

Online Marketing, Attracting The Right Kind of Attention

By Barrett Niehus

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If you have spent time on the internet trying to promote your web site, you have realized that it takes a great deal of work to maintain a constant level of traffic. From search engine submissions to awards and affiliates, promoting your web site takes a significant time investment. As a result you spend hours each day trying to get your traffic numbers to climb. However, the question must be asked: Does the increase in traffic result in a proportional increase in sales? As many "Dot Coms" have seen in the past two years, traffic does not necessarily equal profit. You must target your audience and sell to the groups that are most likely to see value and purchase your products.

Unless your product is needed, purchased and used by every man, woman and child on the planet, you must determine exactly who your customers are. With a bit of research you should be able to accurately define the age bracket, socio-economic status, gender, race, and religion that typically purchase your products. Armed with this information, you can double your sales without having to increase the time you spend promoting your site. Instead of sending out general announcements in chat rooms, or bulk emailing, you can find ways to accurately target the people who will use your products. With knowledge about the demographic group that you serve, it should be easy to find associations, facilities, clubs and businesses that also serve this group. Find these groups, generate relationships, and use their resources to boost your traffic.

By finding which related products and services your customers use, you can generate relationships to leverage these demands. If your demographic is generally buys a specific product that is complimentary to yours, you may consider approaching the manufacturer of that product for some cooperative advertising. If your customers

generally require a specific certification or type of training, you may approach the education institutions for cooperative advertising. You may also consider renting member contact information from these groups. Once again, by generating a relationship with the groups that have direct access to your customers, you can increase your sales without having to spend more time online.

Regardless of the way that you promote your site it will take a commitment of time to make it profitable. It will take an effort both in and out of cyberspace. However, by directly targeting your customers, you will be able to create income and profit without spending a fortune attracting traffic. Target the people that buy your product. Focus your resources on these people, and stop wasting time trying to get everyone on the planet to view your website. Financial success comes from marketing to people who will purchase your product.

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