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Internet Advertisement

A form of promotion that uses the Internet and World Wide Web for the expressed purpose of delivering marketing messages to attract customers. Examples of online advertising include contextual ads on search engine results pages, banner ads, Rich Media Ads, Social network advertising, online classified advertising, advertising networks and e-mail marketing, including e-mail spam.

Articles

1. [The ultimate marketing machine](#)
2. [Social Media Marketing for Small Business](#)
3. [Yellow pages vs. Social media marketing](#)
4. [Online Ad Spending Rises...](#)
5. [U.S. online advertising grows by more than 10% in 2009](#)
6. [Why do email marketing?](#)
7. [Social Media and Internet Marketing Consultant](#)

PPC

Pay per click (PPC) is an Internet advertising model used on search engines, advertising networks, and content sites, such as blogs, in which advertisers pay their host only when their ad is clicked.

[Google AdWords](#)
[Engine Ready](#)
[Top 5 free PPC tools](#)
[Yahoo! Small Business](#)
[MySpace Pay Per Click Ads](#)
[Pay Per Click Search Engine Directory](#)
[PPC Bids Checker](#)

SEO/SEM

Search engine marketing is a form of Internet marketing that seeks to promote websites by increasing their visibility in search engine results. If marketing content does not use their customers' language, they way that they talk and think, even the best websites may fall short of meeting goals for brand awareness, promotion or transaction.

- [Ways To Increase Productivity with SEO / SEM](#)
- [Advantages of Search Engine Optimization](#)

Social Websites

A social network community of people who share interests and/or activities, or who are interested in exploring the interests and activities of others. Social network services provide a variety of ways for users to interact, such as e-mail instant messaging services, and advertisement.

facebook
myspace
twitter
Bebo
friendster
[hi5](hi5)
orkut

Blogs

Weblogging — or blogging — is taking social networking to new heights. And with the improvements to thetechnology, the personal journals are now supplying tens of millions of bits of information every day. Now multi-million dollar corporations looking for cheap and effective ways of getting their message out are using the technology to their advantage.

1. Blogger
2. BlogSpot
3. WordPress
4. Xanga
5. LiveJournal
6. Seth Godin's Blog
7. SquareSpace

Web Analytics

Web analytics gives you rich insights into your website traffic and marketing effectivenes. It is themeasurement, collection, analysis and reporting of Internet data for purposes of understanding and optimizing web usage.

1. Google Analytics
2. Omniture
3. Coremetrics
4. VisiStat
5. Piwik
6. Yahoo! Web Analytics
7. Web Analytics Association

Email Marketing

E-mail marketing is a form of direct marketing which uses electronic mail as a means of communicating commercial or fundraising messages to an audience. In its broadest sense, every e-mail sent to a potential or current customer could be considered e-mail marketing.

1. iContact
2. Constant Contact
3. Aweber
4. Vertical Response
5. Infusionsoft