

The Most Popular Online Advertising Methods

Affiliate programs are marketing tools used by vendor sites such as amazon.com. Basically, you need to sign-up for the program and they will give you an affiliate ID number. You will receive instructions on how to create links to their website from your own website or written article. You can even create links to specific products on their website. When a person clicks on the link you made, the vendor site takes note of the reference number and your ID number. If the customer buys from the vendor, you are given a commission. In short, you promote their website and products. Once you have it set up, you just wait for the money to come in. Also, affiliates get discounts and bonuses based in the quantity of traffic that they are able to direct to the vendor site. Autoresponders are the answering machines of the internet. Say, you have a number of products on the internet up for sale. These products are technologically challenging to most people so you will need to provide detailed information on how to operate and maintain the devices. If you do this on your website, chances are you will have a design problem since this will require large amounts of space on the webpage. With autoresponders, you can place a link for all the nitty-gritty stuff and a pre-composed email message will be sent to the one who requested it. You can place a form where they can write down their email address and place the link below it. You will need to do the pre-composing of those automatic replies too. Autoresponders can be used in many ways. Aside from answering queries for detailed information requests, autoresponders can also be used as correspondence trackers. Different websites offer autoresponders with different functions. Some of these sites offer autoresponder services for free. If you happen to have an existing website, you can correspond with another website to have your banner placed on their site. In exchange, you will need to accommodate their banner on your site. The same is true for links. You can place a link to another site while the webmaster of that site can place a link to your site. If you don't have a banner, you can search for free or paid banner maker utilities in the web. Internet classified ads are an available option for promoting your website. Some classified ads websites give away their services for free. If you want to become a big vendor site, the way to go about it is through e-commerce. This entails setting up shopping carts for your customers so they can note down their orders. You will also need to analyze your payment system. Of course, you will need to accept payments from major credit cards but you can allow or deny payments made by check, paypal or money order. Electronic magazine or E-zines are newsletters that get sent regularly to a list of e-mail recipients. These recipients are subscribed to the E-zine so spamming is not an issue. You need to have an article about your product handy and several links embedded within it just in case the subscriber decides he wants your pocket knife. With mailing lists, you send out a bunch of emails to a target audience. This is where spam usually comes from. One form of mailing list let's the consumer decide whether he/she wants to be in your mailing list. This is called the opt-in mailing list. I like this list. There are still a number of money making ideas and utilities that have not been covered here. To tell you frankly, there are just too many of them to mention. Why not browse around and take a look for yourself. Researching and reading material can be a tedious a process, but the knowledge that you gain it from it might be just what you need to set-up or improve your own internet business. While there are many money makers out there, beware of those that claim to be able to teach you how to earn yourself thousands in a single week. For one thing, they charge you for it before you can even try.

About the Author

Terry Detty, 42, enjoys all aspects of internet marketing and getting out for a breath of fresh air occasionally. Online [Internet marketing software](#), [time and attendance](#) and [credit repair secrets](#).

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