



The Ultimate Online Marketing Strategies

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Table of Contents

Introduction	5
Email Marketing Strategy	6
Website Marketing Strategy	9
Pay Per Click Marketing Strategy	11
Affiliate Marketing Strategy	13
S.E.O Strategy	15
Content Marketing Strategy	18
Social Media Marketing Strategy	20
Conclusion	22

Introduction

Since the advent of the Internet till date, many people go into online businesses with great expectations and enthusiasm. But out of these gamut of online businesses that are launched on daily basis, only a tiny 5% of them actually succeed and stand the test of time. While the rest 95% end up wasting precious time and other valuable resources; and eventually wind up in frustration after some periods of unfulfilled dreams and expectations.

And like every business adventure, whether offline or online, one of the major determining factor between success and failure is the marketing strategies employed...

Now narrowing down to online marketing, several online marketing strategies has evolved over time. Some worked very well in the past, but in the present age of online marketing, they are as good as dead.

While those strategies that have remained effective till date, has gone through some innovation in order to remain effective and profitable in contemporary times. Added to that, the invention of new online technologies has also introduced new marketing strategies...

So in this book, I share with you 7 time tested online marketing strategies, which I know from my over a decade experience in online marketing, to be the ultimate online marketing strategies in the present online marketing space.

As you read and master how to employ these 7 ultimate online marketing strategies, you will be well equipped to pick any product or service and launch an online marketing campaign that will certainly end up a super success with patience and persistence...

Happy reading,

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1. Email Marketing Strategy

If you are not new to the online marketing world, I'm very sure you must have heard it repeatedly said that in online or internet marketing, the money is in the list. And that is why savvy online businesses always integrate email marketing strategy into their overall online marketing campaign.

To use email marketing strategy in your online marketing campaign, you need to start by searching out an email marketing software platform. And when it comes to email marketing platforms, there are several of them on the internet for you to choose from. Examples include: Getresponse, Mailchimp, Aweber, Constant Contact, etc...

And out of these email marketing platforms, from my personal experience, if you are a beginner with very limited budget, I'll recommend the services of [Mailchimp](#). Because Mailchimp offers a free forever account with a maximum of 2,000 subscribers and 10,000 emails per month.

Only that if you choose Mailchimp, you should never make the mistake of promoting any affiliate link in your email messages, else your account will be closed instantly. But if you want to be free to promote any offer in your email messages without being careful of infringing rules, I recommend you start off with Getresponse...

Getresponse now has a free forever account plan with a maximum of 500 subscribers with unlimited number of emails per month. Then once your subscribers list grows beyond 500, you can upgrade to their premium plan that begins at \$15/Month which I believe is the cheapest offer in the market. The \$15/month plan allows you to have up to 1000 subscribers, with unlimited number of emails per month, unlike Mailchimp. I'm a Getresponse Affiliate, so if you decide to start up with Getresponse, you can [Click On This My Affiliate Link to Sign Up Your Account With Getresponse Now!](#)

Then on the other hand, if you are experienced with server administration, you can setup your own self-hosted email marketing software such as Mautic. Self-hosted email marketing solutions such as Mautic basically saves you allots of money in the form of monthly subscription cost, especially when your email list grows very big...

Because no matter the size of your email list, all you get to pay for will be your server instance hosting fee and SMTP relay charge, which is by far, less costly than normal email software monthly subscriptions charges. However, self-hosted email marketing solutions comes along with their own maintenance stress and others. But if you choose to go for a self-hosted email marketing solution such as Mautic, and you need a hand with the server setup and installation, you can [contact us](#) to set it up for you for only \$35.

Create Your Squeeze Page

Once you have signed up an email marketing account with any of the email marketing platforms or setup your own self-hosted email marketing solution, the very next thing you need to do is to create a squeeze page. Simply put, a squeeze page is a web page you direct your customers to in order to grab their data, such as name and email address for further marketing follow up till they buy from you...

And almost every email marketing platform has their landing page builder which you can use to setup your squeeze page for your marketing campaign under their subdomains.

But if you want more freedom of customization in your squeeze page design; and want to host it under your own domain name, you can create the squeeze page yourself or hire a web designer or developer to help you set it up (we can help you create a powerful squeeze or landing page for only \$50).

Then to transfer your customers data from your own landing page to your email marketing platform account, all you need do is to create an opt in form and copy the code to your squeeze page...

