

If you are planning to make money online, strategic internet marketing is a philosophy for marketing your company, firm, products and or services in a way that uses all marketing activities to reinforce and support all other marketing activities in order to achieve a singular objective.

What is the response? The response desired by strategic internet marketing creating a relationship with people who visit your store, office or web site. The relationship will meet needs, answer questions and address pains and break down barriers so that person will let you tell him or her about your business, products or services.

According to a 2008 study almost half of people surveyed planned to buy online and 72% said they would research products online before making a purchase anywhere. Even if you do not believe people would rather buy from you online instead of in your store, the importance of strategic Internet marketing cannot be ignored. Even if you operate the kind of business that provides services instead of products, you cannot ignore the power of the Internet to influence purchasing.

Strategic internet marketing is a marketing plan to get people to buy from you. In today's markets - more than ever before - people buy from those they know, like and trust. Trust is earned in a relationship. The most effective way to build that kind of relationship is either face to face or on your web site. Strategic Internet marketing brings everyone it attracts to this meeting point.

Because you cannot possibly talk to everyone who sees your marketing, you rely on strategic internet marketing to bring those people to your web site. Your site should be open to your personality and the personality of your company. It should also be welcoming of visitors. No one is made to feel welcome by a banner on the home page that says "welcome." The web site you bring them to must be:

- Clearly focused on and able to engage them

- Easy to find your way around and locate what you need

- Indicative of your business values and philosophy

- Responsive to the needs, pains and wants of customers by providing information and solutions to problems

- Friendly for search engines

In other words, your strategic Internet marketing plan should focus on getting the right people to your web site. When they get there, it should be clear that you know who they are, why they came, and what they want. Your site should also be fresh, and completely attuned to the needs of your customer.

When you bring those who respond to your strategic Internet marketing to a face-to-face conversation or to your website, you can build the relationship that is the basis for a product or service discussion. In today's market, the sales pitch can only be made to people who know you, like you, and trust you. This is the objective of strategic Internet marketing, and why individuals who implement this strategy make money online.

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