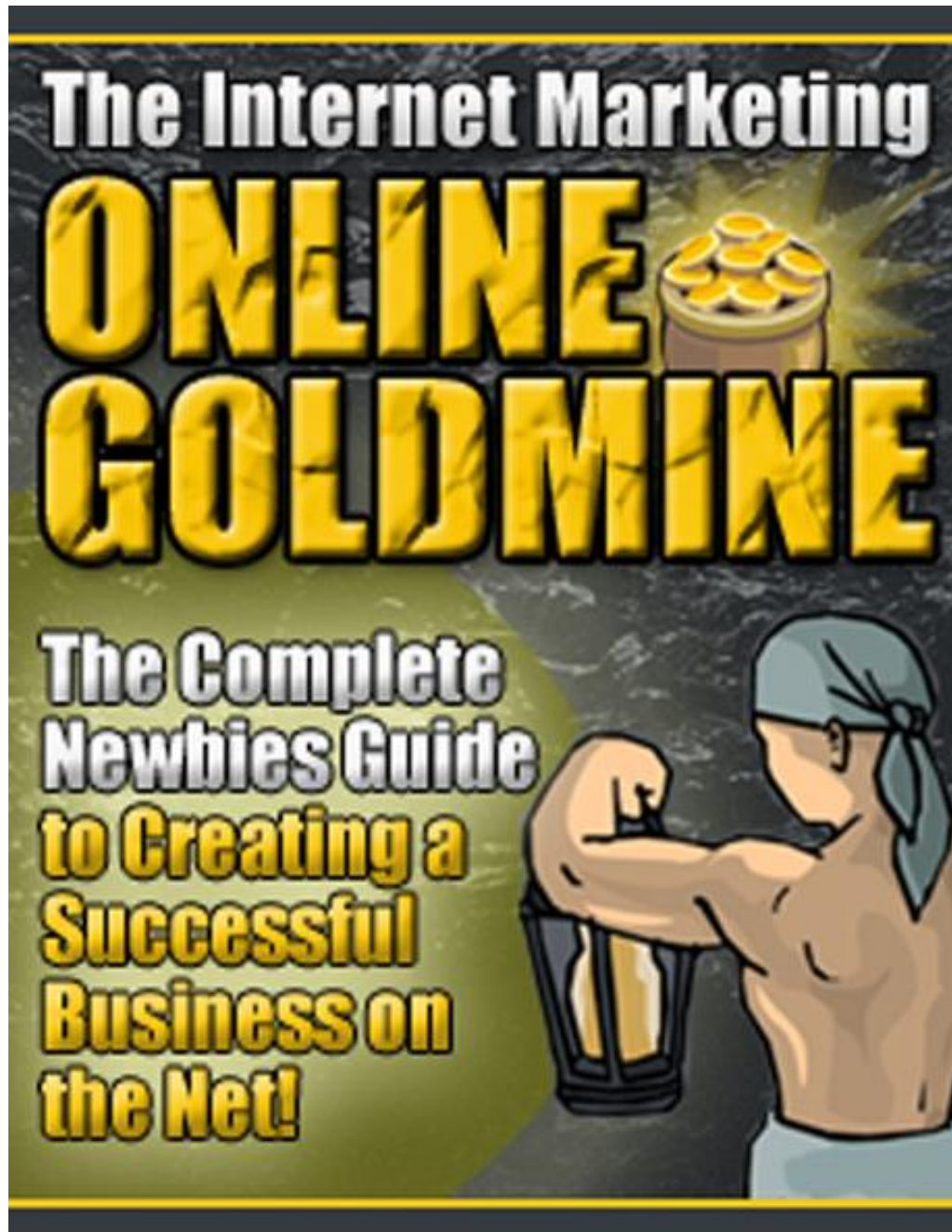




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Internet Marketing is the Real Deal

Internet era has brought a sea change in the concept of marketing as well as has widened the horizon for individuals/ companies to sell their products/ concepts/ services to the world almost instantaneously. This has simultaneously given a scope to the enterprising individuals to **earn the extra buck** to enhance glory to their lifestyle. The key advantage is that one gets potential clients all over the world and one can communicate his ideas to the furthest corner of the world almost without any time delay. We will discuss some of the key areas how an individual as well as a company benefits. In one word, a systematic approach of marketing over the Internet is called Internet Marketing.

If we want to go back to the age-old marketing concepts we will notice marketing through advertisement in Newspapers/ television/ Radio. Sometimes by putting up hoarding/ banners/ festoons at prominent locations depending upon the product and the target sector. Like a coaching center Advertisement should be placed in front of the schools/ colleges/ clubs. Another very prominent way had been sending mailers to corporate/ individuals/ prospective buyers for selling/ awareness of your products. However in today's Internet era has given you the scope of publishing your products/ Advertisements in cyberspace, where one will get billions of visitors everyday. The technology marvels have given you the flexibility of changing the advertisement at a much lesser time and cost. Mailing is just by a few mouse clicks - email instead of postal services easily achieving the same objective. Study says that 35% students browse Internet even in the developing nations.

How do these really occur?

The Internet Marketing Online Goldmine

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