In order to convert your squeeze page visitors into your email list subscribers, you must ensure your copy is powerful enough to make your prospects subscribe. And some of the tactics you can use include: requesting for as little information as possible, using a free gift, using a pop over or overlay and using clear call to action button. To see a good example of squeeze page, this my highly converting squeeze page, at the link below...

[Follow Up On Your Email Subscribers](#)

As you setup your squeeze page, you also prepare effective follow up messages that will be sent to your subscribers as they subscribe to your email. Your email follow up messages should start with a very powerful welcome email. Your welcome email should be automated in your email marketing account, such that immediately someone subscribes to your email, the message is sent instantly...

In your welcome email, create a relationship with your prospective customer by clearly introducing yourself and what your intentions are for him. Amongst other things, you can also let him know that you will be sending him some helpful messages and offers from time to time.

Then apart from your welcome message, on regular basis you have to be sending email newsletters to your subscribers, following up on them until they eventually whip out their credit cards to do business with you. My e-book "High Response Online Sales

Tactics” gives you a detailed information on the different tactics you can use to make your email marketing campaigns convert effectively. To get your own copy, [Click Here To Get Your Copy Now!](#)

2. Website Marketing Strategy

Some online businesses cannot just adopt only email marketing strategy for their online marketing campaigns. Some of them has to concentrate more on website marketing along with other strategies and use email marketing minimally. Examples of such online businesses include: E-Commerce businesses (e.g Amazon.com), SAAS businesses (e.g HuiteSuite) and other membership area based online businesses (e.g Membership Training Sites).

E-Commerce businesses deal mainly on physical products and these products has to be displayed with their detailed descriptions on a website to captivate customers into buying.

Then SAAS (Software As A Service) businesses basically develop software solutions for users to make use of based on periodic subscription payments. And of course, a SAAS business needs a full-featured website to render their software services or market their service and product's features...

Then along with their website marketing strategies, they also do periodic email follow up on their members. Either to just build relationship or encourage their members to upgrade their subscription plans.

For other membership area websites, like those that offer training courses to members on periodic subscription basis, they need a full-fledged website for members to register and login to enjoy the products and services in the membership area. Then as the members register, they use email marketing strategy to follow up the registered members...

Then website marketing can be effectively combined with email marketing strategy in order to benefit from other online marketing strategies, such as Search Engine Marketing and Content Marketing. Which I will discuss in detail in subsequent chapters of this book.

While doing email marketing, website marketing is integrated in the form of sales letter, web pages to present a more detailed marketing of the products or services being promoted to the email subscribers. In order to persuade the prospects into buying customers.

Website marketing helps a business build a more authoritative and sustainable business brand than the online businesses that just focus on email marketing. So if you are already an online marketer or just about to kick off your online marketing adventure, I strongly advise you to start early in building your brand by getting a website set up for your online business. These days setting up a website for your business has become very easy, with the availability of several Content Management System (CMS) such as

Wordpress, Joomla and Drupal. If you don't know how to setup a website, you can learn how to use any of the above mentioned CMS to quickly setup a professional website for your business.

Then apart from the CMS approach, you can decide to buy any of the What You See Is What You Get (WYIWYG) softwares, such as the popular Adobe Dreamweaver. As you purchase the software, you make out sometime and learn it for building your website yourself. If your website requires custom coding, you have to roll up your sleeves and spend some quality time in learning web development.

But if you don't have all the time to learn website development using any of the recommended approaches above, and you can afford to pay a web developer, you can hire a web developer to setup a professional website for your business.

If you decide to hire a web developer to help you develop a professional website for your online business and marketing campaign, you can contact us to develop your website for you at very affordable rate.

If you prefer, you can chat me up with this WhatsApp Number: +2347035180310 or through email, by visiting our website and filling out the contact form with your details.

Now over to the third strategy "***Pay Per Click Marketing Strategy***"

3. Pay Per Click Marketing Strategy

While discussing about the email marketing strategy, I did talk about creating and using landing or squeeze page for displaying your opt in form; in order to help you extract marketing data from your prospective customers. But having created your powerful squeeze page or website, with all the bells and whistles in place, if your prospective customers don't visit the page, you will never get any subscriber. So you need to have ways of directing as many of your prospective customers to your web page.

