

**The Internet Marketing
Speed Series**

*Internet Marketing Basics
for Newbies*



**THE INTERNET MARKETING
SPEED GUIDE SERIES:**

Internet Marketing for Newbies

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Introduction

Marketing has always been an exciting profession. There is the challenge of coming up with new and creative ways to catch the attention of the public, hold that attention long enough to build up enthusiasm for a product line, and then motivate consumers to take that final step and purchase the good or service.

There is a lot of time and effort that goes into developing a solid marketing plan, and then even more resources required to actually get the plan rolling and producing results.

Like most professions, marketing follows some basic guidelines, based on what has worked in the past. Unlike some professions, marketing is a fluid type of career. As technologies change and the tastes of a fickle public shift, there is an ever increasing need to be alert to new and exciting ways to get the point across to people who are looking for just what you have to sell them.

Over the last couple of decades, the concept of Internet marketing as taken on a new prominence in the scheme of promoting goods and services. Originally seen as more or less an adjunct to traditional marketing methods, Internet marketing is now perceived as

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