



## Sell It! Internet Marketing Checklist

### Get traffic and make sales – which techniques are right for your business?

There are many ways you can market your business online. But make sure you choose the ones that will work for you and your business!

- Email marketing** – including periodic newsletters, customer service & direct emails
- Your Web Site & Domain Name** – how good is your site at driving sales?
- Email Discussion Groups & Bulletin Boards** – become part of a community of your customers.
- Affiliates & Mirror Sites** – maximize your site's exposure
- Pop-up Windows & Banner Ads** – pay to display ads on other Web sites
- Search Engine Advertising** – otherwise known as pay per click, pay for ads to appear in the Search Engine results.
- Search Engine Optimization** – get your site listed at the top of the results
- Link Building** – get your site listed on other Web sites
- Blogging & Podcasting** – provide content that's relevant to your customers
- Social Media Marketing** – spread the news about your products and expertise and build customer and industry relationships.
- RSS** – enable customers to subscribe to a feed of your content
- Product Reviews** – get your products reviewed on sites like Amazon
- Online PR** – spread newsworthy information about your company
- Landing pages** – make sure customers land on an informative and engaging page from your marketing initiative.

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