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# Proposals and Strategies for Women Entrepreneurs

*Internet Marketing*

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# What is Internet Marketing?

It refers to advertising and marketing efforts that use the Web and email to drive direct sales via electronic commerce, in addition to sales leads from Web sites or emails.



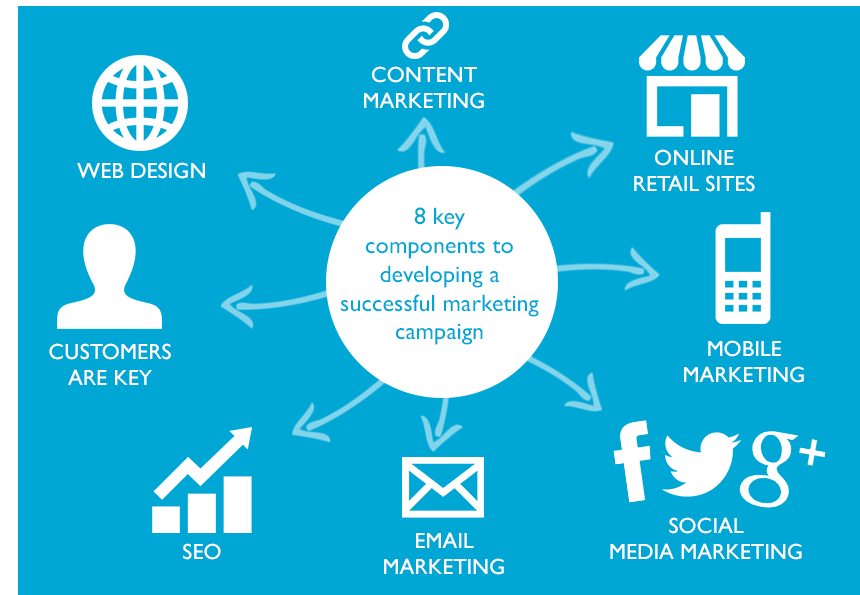
# Internet VS Traditional Marketing

Traditional Marketing	Internet Marketing
It is difficult to measure. You cannot know how many people read your advertise and how many took favorable action upon viewing it.	It is measurable. You can know the number of people who viewed the online advertise, and the number of ones who purchased the product.
It is not cost effective.	It is more cost-effective.
It is not so good for brand building.	It is fast and efficient for brand building.
In some way, it interrupts regular activities of users such as television advertises interrupt the program you are watching, billboards divert focus of the driver, etc.	It is not interrupting. The user can attend online advertises as per his/her convenience and preferences.
It may leave users' queries unanswered as printing or narrating complete information about the product or service may not be always feasible.	It can provide maximum information about the product or service, offers, and transactions.



# Internet Marketing components

- **Content marketing**
- Online retail sites
- Mobile marketing
- **Social media marketing**
- Email marketing
- **SEO**
- Customers
- **Web design**





# Content marketing

- publishing quality content. The goal is to create content that your consumers would want to seek
- It can be found in the form of blogs, banners and internet forums
- It helps you to build a community that trusts you



# Social Media Marketing

- Nowadays is an extremely influential tool
- Choose a social media platform(s) that aligns with your target customers
- Make sure you post consistently
- Be as visual as you possibly can. People don't like to read giant blocks of text
- Invest in building a community



# Search Engine Optimization (SEO)

- SEO is the practice of **improving** and **promoting** a website in order to increase the number of visitors the site receives from search engines (e.g. Google, Bing etc.)
- SEO is based entirely on keywords
- Content marketing can do wonders for your company's SEO. Create infographics, blog posts, and guides that will wow your customers and prospects.



# Web design

- It is the development of your business website
- You should define your business purpose
- It should be:
  - functional
  - user-friendly
  - easy to locate basic information
  - creative





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# Thank you!

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