is you are promoting. Don't let the headline give away what it is you are selling. Keep the suspense up, and make them read.

There was an extensive 3 part editorial written on this subject by "Internet Marketing Challenge". The title of it was "Secrets of Successful Headlines". You might want to contact them to see if you can download it. You can use the following link to get to their website, and then contact them by email. [IMC](#). This is one of the companies I mentioned in the introduction that offers a good extensive "Advanced Marketing Course".

The "Copy"

The term "copy" simply refers to the body of your messages. When writing your sales message, which is all of the information you write to promote, advertise, and *sell* your products or services, write like you are talking directly to your customer. Be personal and direct. Don't beat around the bush. Show them how your product or service is exactly what they need to solve a problem, or gap (of some sort) they may have.



Guide them step-by-step toward the order process. Don't let them get, or cause them to become distracted. Try to make each successive step build on the previous one. One of the most important concepts today in the subject of "Advanced Marketing" to convince the prospective customer to buy your product is, **SELL HIM ON BENEFITS - NOT FEATURES!** With this in mind continue leading your visitor through your sales message, continually promoting BENEFITS. A benefit is something that is advantageous to the customer; i.e., saves them time, saves them money, reduces work load, etc. A feature is something your product may have or do, but if it does not BENEFIT the user directly don't mention it. If a specific feature can in fact benefit the user, then by all means mention it.

Back up your claims with a *great* guarantee, and then ask for the order!

Don't try to sell the idea of your company, sell your product. This is a mistake of a lot of people. Keep focused on the benefits of your product and promote them.

Add "hype" to your sales message. It is a fact that glamour words do increase sales. Don't over do it here though. People will see through too much of it.

It has been stated in some of the more extensive courses that "long copy" sells. I personally don't agree with this 100%, because I am usually turned off by long copy, and tend to skim through to see what the bottom line is. If the copy is too long, I have on many occasions simply left the site. I know of other people who feel the same way. But,

you should test both short and long copy with your material personally, to see which works better for you.

Make your customer believe in your product or service the way you do. Show your passion for your product or service in your sales message. Let them feel it also.

Never use capital letters exclusively in your copy.

Testimonials instill credibility, support, acceptance, and recommendation of your product. People do listen to the comments of others concerning your product or service. **USE THEM!**

Make sure your order process is clearly stated and easy to use. Also try to have as many ways as possible to place an order.

Don't submit, or advertise your site until **IT IS READY!**

PROOFREAD ALL CONTENT! Have others proofread and evaluate your site before advertising it.



FREE Advanced Copywriting & Web writing Tutorials

If you are serious about professional Copy and Web writing, below is a link that will take you to a site where you have access to FREE tutorials on Advanced Techniques written by Joe Robson, a 30 year professional advertising copywriter.

I am not related with him in any way. I just happened across his website and found this invaluable professional information that I wish to share with you. Enjoy!

LINK: http://www.adcopywriting.com/Tutorials_List.htm

Pricing Tips

- Base your pricing on the competitions comparable product or service. Always go for the highest price the customer is willing to pay.
- Add extra value to your products or services over your competitions. This will allow you to charge a higher price for your product. Get creative here. Can you offer better customer service, longer warranties, specialized information, freebies, or bonus items? Think about possibly writing some articles, or E-books on specific solutions to related problems, that you can add to your product or service.
- Use the concept of "perceived value" to charge a bit more for your product or service. *If it costs more, it must be better!* Also, list out **all** of the features and benefits, add-ons & extras, product upgrade capability, customer service availability, tech support, etc. This will be perceived as higher quality, and more valuable. You will be able to increase your price a bit, above the competitions if it appears you have more to offer.

Tip: According to one marketing course I purchased a while back, an item priced at \$19.95 will always out sell an item priced at \$12.95. And one priced at \$29.95 will always out sell one at \$19.95. I have not personally had the opportunity to test this. You may find an opportunity to try it!



Site Replication

Here is a technique that will allow you to increase traffic, sales, and your chances at inclusion to search engines. The concept is that you create multiple copies of your site, using different titles, addresses, descriptions, keywords, etc. Then submit the new site addresses to the various search engines.

With a little creative genius, you can target different audiences, try different keywords & phrases, even test different site layouts and designs to see which ones do better.

Domain Names

Domain Names are beneficial for a variety of reasons.

Domain names allow you to assign a business name, product name, or some other specific name to your website address. This makes the site more recognizable, and the address easier to remember. In most cases it even makes the address shorter, which saves one from having to type in a long address to get to your site. These long addresses usually do not make any logical sense, and are almost impossible to remember.

You can change ISP's (internet providers) as desired and not worry about your customers not being able to find you. With a domain name it doesn't matter if you change servers; as long as you keep using the same domain name, your customers can always find you. It is a simple matter to point your domain name at any server address. So when you relocate, you simply point your domain name at the new address. When someone types in your domain name they will be taken to the new location. With your site and domain name staying the same they will not even know you moved.

With a creative, definitive domain name you have a better chance at being noticed, and therefore visited when showing up among a host of other sites during a search.

Track Your Visitors

The successful planning of your future marketing strategies dictate that you collect and analyze your website visitor statistics.

Things you want to be able to track are:



- The quantity of visitors you receive. How many of these are unique visitors, and how many are repeats.
- Where are your visitors coming from.
- Which page(s) at your site are the most popular.
- Time of the day of highest activity.
- Where do your visitors go when they leave your site.
- If possible, the characteristics of your average visitor (gender, age, etc.)

There is software and services available which will allow you to gather all of this information, and more.

The better the handle you have on who and how many people visit your web site, the better you will be able to improve your site for better performance, and increased sales.

Reciprocal Links

Reciprocal linking is nothing more than trading site links with someone else. This can be beneficial and of course profitable, if done right. You don't want to go over board with reciprocal links though.

Do a search through the search engines and try to find sites that compliment yours. Go to these sites and check their visitor counts. You are looking for sites with high numbers. Also check and see how many other reciprocal links they are hosting. You want a low number here.

If you find sites that have a "Links Page", where they dump all of their reciprocal links, and there are a lot of links there, this will not benefit you, stay clear of these.

Once you find a handful of sites that have high visitor counts and low reciprocal links, send a personalized e-mail requesting a reciprocal link arrangement. Don't just ask for the link, explain to them how their link at your site can benefit them.

Put some time and thought into this. If done right it can pay off big for a long time.



Chapter Reference Links

Below are some links to various sites that pertain to website design, and other resource listings of value for your reference. Enjoy!

<http://www.marionia.com/toolbox/index.html>

<http://www.globalserve.net/~iwb/world/>

<http://info.med.yale.edu/caim/manual/>

<http://www.tsworldofdesign.com/tutorial/>

<http://www.pagetutor.com/index.html>

<http://www.biz-zero.com>

<http://www.webdevelopersjournal.com/hubs/howtohub.html>

<http://www.lorrilee.com/tutorials.htm>

<http://abledesign.com/tutorials/>

<http://www.weballey.net/index.html>

<http://htmlgoodies.earthweb.com/>

http://www.tech-seek.com/dir/Website_Design/Tutorials/