

Internet Marketing - an Overall View to Make Money On-line!¹

by
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Home-based businesses have become one of the fastest-growing segments of our economy. In today's digital environment, Internet marketing or network marketing is one of the most attractive options available for you to work from your home and for yourself. A good understanding of the overall view of how Internet marketing works in the virtual world will help you really make money on-line. The four components of Internet marketing are your market, your product/service, your marketing strategy, and you.

The easiest way to find your market is the one you are familiar with. You can either search the Internet to find out the one that is most profitable or you can survey the on-line stores and marketplaces to check out what products/services are in great demand. Your market should be targeted to a particular group of people. And one of the hottest markets out there is the group of people who want to make quick money on-line.

Some say this niche market is already saturated. Yes, it is but it is also a very lucrative and dynamic one. It generates billions of dollars in revenue every year. As more and more people accept the digital environment, there will be millions of new Internet users who will become prospective customers. This niche market is big enough for everyone - mighty corporate players as well as small entrepreneurs like you.

When you have selected your market you sell the products/services that your prospective customers want. You can sell your own products/services that you have developed or created. If you do not have one, the fastest and easiest way is to find that same or similar products/services that are already in the market. The most difficult part is to find a reputable company that you can trust, one that offers products/services you believe in and also offers attractive commissions. This is called [affiliate marketing](#).

Your affiliate partner's products/services need not be the hottest items in the market. If they are so popular, everybody will want to sell them and you will have a tough time competing with other promoters. A good tactic is to choose products/services that are just slightly lower in the popularity ranking but have the same or similar features and high quality. You will have a better chance of success. Your next move is to promote them to your targeted market.

1. *Article Base (Oct 2007)*

<http://www.articlesbase.com/affiliate-programs-articles/internet-marketing-an-overall-view-to-make-money-online-247549.html>

2 *Alvin Chung is the owner of [ChungSite.com](http://www.ChungSite.com) a website dedicated to helping newbies to Internet marketing achieve success. Alvin is also an affiliate of Strong Future International and operates a site at [SFISuccess](http://www.SFISuccess.com) that teaches new team members to get started with free resources from the Internet.*

Your marketing strategy is simply putting your products/services right in front of your customers in a virtual store. Your point of sale can be your own website, a blog, email or some other landing page where you convince your visitors to part with their money. You want to convert as many prospective customers as you can into buyers. The more they buy the more money you make.

On the other hand, in many [affiliate partnerships](#) you only need to promote your affiliate partners' products/services. Your job is to direct visitors to their sites. They handle the selling part and if a deal is made, you get your commissions. It's a win-win scenario and the beauty of this business deal is you don't have any real start-up time and you don't have to develop a product/service. You can duplicate this business strategy with other niche markets and products/services.

Finally, the most important component in this cyber business is you. You are the boss! The success or failure of your Internet business depends on you. Your actions and very often your inactions are critical to whether you can make money on-line or not. Like in the real world, Internet marketing requires a lot of your time, effort and resources especially in the initial stages of building your network business.

Once the business is up and running you will have to monitor, review and tweak it regularly to meet the demands of a dynamic market environment. It is a challenge to your commitment and determination. Are you up to it? Are you in total control and in sharp focus of the overall picture to make money from your Internet business?

Internet marketing is just like any other businesses in the real world. They both use the same marketing principles. In the virtual world, you use the Internet as part of your business strategy. You'll have to constantly seek out the knowledge and [learn](#) the necessary skills to use the Internet as your business tool to make good money on-line. You can turn the Internet into a source of profit to achieve your dream of working from your home and for yourself.

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