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If any of you is not clear with the term â€œInternet marketingâ€• let me start off by giving a brief description about it. Internet Marketing is nothing but the technique of marketing your services and products on the web with certain strategies in place. These days, with over billions of people getting hooked to the Internet using some of the high-speed connections such as the Xfinity Internet, the technique of Internet marketing has become one of the easiest and cheapest ways of marketing the websites and products of the service providers. And it is also the simplest ways of reaching the people. However, you might wonder why not stick on to the traditional way of marketing that has been successful for all these years. All right folks! Let us now get into a bit of comparison between Internet marketing and traditional marketing.

The main advantage of marketing through the Internet is that, it is highly cost-efficient when compared with all the traditional ways of marketing. You can popularize your websites at a marginal price. Just imagine how much it would cost you if you were to market your products through the TV commercials. Even one time advertisement in between any of the TV programs would cost you thousands of dollars whereas in Internet marketing all you need to spend is a few hundred dollars to attract the viewers to your websites. The same is the case with advertising through radio commercials. Though radio advertising is not effective as Internet marketing they definitely charge you a hell lot of money to showcase your ads. And the result is not guaranteed for sure!

By opting for Internet marketing, you can easily target the kind of audience you are looking for and proceed accordingly. These days, the fact that billions of people are hooked on to the social networking sites, you can use this as a great platform to market your products. For example, you can talk and settle for a deal with the popular social networking sites and place your ads on their portals. This will guarantee more visitors and buyers to your website/service. Likewise, if a person is looking to buy some product through online shopping, you can place your ads on any of the popular shopping portals and expect a few customers to get diverted by your service. Both the above strategies can be done at a substantial cost!

Another effective way of marketing your services through the Internet is by enabling comments and feedback sections of your websites. This means any feedback or suggestion or query from the customerâ€™s end will directly reach you. So, you can reply them at the earliest â€“ almost instantly (if you are online!). This type of Internet marketing gives you an opportunity to have a direct interaction with the customer and serve them by knowing their needs of your service. If you are to go with the traditional ways of marketing like placing TV commercials, you wonâ€™t be able to have direct interaction with your clients. So this is a major advantage of Internet marketing over traditional marketing.

As a general tip for people who do Internet marketing, I would say it is not a wise idea to underestimate your competitors for any reason. This is because, by underestimating them, you kind of make the customers feel that you are doing 100% marketing. This is one of the most transparent and uncalled ways of marketing. It only creates a bad impression on the customerâ€™s mind. Today Internet marketing with its innumerous advantages over other marketing techniques such as TV commercials, radio commercial and printed ads has managed to outrank all possible ways of marketing.

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