Now in order to direct your prospective customers to your squeeze page or website, there are many different marketing methods to employ. And these different methods you employ to direct your prospective customers to your landing page is what is referred to in online marketing language as traffic strategies...

So beginning from this very chapter to the remaining chapters, the rest strategies I will be sharing with you in this book are primarily traffic strategies. And amongst these traffic strategies, from my personal experience, Pay Per Click Marketing has proven to be one of the most effective online traffic strategies for directing laser targeted, prospective customers to a squeeze page or website.

What Is Pay Per Click Marketing

In pay per click marketing or advertising, you create an advertisement for your product or service in an online platform and attach a link to your product or service's landing page. Then as people make use of the online platform, as your ad is displayed in any form and the customer clicks on the link to your landing page or website, the platform charges you some amount of money.

The amount charged can vary based on several reasons, such as the competitiveness of the keyword and the region or country you're targeting with your ad. Examples of these Pay Per Click Platforms include Google Adwords, Facebook Ads, Microsoft Bing Ads, Bidvertiser Ads, etc...

How To Make Pay Per Click Pay Off

To ensure you have good results for the money you spend in running pay per click ads, there are some basic things you need to understand about pay per click advertising.

For a start, these days, pay per click ads are very expensive for some keywords and countries because of the level of competition involved. So if you are just a beginner, running on a very small advertising budget, you need to avoid targeting highly

competitive keywords in your advertisement. As a matter of fact, you should first of all do a thorough keyword research for the online business niche, to know the competition level and cost per click before choosing a niche to promote. For your keyword research, you can use Google Keyword Research Tool.

Then you also need to avoid targeting highly competitive countries, because if you do, your advertisement budget will be quickly exhausted before you even get any tangible result. Some of the countries with expensive cost per click are: USA, Canada, UK, Australia, etc...

If you must target highly competitive keywords and people from those highly competitive countries, and you are on a tight budget, then you should go to platforms that charge lesser for these highly competitive keywords and countries.

Overall if Pay Per Click Marketing is well utilized and managed, it is usually one of the most effective online marketing strategies available.

4. Affiliate Marketing Strategy

In the field of online marketing, affiliate marketing is one of the most powerful online marketing strategies of all time. And its power stem from leveraging on other people's efforts. Affiliate marketing is similar to the common offline marketing scenario where a merchant produces a particular item (e.g insecticide) in bulk; and recruits marketers to promote the product. Then arrangement is made to pay each marketers commission per item sold.

In the Internet, a particular merchant offering a product or service employs affiliate marketing strategy by creating an affiliate program, such that any affiliate marketer recruited into the system can auto-generate an affiliate link with a tracking code. Then the affiliate marketer uses his unique affiliate link to promote the product or service...

And once someone purchases the product through the affiliate marketer's unique link, the affiliate marketer is credited with the agreed upon commission. The affiliate marketer's link is programmed in such a way that it can leave cookies on the link visitor's computer for some period of time. The cookie's life span or duration period on the customer's computer can range from 30 days to 60 days depending on the merchants programming...

So that if the link visitor doesn't make purchase at the instance of visiting the affiliate link, whenever he purchases the product or service from his computer, within the cookie's duration period, the affiliate marketer that shared the link at first will be credited with his commission.

The beauty of affiliate marketing is that it is very cost-effective and also has very low upfront risk for the merchant. Because the affiliate marketer only earns his commission after the sale of the product he is promoting. If he doesn't sell, he doesn't earn any dime from the merchant.

And the affiliate marketer bears all his promotional costs. The best the product owner or merchant can do is to provide marketing materials that can be used by all the affiliates. Examples of such promotional materials include premade promotional emails, banners, articles, videos, infographics, etc...

With provisions for the affiliate marketers to insert their affiliate links, so that if sales are made through their promotional channels or platforms they will be credited with their affiliate commissions.

Then as it is often the rule of thumb to offer money back guarantee in most online products and services, after the affiliate has made the sale and has been credited with his commission, the merchant will place the money on hold until the money back

guarantee period is completed, before releasing the earned commissions to the affiliate marketers.

When it comes to creating affiliate program for a product or service for affiliate marketers to promote, the affiliate marketer has two option. One is for the merchant or product owner to create the affiliate program himself with his programming script.

