

5 Tips for a Successful Internet Marketing Career

Introduction

One of the most baffling things to many people who try to tap into online marketing as a career is why some people fail repeatedly while others soar. It's not that they have access to some top secret information you're being excluded from – it's just that they understand the basic formula for success.

Fortunately, it's not a difficult concept to master. You have to adopt five simple elements into your online strategy to build a long-term, profitable career in the Internet marketing industry.

These five elements should form a part of everyone's business strategy when getting started with any online business. Not many people starting an online business take the time to create a business plan which includes a strategy for the business.

Choose the Right Niche for Satisfaction and Profitability

Think back to when you first became intrigued by this career? Did you try to follow in the exact footsteps as the person you were learning from – niche and all? This is the biggest mistake many people make when launching their business online.

They want to avoid failure, so they feel like if they simply copy someone else verbatim, they'll have a shot at success. That's not how it works. In fact, you might be sabotaging yourself by pursuing a niche you don't have any interest in.

It's tempting to copy someone else, especially when you see proof of income and you want to enjoy those same kinds of results. If you're working from a place of desperation, panicked and in need of money, it's an even worse problem.

It's one thing to follow along in someone else's footsteps when it comes to a business model. Even then, it has to be something that fits your skills, insight and personal satisfaction.

But when you take on the responsibility of being a leader in a niche, your target audience will expect you to have a genuine enthusiasm for the topic. If you followed some guru who told you that gout was a lucrative niche, yet you don't care anything about it, your followers will sense your mood and turn to someone who does have a passion for helping them.

Not only is it important for your audience, but one of the reasons you probably chose to become an online marketer is so you have freedom to enjoy your career. It's not always just about the money.

You want to wake up looking forward to working every day and go to bed eager to help again the next day. You can't do that if you have no interest in the niche you're working in.

So find something that truly makes you happy – whether it's golfing, gardening, fitness, mindset, or whatever. There are all kinds of money making opportunities in all of these niches (and more) so don't pigeon-hole yourself in a niche you'll be miserable in.

I once heard a well known marketer say that when the money starts rolling in you'll soon develop a passion for the niche but I don't buy that. If you have to spend time on something you

hate you'll be wishing you could just get out and enjoy spending the money and your business will fold in a short time.

Profitability is important. So if you have multiple niche topics you'd enjoy working with, do some research to see which one has more earning potential. Look for both digital and tangible products, and see how large the consumer base is for each niche is.

Learn to Use Multi Media for a Better Reach

There are many people who get online to become online marketers and get excited when they start seeing traction with their blog. They're writing content every day and sharing it on their blog and in their email autoresponder.

But what often happens is they get overtaken by other, more versatile marketers who understand that consumers like to learn in a variety of media formats. If you're the type of person who refuses to do video, then you might be effectively slamming the door on thousands of prospective customers.

There are always free and low cost ways of doing things, and there are workarounds for those who feel shy or insecure with using other forms of media. Besides text, you could be utilising images, videos, and even audios.

Start by learning how to include effective images in your content. You can use templates on the free site [Canva](#) to get started. The design is done for you – so all you have to do is alter the text and colours to match your needs.

You can break up text in your blog, have your social marketing posts show up better in peoples' feeds, and become competitive in sites like Pinterest and Instagram, which are image-based.

When it comes to video, don't let the concept scare you if you're not used to it. There are many amateur bloggers who embrace video and they don't have anything fancy in terms of setup, yet still manage to accrue a hefty following.

You have two ways of using video recordings. First, you can simply record yourself talking to your audience. It's almost as if they're watching a TV show, and this not only helps people enjoy a different media format, but it helps them form a deeper bond with you as a personality than if they're only reading written words.

Second, if you have your reasons for not wanting to be on screen, you can create a simple presentation using PowerPoint or [Canva](#) and record the screen while you're talking about a topic.

All you'll need are bullet points to be strategically placed on the slides, and as you flip through them while recording, you can discuss the concept at your own pace. They still get to hear your voice, but you feel more at ease at the same time.

You don't need any fancy software to make videos for online use. You can invest in Camtasia if you want to, but you can also use the freeware CamStudio. This allows you to edit the videos before publishing them on YouTube or Vimeo.

You can also get into audio media for people who love to listen to what you have to say while they're multitasking. Use a free podcast site like Anchor.fm and just record your podcast on your smart phone if you need to before uploading it.

All of these multimedia elements – images, video and audio – can be embedded into your blog posts, shared on social media, and sent to your subscribers so they can enjoy a variety of styles from you and utilize whichever media format they best learn from.

While this is all great information, there's another major benefit from learning to use multi-media formats. *Findability*. You're going to have people who have never heard of your blog, but who come across you when they're shown your content on video sharing sites, on image-based social media and on audio sites.

That's where they'll get their first introduction to you, so make sure you're highly branding your multimedia with your blog or lead page URL so you can capture their name and email address and cater to their needs for years to come.

