



# THE INTERNET MARKETER'S Handbook

RESOURCE CHEAT SHEET

## Marketing Overview

It is a process to allow an organization to focus resources on the greatest C and achieve the company's target. Marketing strategy's goal is to increase sales over other competitors. It includes short term and long term activities of marketing analysis of a company's situation and contribute to its objectives. The objective gain sales by acquiring and keeping customers.

A marketing strategy helps convey effective messages with the right twist of will maximize your sales outcome and marketing activities.

Product Categories	Profit per Year			
	2013	2014	2015	2016
General tools	+920.82	-13.9	+920.82	+720.82
Health & Medical	-13.9	+82.94	+239.74	-229.74
Art Supply	+82.94	-920.82	+82.94	+239.74
Kids & Baby	+659.02	+7207.75	+659.02	-13.9
Kitchen wear	-229.00	-229.00	+7207.75	+82.94
Fashion	-797.75	+659.02	-13.9	+920.82
Furniture	+239.74	-239.74	-229.00	+659.02

Growth Percentage

Profit per year of each products. Updated

# Articles on Internet Marketing

**Why Copy Writers Are More Important Than Anyone Else in Business** - An accurate but slightly exaggerated article on the importance of copy writers and how good copy can be more successful than SEO or other factors. A must read for all internet marketers and a compelling case for quality content over all other criteria.

<https://www.creative-copywriter.net/importance-of-copywriting/why-copywriters-are-more-important/>

**Content Marketing: Beginners Guide for Maximum Success** - A straightforward and easy to read analysis of the different kinds of content marketing, a technique that has been consistently identified as the best form of online marketing.

<https://buzzsumo.com/blog/content-marketing-beginners-guide/>

**SEO for early stage startups - Must-dos and FAQ** - A data driven article demonstrating the key principals of SEO for early startups. Places an emphasis on scalability and high converting landing pages.

<https://www.growthengblog.com/blog/2018/7/30/seo-for-early-stage-startups-must-dos-and-faq>

**Your Google Rank Doesn't Matter Anymore** - An interesting article about how personalization and custom content, as well as specific devices, are more important to Google compared to generic SEO practices.

<https://blog.hubspot.com/marketing/your-google-rank-doesnt-matter-anymore>

**How Content Marketing Can Save Your Digital Marketing Strategy** - Places an emphasis on not just content marketing but on having a clearly defined and well laid out plan to increase traffic and conversion. Demonstrates that businesses without such a plan do not prosper.

<https://contentmarketinginstitute.com/2018/01/content-digital-marketing-strategy/>

# Best Books on Internet Marketing

**The 1-Page Marketing Plan: Get New Customers, Make More Money, And Stand Out From The Crowd** - A best seller from Allan Dib, this book outlines a very clear and coherent way to create a marketing plan in an age where most people are randomly experimenting with digital techniques.

[https://www.amazon.com/1-Page-Marketing-Plan-Customers-Money-ebook/dp/B01B35M3SM/ref=zg\\_bs\\_2698\\_12?\\_encoding=UTF8&psc=1&refRID=6H31C26WGDM9HGCHCBKF](https://www.amazon.com/1-Page-Marketing-Plan-Customers-Money-ebook/dp/B01B35M3SM/ref=zg_bs_2698_12?_encoding=UTF8&psc=1&refRID=6H31C26WGDM9HGCHCBKF)

**This Is Marketing: You Can't Be Seen Until You Learn to See** - A recent bestseller from online marketing master Seth Godin. Provides a new way of looking at sales and marketing as well as highlighting the importance of connecting with the audience.

[https://www.amazon.com/This-Marketing-Cant-Until-Learn-ebook/dp/B07DBR1V9S/ref=tmm\\_kin\\_swatch\\_0?\\_encoding=UTF8&qid=&sr=](https://www.amazon.com/This-Marketing-Cant-Until-Learn-ebook/dp/B07DBR1V9S/ref=tmm_kin_swatch_0?_encoding=UTF8&qid=&sr=)

**Crushing It!: How Great Entrepreneurs Build Their Business and Influence—and How You Can, Too** - Gary Vaynerchuk is an online legend with many books in the bestseller category, and this is one of his best. The book focuses on how to develop a personal brand and stand out. Lively and engaging.

