

[To many of us that are internet inclined](#), we will all agree that there is money online. When you decide to take your businesses online, there is a high tendency that you will [make money more than you can ever imagine](#). In this article, I want to look at some of the guidelines for successful internet marketing. Follow me as we will look at that together in this article.

Now the guidelines...

#1 Preparation

To be successful in your digital marketing effort, you need to spend a considerable amount of time in preparation.

You have to take time to identify your target audience and the products that you are about to release.

You must identify those that are likely to be interested in that particular product or service and know exactly what they would like to see in that product or service. This will allow you to design a marketing campaign that is acceptable to your audience.



#2 Discipline

A large amount of discipline is also required when you want to run a successful digital marketing campaign. You must be disciplined and professional when it comes to dealing with advertisers and responding to emails as well as managing team members and other stakeholders that are interested in your campaigns.

#3 Flexibility

When it comes to internet marketing and online marketing generally, there is no method that is so static that it cannot change. Technology continues to evolve. As a particular method is being used and you think this is the best that people can ever come with, you will notice that within a few months, a modern way of doing things has been introduced.

That is why you as the Digital Marketer need to stay updated. You must be so flexible to adapt when new methods of doing things are introduced or there is a change in customer demand as well.

#4 Auto Responder

Also, if you want to be successful as a digital marketer, you should always indicate whether it is an auto-responder email or not. You should never assume that it is everyone online that can identify an auto-responder message. This will help you build trust with your audience. It will also reduce the bounce rate as well as the [rate at which people unsubscribe from your email list.](#)

#5 Copyright notice

Another step that you need to take for all your content is to add a copyright notice to all the content that is going to create. You have to also put the dates. If possible, you need to also watermark your images in order to prove that you are the copyright owner of those contents. This will increase traffic to your site and give you the required exposures that you need to succeed.

#6 Take marketing seriously

In most organisations, business owners always tend to attach more importance to a particular department than the other. If you want to succeed in your digital marketing campaign, you need to make sure that you place more importance and attention on digital marketing than you would do on other departments in the organisation. This will ensure that your products and services get the required exposure that you need in order to succeed.

#7 Good Design

In order to succeed in your Digital marketing campaign, you need to design a responsive website. You have to sample the opinion of your audience and make sure that you design a website that loads pretty fast and is mobile responsive. It is not about how beautiful the website is, it is useless if it cannot serve the needs of your target audience.

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#8 Customers need

It is also important to note that customers' needs vary from one person to another. That is why it is very important for you to identify your target audience. You need to know what customers are looking for in your products and services. Doing this will help you to take your users into consideration when you are designing your products and your website. This will definitely increase the conversion rate on your website.

#9 Trademark

Also, it is very glaring that you cannot succeed online without having your own brand and your voice. There must be something that differentiates you from other businesses out there. You must have a Unique Selling Proposition.

You should be able to tell both customers and prospects why they should patronise you. If you are able to fulfil your brand promise. You will be able to increase your customer base without spending much on advertisement.

#10 SEO Tools

Also, many Digital Marketing Experts have argued that you cannot actually survive as a Digital marketer if you are not applying tools that will help you to understand your audience better. When you adopt some of these tools for your business, it will help you to understand some of the characteristics that your audience has in common.

Having this knowledge will assist you in making decisions on how to introduce the right product to the right set of audiences in order [or have a better customer conversion.](#)

#11 Product to market

As part of your efforts toward reaching the right type of audience online, you need to decide on the type of product that you are going to market to your audience. You will not want to market products or services that will not resonate with your audience, That is why you have to take time to study your audience and know exactly what they are looking for in your products or services.

#12 Analyse the competition

I think this is where many businesses miss it. They always think that they do not have to bother themselves about what their competitors are doing. This might work for secular businesses but it is not a good idea for an online business.

You need to copy your competitor in link building and SEO among others. Even if you are not copying them, you will need to understand their strategy in order to know what you can do differently.

#13 Set Up Goals

The reason why many bloggers failed is that they do not see their blogs as a business. In order for you to see your blog or website as a business, you need to set up qualitative and quantitative goals for your business.

You must also come up with concrete plans on how you are going to achieve these goals. This will enable you to come up with modalities that you are going to follow in order to achieve your online business objectives.

#14 Monitor Website Statistics

Also, if you really want your site to grow, you need to keep your eye on your blog statistics. You have to cultivate the habit of comparing your blog statistics on a month-by-month basis.

You need to consider the number of people visiting your website, how long are they staying on your website as well as the pages that they are visiting when they come to your website among others. This will help you to understand what your blog visitors are really interested in.

