



## Article Side

What to know about different types of internet marketing by [LBM Direct Marketing](#)

Article published on June 4th 2012 | [Advertising](#)

Internet marketing implies the promotion of any product or service which is done on the internet. The scope of this form of marketing is broad in nature due to its versatility as well as the great variety of ways available for advertising. Internet marketing combines together the technical and creative aspects of the internet to serve your purpose of exposure and constant visibility. A business can have an advertisement of its services all across the globe via internet marketing, which is often termed as, e-marketing, web marketing, imarketing or online marketing.

E-marketing is widely divided into various types such as Display Advertising, Search Engine Optimization (SEO), Social Media Marketing (SMM), Search Engine Marketing (SEM), Affiliate Marketing, Email Marketing, Content Marketing and referral marketing.

Display advertising denotes the placement of banner advertisements on any third party website in order to get targeted traffic as well as promote your products and services.

Search engine optimization makes use of unpaid methods to help support the website in improving its visibility in famous search engine results.

Social media marketing, on the other hand, is a procedure where different social media channels such as face book, twitter etc are used to increase traffic for your particular web page.

Search engine marketing also attempts to improve visibility of the web pages in the search engine results. Here, however, the entire activity is done by the placement of paid inclusion and contextual advertising.

Email marketing is an internet marketing technique where a commercial message is sent to a specific group of people in the form of an email for promotion purposes.

Affiliate marketing is a marketing practice in which the business owners reward the affiliate for every single visit by the customer as a result of affiliate's own promotion attempts.

Referral marketing make use of referrals most commonly word of mouth to spread awareness about any particular product or service whereas content marketing involves the sharing of informative content with a view to convert prospects into customers and customers into permanent buyers.

Internet marketing is far cheaper than various forms of traditional marketing. A company can access a wide range of audiences while staying within its budget and still meeting the deadline. Additionally, this marketing way allows the consumer to carry out an in-depth study and research regarding the product and services they are looking for before making their buying decision thus making it far more user friendly in contrast to offline tools.

The limitation of this form of marketing however is that it does not allow the consumer to physically examine the products. The marketer on the other hand also cannot use the personal touch factor to influence the current as well as prospect clients. However, these limitations can easily be avoided considering the wide variety of benefits this form is offering to both the clients as well as the businesses.

In order to focus properly on the quality of your product and service, a better option would be to hire any good online marketing agency such as LBM direct marketing to do the task for you. LBM is a

well reputed marketing agency with proven results and a long standing list of satisfied customers.

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Article Keywords:

LBM Direct Marketing

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