Having said all of that, I've not been keen on getting myself into video – yet – I may in the future, I have a very good friend online, Tony Shepherd, who never has and I'm pretty sure never will, use anything but PDF for his products and marketing.

Tony runs a successful six figure a year business and is someone I follow and still learn a lot from. He only creates products in PDF and it's not hurting him so far but it may be because he has a very loyal customer base.

Get Your Message Across More Effectively

One of the things successful marketers do better than those who crash and burn is that they know how to get their message across. You might be thinking that all you have to do is spit out the facts, but it takes more than that to succeed online.

Facts only get you so far. Your online audience is looking for someone to guide them – not someone to read them an encyclopaedia. Think back to when you were in school learning from a variety of teachers.

Did you enjoy learning from the boring, monotone teacher who just read facts from a book? Or did you perk up more when you went to the class where there was a teacher who was enthusiastic about their subject and could engage the kids?

It's the same with adults and online marketing. No one wants to learn the facts about nutrition from someone who just says "make sure you watch your carbs and keep it at 20 or below to be in ketosis."

They want someone who can understand their emotions. Someone who can say "You might feel like you got hit by a train on day 3 of keto, but trust me, right when your whole family has learned to hide from you and your grumpy diet mood, it's going to get better!"

Personality goes a long way in building a rapport with your online audience. You can be serious – you don't have to be a comedian – but show your personality and be human, not robotic.

Tony Shepherd is sometimes humorous, sometimes course but informative always.

Having a point of view is also important. There are some marketers who try to be a catch-all of information. They attempt to be neutral with all of their advice. This isn't helpful to those who follow you.

They're looking for the best information, and they need to know what you believe and why. It's okay if those who don't agree with you go elsewhere. In fact, alienated people who think

differently means you've also attracted a core loyal audience who strongly believes you're the top leader in your niche.

Gain Basic Technical Skills to Assist with Momentum

The most successful online marketers are always on a learning journey. They don't just whine and beg others to do things for them if they're confused. They carve time out of their day little by little to go through a task methodically and learn how to do it themselves.

There are many newbies to online marketing who learn that they have to set up a blog and the meltdown ensues before a domain name is even purchased. They ask in forums and beg friends to do it for them – because they give up instead of hunkering down and mastering tasks that are initially intimidating.

Having basic technical skills will help with your momentum. Instead of having to wait for others to bail you out, or even having to stump up money to a service provider to do things for you – and then wait for them to complete it – you can easily navigate your business quickly without having to work at the mercy of someone else.

Keep in mind that with technical issues, there will always be a learning curve. So the best way to address this is to slowly go through each step of the process while watching and pausing a video on how to do it.

This holds true no matter what it is you're learning to do – installing WordPress, creating an eCover for your info product, conducting niche research and more. There are millions of videos you can watch for free that teach you these things.

You don't have to buy expensive courses or hire a coach that will have you mortgage your house to be able to afford him. Just go to YouTube, Udemy or Teachable and find the instructions you need to master.

You're going to find that after doing it on your own a few times, you're able to repeat the steps without having to watch any of the videos. Your mind will remember the tasks with ease, speeding up your success online.

Understand How to Tweak Your Strategy and Level Up

When your business first begins taking off, you're going to be thrilled. Your bank account starts to see a trickle of those first earnings and you breathe a sigh of relief that *finally*, you're on the right path.

Over the coming weeks and months, you'll see your momentum build – and you can continue doing more of the same to see profits really ramp up. But you never want to rest on your laurels and accept a basic online income.

You want to continually push yourself as an entrepreneur to learn more, try new things and see if there are different ways of achieving your goals that might work better for your target audience.

Test and tweak everything you can think of to improve it. If you're currently seeing good results from YouTube marketing, test Instagram – or TikTok. See if there's an untapped audience for you to bring onboard as subscribers.

Test and tweak your sales copy. Study copywriting courses and experts and try their advice out on upcoming projects, or even existing ones. Split test the pages so you can see what performs better with your market.

You might test various schedules for email marketing with your audience. Maybe you've been emailing out once a week. Add a second, and third day and see if the response improves or diminishes due to increased contact.

One thing you might want to do to tweak your strategy is add on or eliminate aspects of your business. Maybe you're doing things and not seeing a return on your efforts from it. Instead of continuing on with it, cut it out of your schedule and task list.

Every good company that enjoys profits goes through their spending to see what's benefiting them and what's considered waste. That includes tools, strategies and more you may be investing time or money into.

If your current business model is running smoothly, you might want to tweak your strategy by considering adding on another one. So let's say you started out as an affiliate marketer and you're earning nicely.

You might have a lot of insight you wish you could share in an info product with your audience, rather than in individual blog posts. Create your own course and see if this new business branch is worth it. It may not turn out to be right, but you'll never know until you try!

Becoming a successful Internet marketer is less about being a copycat and more about learning how to strategically pave your own path in a niche to confidently lead your target audience.

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