

Do You Have To Use All Types Of Internet Marketing, Sales Advertising And Promotions To Make The Sale?

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Not necessarily but you should use as many ad media as you can find your targets on.

When you promote online, you may not know where the targets who'll buy from you are exactly, hence you'll need to find them.

You may want to limit yourself to using PPC (pay-per-click) advertising alone, not a very good idea, you don't want to depend solely on only one single source of traffic, if your single source of traffic fail to give you traffic for one reason or the other, that could be the end of your business, you wouldn't want that. In addition to this, if you choose to use PPC advertising alone, since it is a paid medium, you'll have to advertise enough number of times to make as much as you want but most online marketers cannot afford to do this because of the cost.

Promote your online business with free and paid traffic (if you can afford paid traffic).

Whichever ad medium you use whether free or paid, you should ensure that your targets are on it and that you can reach them there, if your targets are not on an ad medium, you're not likely to make money and you'll be wasting your energy, time and possibly money promoting on the ad medium since you'll not get the result you want in sales.

You should also consider the number of targets on each ad medium you use, the more targets you have on an ad medium, the more likely you are to make money. You'll also want to track the results you get from each ad medium you use, you'll want to know which ad media you should continue to use for your promotions and the ones to drop, you'll know what ad media to keep and drop, through the sales and profits you make on each one of them.

When you promote your products/services online, you must use targeted ad media where you can get to your targets to make the sale.

Get the blueprint on how to make money in profitable niches on the internet at www.i-niche-marketing.com.