[https://www.amazon.com/Crushing-Great-Entrepreneurs-Business-Influence-ebook/dp/B072DV2GHG/ref=tmm\\_kin\\_swatch\\_0?\\_encoding=UTF8&qid=&sr=](https://www.amazon.com/Crushing-Great-Entrepreneurs-Business-Influence-ebook/dp/B072DV2GHG/ref=tmm_kin_swatch_0?_encoding=UTF8&qid=&sr=)

# Best Internet Marketing YouTube Channels

**Backlinko** - Created by Brian Dean, this is one of the foremost authorities for backlink information and analysis, as well as general SEO practices. Has specific playlists for certain kinds of information such as whitehat link building, advanced SEO strategies, and email marketing.

<https://www.youtube.com/user/backlinko/>

**SEM Rush** - This channel bears many similarities to Backlinko. However, it tends to be more orientated towards branding, social media and influencer outreach as opposed to SEO and content marketing. It brands itself as an “all in one marketing suite”.

<https://www.youtube.com/user/SEMrushHQ/>

**Hubspot** - This is run by the incredibly popular inbound marketing platform Hubspot. It covers all aspects of inbound marketing. Hubspot is a pioneer in the inbound marketing space, as evidenced from their well-known subscription service.

<https://www.youtube.com/user/HubSpot>

**Neil Patel** - Aside from the possible exception of Gary Vaynerchuk, Neil Patel is the most recognized face within internet marketing sphere. Searches for typical internet marketing terms will most likely show a result for his blog on the first search engine results page. His YouTube channel is just as good.

<https://www.youtube.com/user/neilvkpatel/featured>

**The Gary Vee Video Experience** - The list would not be complete without mentioning the channel of Gary Vaynerchuk. The channel is full of new and innovative ways of online marketing as well as inspiring stories from Vaynerchuk himself.

<https://www.youtube.com/channel/UCctXZhXmG-kf3tIIXgVZUIw>

# Helpful Internet Marketing Resources

**Internet Marketing Calculator** - To calculate budget and learn more about the SEO space, you can visit the WebFX site.

<https://www.webfx.com/marketing-calculator.html>

**OmniCore Online Library** - A list of free eBooks and resources for a wide variety of internet marketing techniques.

<https://www.omnicoreagency.com/free-marketing-resources/>

**SEO Periodic Table** - A look at what goes into the Google page rankings displayed in a memorable way with new insights.

<https://searchengineland.com/seotable>

**SEMrush** - A tool for competitor research. Shows the keywords that your competitors are ranking for.

<https://www.semrush.com/>

**Ahrefs** - This tool will tell you everything you need to know about your site in order to improve it for the Google rankings. Just insert your URL and see what you need to do.

<https://ahrefs.com/>

# Software Tools for Internet Marketing

**Hubspot** - An inbound marketing tool that aims to convert outbound links to inbound ones. Includes email marketing, content creation, social media marketing, and data analytics. An all in one marketing platform that is highly-regarded.

<http://www.hubspot.com/>

**Hootsuite** - A popular social media management platform to monitor reputation and schedule posts across social media outlets. Features advanced analytics for sophisticated social marketing campaigns.

<https://hootsuite.com/>

**MailChimp** - The most well known and established email marketing platform available. Provides a low cost and user-friendly email automation service.

<https://mailchimp.com/>

**Zen Desk** - An easy to deploy customer service platform and ticket generator. Provides an interactive email-based system for customer issues. Easy to scale and implement.

<https://www.zendesk.com/>

**Pardot** - A marketing automation platform orientated towards boosting revenue. This is a product from Salesforce and is ideal for sales.

<http://www.pardot.com/>