Then the second option is to use a third party affiliate network such as ClickBank, JVZOO, Commission Junction, to setup the affiliate program and recruit affiliate marketers. If you choose to use a third party affiliate network, then of course, you will be certainly charged for using their platform.

5. S.E.O Strategy

S.E.O stands for Search Engine Optimization. The S.E.O strategy along with Pay Per Click Marketing were together referred to as search engine marketing (SEM). But now that Pay Per Click Marketing is no longer limited to Search Engine Platforms such as Google and Bing, I believe Search Engine Optimization should be solely referred to as Search Engine Marketing. Because it is the major online marketing strategy that is solely targeted at search engines.

What Is Search Engine Optimization?

Search engine optimization as the name already suggests, are the various strategies employed in making a web page or content rank high in search engine results. The major way people search for information on the internet is searching through search engines, such as: Google, Bing and Yahoo Search. And these search engines present search results to their users by rank, based on some certain criteria. These criteria include the quality and relevance of content, domain authority, number of inbound and outbound links, internal links, mobile friendliness, etc...

So search engine optimization therefore means intentionally taking relevant steps to tweak your website and its contents in order to rank higher in search engine results when people search for keywords related to your product or service.

Once you master how to do search engine optimization very well, your website or landing page begins to receive free traffic on daily basis. And this is very important for your online business. Because apart from the fact that you definitely need to spend money in your online marketing campaigns to be successful, you also do need some free traffic to be more successful.

How To Do Search Engine Optimization

Having given you a brief introduction to S.E.O in the above section, now listed below are the intentional steps you can be engaging consistently to make your website search engine optimized:

- 1) **Create Search Engine Optimized Contents Regularly:** The number one way of optimizing your website for higher search engine ranking, is by creating search engine optimized contents. To create search engine optimized contents, you have to do what is called keyword research.

Keyword research simply means using tools to research on high ranking keywords that your prospective customers are mostly searching for in search

engines. You can use tools like keyword.io or keywordtool.io for your keyword research.

As you discover the highest ranking keywords in your business niche, you create contents with those keywords and post them in your website. The contents you create with the keywords can be an article, a blog post, a video or even info graphics.

Once you get done creating the content, you post them on your website or preferably, you can setup a blog for your website, where you constantly share search engine optimized contents.

- 2) **Link Building:** These days, one of the major criteria with which search engines use for ranking contents in search results is website links. And these include, inbound links, outbound links and internal links. Inbound links refer to links from other websites that refers people to your website.

For instance, if you have an Instagram account, in your profile or bio section, you are provided a field to input your website URL. When someone visits your Instagram page, and from there views your account profile, if the person clicks on the link in your bio section, he will be redirected to your website.

Such a link that is pointing from another website to yours is called inbound links. While the links from your website that is pointing or referring to other websites, is called outbound links. Then links in your website pointing to other contents or pages on the same website is called internal links.

Search engines use these three links as major criteria for ranking websites. So to make your website search engine optimized, you must build up enough of these three types of links for your website.

- 3) **Mobile Friendliness:** Mobile friendliness or responsiveness of a website is another major search engine optimization technique you must adopt. Search engines rank websites higher based on how responsive they are on different devices such as phones and tablets. So you must always ensure that your websites are responsive and mobile friendly in order to rank higher in search engines.

Most other strategies we will be studying in this book, such as: content marketing and social media marketing also collectively add up to the overall search engine optimization strategy.

Search Engine Optimization is a very powerful online marketing strategy you should employ, if you must succeed in your online marketing campaign.

6. Content Marketing Strategy

The majority of people who use the Internet, majorly use the Internet to search or research for relevant information they need per time. When most people search the Internet, they are not primarily looking for what to buy. Yes, people some time search the internet for things to buy. But 90% of the time, they surf the internet for information...

These information people search for online are presented to them in different formats, namely: textual content, video content, audio content, graphic content, e.t.c. And being that as it may, if you must record great success in your Internet marketing campaigns, you must of a necessity incorporate content marketing strategy into your overall online marketing strategies.

In this section of this book, I'll be sharing some of the most effective content marketing strategies you can take advantage of to give your online marketing campaigns a great boost.

How To Implement Content Marketing Strategy Online

Listed below are the major ways you integrate content marketing into your online marketing campaigns:

- **Bloggng:** The number one approach to content marketing is blogging. A blog simply means a web page for consistent content sharing. Whatever it is you are selling online, whether it is product or service, you can adopt content marketing into it by setting up a web blog in your website.

