

Free Online Sales Secrets Of Marketing & Online Marketing Sales For Business Owners

Business owners are acutely aware that they can detonate their sales and marketing campaigns by adding their products and services to the internet via online marketing sales. The greatest problem preventing these best online sales, is that online marketing sales companies baffle most business owners with impossible to understand terminology relating to search engine optimisation etc. For example how much of the following sentence do you really understand? "Some black hat SEO methodologies have led to sandboxing by the SE's. The ever evolving SE Algorithms present numerous obstacles for white hat marketers." In relation to conventional business owners this jargon is typically referred to as Black Magic and Voodoo speak. It serves its purpose well for the unscrupulous online marketing sales companies and sales representatives as typical business owners are afraid to question the sales pitch to them because they don't wish to appear technically incompetent. The down side for most business owners is that by standing back and taking a back seat they are inviting these online sales and marketing companies to charge extortionate monthly or annual retainer fees. In reality the real secrets of online sales and marketing can be broken down into plain easy to understand English which all business owners can utilise. Free online sales secrets of marketing & online marketing sales for business owners has been written in non technical plain English, with the specific aim of demystifying the technical mumbo jumbo that surrounds online sales and marketing jargon. Online sales UK rose by 40% in 2009 so it makes sense to utilise these 6 online sales secrets to turbo charge your business growth. Don't miss the boat because online marketing sales are rocketing. Free Online Sales Secrets Of Marketing #1 How Most Business People View Their Web Site We've paid a lot of money for our business web site & it took a long time to get it up & running online. Now the streets are paved with gold & customers will flock to our web site business. RIGHT? WRONG! Your web site may look like a 24 carat Rolls Royce of e-commerce web sites. But if customers can't find you, then you've wasted your time, & sadly you may have wasted your money. If your web site is failing to grab online marketing sales from any number of online sales options, then you need help to address this failing. Free Online Sales Secrets Of Marketing #2 Ask Yourself The Following Questions Has there been a significant increase in the number of fee paying customers visiting your e-commerce web site to buy your best online sales products or services? Is your business seeing a significant increase in profitable turnover from your e-commerce web site? Has your company brand increased its awareness & translated into increased online sales UK? Has your company profile increased significantly giving fee paying customers more confidence to buy your online sale products or services? Free Online Sales Secrets Of Marketing #3 Reality Check Time - The Ostrich Syndrome If the answer is no, then you need pull your head out of the sand and do something immediately to protect your business investment. The huge increase in online marketing sales is not restricted to online sales UK. Online marketing sales are increasing globally and savvy business owners are gearing their businesses up for online sales. Free Online Sales Secrets Of Marketing #4 The Industrial Revolution Old Style Business Approximately 200 years ago the Industrial Revolution changed the way business was run globally. The most significant factor for business owners and directors was that they had to find their customers. The advent of the internet led to the best online sales. Free Online Sales Secrets Of Marketing #5 The Technological Revolution - New Style Business As I write in 2010 the Internet Industrial Revolution has once again changed the way businesses are run globally. One of the most significant factors for business owners and directors, is that customers now look to find your business via online search engines like Google & Yahoo Bing-MSN, Ask & AOL etc. If you don't make it really easy for them to find your business, they will take their online sales business to one of your competitors. Free Online Sales Secrets Of Marketing #6 Web Customers Purchase From Anywhere In The World 24 Hours per Day, 365 Days Of The Year Online sales UK customers do this by searching online through one of the major search engines like Google, Yahoo, MSN-Bing, Ask & AOL etc... In relation to online marketing sales search engines act like road maps, satellite navigation systems and sign posts. A customer looking to make an online sale needs to be quickly guided to your companies best online sales. Every online sale is an added bonus to any offline business testing a presence of online marketing sales. Free Online Sales Secrets Of Marketing #7 Cyber Space Web Site Maze Your web site is just one of millions of online marketing sales outlets in the cyber space maze. Unless you give your prospective customers clear directions on how to find you, and your best online sales products or services, you will fail. Imagine for a moment your web site business is a tiny red dot in a maze the size of England. Without overt directions I'm sure you would agree you would be very difficult to find. It is vital for business owners to understand that web customers have a very short attention span of between 2 to 4 seconds when conducting online sales. You direct customers to your web site by providing search engines like Google with lots of valuable information about your web site products/services. This provides a clear & direct route to your web site. Free Online Sales Secrets Of Marketing #8 Google Spiders Google send out their electronic spiders through cyber space crawling web sites for fresh written & visual content. It is crucial for business owners to understand the relevance of this if they are involved with any form of online marketing sales or online sales UK. If your online sales web site has regular fresh content like original articles, Google will deem your web site more credible and push you up the natural rankings. This is a fantastic cost effective strategy for boosting your online marketing sales. Customers searching for any sale or best online sales via search engines will find your web site much easier. Free Online Sales Secrets Of Marketing #9 Online Web Site Marketing & SEO SEO for business owners should never be underestimated. The abbreviation SEO stands for Search Engine Optimisation which if used effectively can boost your online marketing sales. Web marketing companies utilise SEO to push your web site up the search engine rankings which ultimately increases their best online sales. Online sales Customers feel more confident buying from a company which has a first page search engine listing. Online marketing sales increase when a customer feels more confident in the person or business they are buying from. Free Online Sales Secrets Of Marketing #10 Online Web Site Marketing Online sales UK customers are 4 to 6 times more likely to purchase from a business that has a natural listing on the first page of Google. This is when compared to an online sales company listed on the right hand side of a Google search page known as Sponsored Links or Pay Per Click Advertising. Free Online Sales Secrets Of Marketing #11 Your Primary Online Sales & Marketing Aim It is essential for business owners to know that 66% of buying decision makers now conduct their research through search engines before buying. Your primary

online marketing sales & marketing aim should be to get a first page natural listing for your web site on the first page of Google & other search engines. Ideally your best online sales should feature in the top 5 listings which is known as an above the scroll listing. The UK online market saw a 40% increase in online sales during 2009. One of the very best methods for achieving a 1st page listing is to employ an online marketing sales specialist skilled in Search Engine Optimisation. Free Online Sales Secrets Of Marketing #12 Fresh Web Site Content Search engines exist to provide their online sales UK customers with targeted or specific information. If your web site is frequently updated with fresh, original and most importantly informative content, their spiders will index this content and push your web site up the natural rankings. Two ways to achieve this is to publish articles on your web site and to run a Blog. Free Online Sales Secrets Of Marketing #13 An Overall Marketing Strategy Any online marketing sales strategies should only be considered as part of your overall strategic marketing plan which should include conventional off-line marketing strategies. Online & Offline sales & marketing strategies designed for business owners to increase your online marketing sales should be run together.

About the Author

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