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#15 Web host performance

Another step that you should take is that you should keep an eye on your web host. One of the things that will determine whether you will succeed or fail has to do with the web host where you decide to host your website.

You should not choose an unreliable hosting site because it will mar you. You should also try as much as possible that you host your blog or website close to your target audience.

#16 Explore new opportunities

In order for you to succeed in your online marketing activities, you need to make sure that you always explore new opportunities.

A blogger that has good traffic can decide to collaborate with an app developer or someone that has a product to sell and make some money for himself. You really need to look for new opportunities to serve your audience better and retain them on your platform.

#17 Long term benefits

Another factor that you should pay more attention to is planning. When it comes to blogging or website management, we have what are called long-term plans and short-term plans.

As a blogger, you have to make sure that all your plans are written down, both

short-term and long-term goals. You also need to make sure that you are reviewing this plan from time to time in order to ensure that they are always in line.

#18 Be innovative

It is being said that necessity is the mother of invention. When it comes to website and app development, you need to think out of the box.

You have to have two thing in mind. You can decide to pick up what someone has been doing and decide to do it better. You can also decide to start something new and see what you can make out of it. You should always learn to ask yourself a question. Always think of how you can be better at what you do.

#19 Establish a marketing budget

As I said earlier, there is a need for you to have a concrete plan if you really want to succeed. You have to sit down and examine the plan that you have for your online business.

You need to set the budget and decide on how you can raise the money. The mistake that many are making is when they think that they can succeed in online marketing without spending any money. It will not work that way. You have to use the money to look for money.

#20 Put a disclaimer

When it comes to online marketing, you need to avoid unnecessary legal tussles

as much as possible.

That is why your blog should have a privacy policy page. This will tell your blog readers what you are liable for. It will save you from unnecessary headaches. You should not forget to tell your readers that they are using the information that you are providing on your blog or website at their own risk.

#21 Daily work schedule

Also as part of your efforts toward building a successful blog or website, you should have a realistic daily work schedule. You cannot afford to do it anyhow you like, you must decide on what you plan to achieve daily on your blog. Make sure they are realistic enough and do all that you could in order to achieve your daily blog goals.

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#22 Master Favourite Marketing Plans

When it also comes to your marketing strategy, you need to decide on what will work and what will not work. You have to do a lot of experimentation and take time to study your competitors as well.

You can actually borrow their ideas when you need to decide on what you are going to do. This will allow you to continue to finetune your plans until you get the best out of them.

#23 Support Network

Most time, it is very possible that you will not be able to provide all the supports that your visitors need.

You may have to collaborate with some technical people in order to make sure that your customers are satisfied. To achieve this you have to make sure that you have a strong support team. You can actually outsource some of these services in order to reduce your financial burden.

#24 Be Prepared To Learn

Also, running an online business is a lifelong process. You need to make sure that you continue to learn as you move on in your online business journey. You cannot continue to make mistake and expect that customers will continue to bear it with you. You have to continue to identify lapses and see how you can cover up on those lapses in order to attain perfection.

#25 Stay focused

There is a need for you to stay focused and continue when seems not to be working. That is one mistake I made that I will not want others to repeat. I have been blogging for eight years and I was supposed to have gone further than this but I was not consistent and this serves as a drawback to me. You need to continue to push even though it looks as if nothing is working.

Action Point

PS: If you would like to have an online course on any of the courses that you found on this blog, I will be glad to do that on an individual and corporate level, I will be very glad to do that I have trained several individuals and groups and they are doing well in their various fields of endeavour. Some of those that I have trained includes staffs of Dangote Refinery, FCMB, Zenith Bank, New Horizons Nigeria among others. Please come on Whatsapp and let's talk about

your training. [You can reach me on Whatsapp HERE.](#) Please note that I will be using Microsoft Team to facilitate the training.

I know you might agree with some of the points that I have raised in this article. You might not agree with some of the issues raised. Let me know your views about the topic discussed. We will appreciate it if you can drop your comment. Thanks in anticipation.

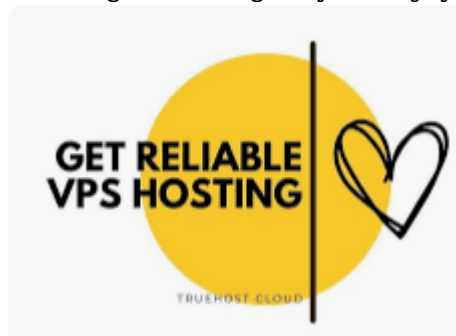
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