Then once your blog is setup, you consistently be researching for high ranking keywords related to your products or services. As you discover these keywords, you write articles based on those keywords and post them regularly on your blog. These content marketing strategy positions your website for higher ranking at the major search engines. So blogging doubles as both a content marketing strategy as well as search engine optimization.

If you don't already know how to setup a blog, you can either pick up tutorials online and learn or hire someone to help you set it up. If you would prefer to hire an expert to help you set up your blog, you can contact us at www.softerboom.com to help you quickly setup your blog for you. Then the same thing also goes for the articles for your blog post. If you are not good in writing, you can either learn or hire someone to help you with the regular blog

write ups for your business.

- **Guest Blogging:** Guest blogging refers to writing blog posts for posting on other people's website, instead of yours. The wisdom of guest blogging is that if you just start a blog, you won't just get much people visiting and reading your blog until after some time. But other people within your business niche must have already gotten a very successful blog with great numbers of readership.

So guest blogging is how you take advantage of already established audience of the established blogs of other businesses within your business niche. So as an effective content marketing strategy, you should write great contents related to your products or services and write to blog owners in your niche to publish on their blogs, in exchange for a dofollow link back to your website in your bio section of your blog post.

- **Promote Your Contents:** For your contents to gain the highest level of exposure, you should also use paid advertisement to promote your great contents. As you consistently create contents and post on your blog, the posts you discover are doing far better than every other posts in your blog, you should use paid ads to promote them.

For your content promotions through paid ads, you can use LinkedIn Ads or Facebook Ads. As you promote these your contents with paid ads, you add a link to your website to the detailed post on your blog. Then while they read the posts on your website, they can end up buying your products or services.

Amongst other ways, those are the ways you implement effective content marketing strategies in your online marketing campaigns.

7. Social Media Marketing Strategy

Nowadays, most people all over the world, use the social media for most of their activities. Including entertainment, business, shopping and relationship. So any contemporary book or learning material that doesn't mention social media marketing as an internet marketing strategy, is at best incomplete. In this section of this e-book, I will be sharing some social media marketing strategies with you.

To use social media marketing strategy, you must start by setting up accounts in as many social media platforms as possible. Among others, you should create an account with the following social media platforms:

- 1) Facebook
- 2) Instagram
- 3) Twitter
- 4) LinkedIn
- 5) Youtube
- 6) Pinterest
- 7) Reddit and
- 8) Tumblr

If you don't already have an account with any of the above listed social media platforms, you should create accounts with them. Then very importantly, as you sign up accounts with these platforms, you should ensure you get acquainted with their policies or rules and regulations to ensure you don't violate them and get your accounts closed.

As you get your accounts setup on the different media, take your time and write your profile in such a way as to attract the right people or connections that are very likely to do business with you. Then to effectively target your customers with specific contents for your different businesses, you should create business pages or professional accounts as it is referred to in some platforms.

After setting up your professional accounts or pages and filling out your profile info professionally, the very next thing you need to do is to start searching for appropriate people and businesses to send friend requests and follow.

As you begin to connect with people, you should be creating and sharing great contents that are relevant to your business in the different social media platform. You can be sharing the same contents in the different social media. But your contents should be well researched and thought out, such that they will offer values to your followers or audience.

Use Social Media Ads: To get faster results with your social media marketing, you should use paid ads to promote your business in the different social media platforms you belong to. There is Facebook Ads, LinkedIn Ads, Twitter Ads, e.t.c. To make the most of your social media ads, you should use the ads to direct people to your website landing page or squeeze page in order to build your email list for email marketing.

Conclusion

So there you have it. The seven ultimate online marketing strategies. Then added to those, other powerful, online marketing strategies you should learn about include: Video Marketing, Influencer Marketing, Question and Answer Marketing and Instant Messenger Marketing.

But ultimately, to get quicker and better results with all of these online marketing strategies, you should use paid adverts in each of the different strategies, where applicable. But if you don't have the money for adverts yet, you can start with the free aspects of the various strategies while you quickly raise money for the paid ads in order to accelerate your marketing results.

Thanks for your reading time.

To learn more advanced Internet Marketing Strategies, you can order my E-book titled: "High Response Online Sales Tactics" [Click Here To Grab Your Copy Now!](#)