



3 Ways to Create Rapid-Fire Success Online

By Debbie Allen

First of all start with a great website design and consistent branded image. Next add the three main marketing strategies below to boost your online success.

Strategy #1: Building a great website is the best investment in time and money that you can make for your business. Get a professional web designer to create the main page and the basic look of the site. It has been my experience that many designers know how to design a gorgeous-looking site, but you need to add the content that will help you sell. That's why you need to understand how to market your business to your target market. It's up to you to learn the website elements, strategies, and psychology that get people to pull out their credit cards. If you are in the dark about good website marketing, you won't get much out of your site.

Get some good training in the area of online marketing. There are many books on the subject if you want to learn it on your own or hire a marketing consultant to do it for you. Online marketing strategies are always changing, but if you simply learn how to communicate effectively to your clients with your web copy, your online marketing will begin to improve dramatically.

Strategy #2: Build a targeted email list. This is where the money is. When you build an email list of targeted people that have asked for information from you, you can cut the costs associated with traditional marketing methods—design, printing, postage, labor, agency fees, etc. Your risk goes down to zero and your return on investment skyrockets.

Maintain a nice balance of information, marketing, and frequency. Send too many promotional pieces or send things too often, and people unsubscribe.

On the other hand, sending lots of great information with no marketing content wastes your time because you haven't given them a chance to buy.

Strategy #3: Product Development. A great website can pull in new people, and your electronic direct mail markets back to them. But what are you marketing? You may already have a line of products or services that you offer but what else can you offer them? When you find out about what your target audience wants, then you can either adapt your services or products to fill these niches.

Once you've earned your viewers trust by exposing them to your knowledge, services and/or products; your customers will become much more comfortable spending money with you. Many viewers are still apprehensive about buying online. If they take the plunge with you and have a good experience, they are very likely to stick with you and send you referrals.

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About the Author

Debbie Allen, The Expert of Experts, is one of the world's leading authorities on business and brand strategy. She is the author of seven books including her latest best-seller *The Highly Paid Expert*. Learn more about her "Expert Positioning Formula" and innovative marketing strategies at www.DebbieAllen.com.

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