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3 Highly Important Online Advertising Tips

If you build it they will not come unless you tell them how to get there. I'm talking about your website! Most people fail to [make money online](#) because they never get any visitors to their site.

Why in the world would anyone start an Internet business and then not work hard at advertising it? That seems like such a basic thing yet most businesses never make any money because they never get any visitors that can be potential customers.

I am going to give you three very important Internet advertising tips that can be the difference between getting visitors and doing Internet marketing where no one can find you.

1. Become an expert at one form of Internet advertising and do it until you are driving meaningful visitors to your site. Find one way of promoting online that you don't mind sitting down working at every day and then do it over and over.

I understand that you cannot know what form of advertising you like to do until you try a few of them. Let me tell you right now that pay per click advertising is the quickest way to get quality traffic.

Article marketing combined with blogging and social marketing is the best free way to promote your business online. Certainly there are other ways that people promote online and become successful at.

I know people who sit in front of their computer and surf multiple traffic exchanges at one time. They enjoy this sort of thing and they become an expert at how to use the various traffic exchanges to their advantage.

The key point I want to make is find one and then zero in on it. I see people jump around from one thing to the next without inconsistency in what they're doing. An off-line business wouldn't run a yellow page ad for a week and then go around and tear their ad every book in town.

As a matter of fact off-line businesses run newspaper ads with yearly contracts. You must have consistency in your advertising.

2. The second internet advertising tip I want to give you is make a budget and do some paid advertising. Even if it's a small amount you should do something besides relying strictly on free advertising. One smart thing to do is to automate one form of your free advertising to enhance it.

An example of this would be taking a monthly subscription with an article submission company. Then work as hard you can to get as many articles into the marketplace using that article submission service.

3. As you begin to make a profit reinvest some of it back into advertising your business in other ways. Don't go out and waste the money and have fun if you're a serious Internet marketer. Have a long-term vision for your business and continue to pour money back into advertising and promotion every chance you get.

Jeff Schuman invites you to visit his [take paid surveys](#) website to learn how to make \$10 a day taking online surveys. He also provides an [article marketing](#) service where his company will write and submit articles for you to promote your Internet business.

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