# The Worst Online Marketing Blunder You Will Make by Berta Washington

Article published on February 27th 2012 | Book Marketing

A lot of folks hope to get into Internet Marketing. Besides, all that you actually need to start making money as an Internet Marketer is a good computer and a reliable connection to the world wide web. It's a somewhat simple field to jump into and this is why it is rife with minefields and holes to fall into.

A few of these mistakes are going to be bigger as compared to others. It would be an error in judgment, for example, to use a Hotmail email address instead of a Gmail address (or, even better one associated with your own domain). It'll be a misstep to publish your e-book before you run a spell check on its pages. They are small errors. In this post we're going to tell you what the major mistake you can make is and why you should avoid it.

The absolute biggest mistake that any Web Marketer can make is to confine his or her actions to the Internet. Offline marketing is extremely vital, even if your business is based on the World Wide Web. Below are some reasons that you have to make sure you incorporate it into the business you are building and managing.

1. There is a vast and varied audience in the offline world who could potentially benefit from your product or service but they do not use the Internet often (or they do not spend much time trying to use it for business). They'll never know that you exist if you don't get in touch with them through offline methods.

2. Offline marketing helps your business seem more legitimate, especially for those who grew up in a world in which every single business was a brick and mortar business and for whom the Internet still feels fairly new. Don't forget: the generation that grew up online is basically now starting to go to college. It's still crucial that you market to the "old dogs."

3. When using offline communication (letters, telephone calls, postcards, etc) to make contact with people, it shows determination that most other Online Marketers do not. When you show that you are prepared to spend the money on a stamp or the time on a telephone call, you make yourself look much more dedicated than the marketers who confine themselves to email and Instant messengers.

4. Offline marketing proves to everyone you care for your entire audience, not just individuals who are on the net. This shows that your customers matter more to you than their individual levels of comfort with technological innovation. Individuals are far more likely to spend money with the people they know find them valuable.

This most likely sounds more basic than anything else, but you'd be astonished at how many Web Marketers overlook it. There are more reasons than not to include offline marketing into your internet business. These are just the tip of the iceberg. As you work on growing and expanding your internet business you'll find many other reasons that offline marketing is crucial to the success of your online business. After all, whatever can help you generate money has to be really worth the effort, doesn't it?

Article Source:
http://www.articleside.com/book-marketing-articles/the-worst-online-marketing-blunder-you-will-make.htm - Article Side

Berta Washington - About Author:
The author is a senior account representative at a Fresh Objectives. Fresh Objectives is a leading a SEO Company in Sydney Australia.

Article Keywords:
seo sydney, seo, search engines

You can find more free articles on Article Side. Sign up today and share your knowledge to the community! It is completely FREE!