

The Top 10
Best
Internet Marketing
Strategies

- Audio Series -

By Paul Barrs

**The Top-10 Best Internet Marketing
Strategies Audio Series has been brought to
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Presenting an Online Audio Series by Paul Barrs.

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How to get the most from this
free special report...

The short articles and audios that follow are representative of much larger topics. Topics that themselves deserve to be complete books on their own.

However, as is the case these days with most things, people are looking for short, sharp responses that can be digested easily. Thus, this special report.

Each item listed covers one essential topic that you should seek to fully understand if you want to enjoy long-term internet business success with article writing.

Here you'll find a short brief along with an attached audio Mp3 file for further depth.

For best results in application, set aside the time to either go through this report in full (about one hour) or in segments. Don't be afraid to take notes asking yourself, "How can I apply this to my own business?"

And take notes along the way; at the end of this time, you should have a full page of ideas, suggestions and strategies that you can take immediately to your 'planning board' and then put them into action.

Go do it! I wish you all the best.

- Paul Barrs

Index

<u>QUICK TIP</u>	5
<u>ORGANIC SEO (PT 01)</u>	6
<u>SOCIAL NETWORKING (PT 02)</u>	7
<u>KEYWORD CHOICE (PT 03)</u>	8
<u>MULTIMEDIA (PT 04)</u>	10
<u>JOINT VENTURES (PT 05)</u>	11
<u>BACKLINKS (PT 06)</u>	12
<u>BLOGGING (PT 07)</u>	14
<u>DESIGN (PT 08)</u>	15
<u>PPC AND CPM (PT 09)</u>	16
<u>EMAIL MARKETING (PT 10)</u>	17
<u>DIRECT DOWNLOAD LINKS</u>	18
<u>WANT YOUR OWN FREE BRANDED COPY OF THIS AUDIO EBOOK?</u>	19

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Hello. The Best Internet Marketing Strategies Special Report is an **Audio Series**.

Each section also comes with its own MP3 file that you can download (by clicking on the assigned image) such as the one to the left.

I suggest that you read the text and then listen to the audio for best results. Then, for even better results, listen again to the audios one after the other.

You can listen to them as you're driving in your car, while you're walking down at the local park or while you're fulfilling the daily duties of running the household. It doesn't matter **when** you listen to them... just *listen to them*.

Thank you for downloading this free report. I know that the information within is going to be of great benefit to your internet business.

Organic SEO (Pt 01)

Using good old fashioned SEO (Search Engine Optimization) as a best internet marketing strategy on your website is a solid proven performer.

In fact, so important is it that many people overlook it thinking that's it's too much of specialist area. Nothing could be further from the truth and that's why it comes in as number one in the top ten internet marketing strategies list.

Once upon a time it was a piece of cake to get good search engine rankings. But these days it can be harder than finding hens teeth! Don't panic though; SEO is a skill that can be learned like any other.

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Social Networking (Pt 02)

Over the years things have certainly changed. But now, in the midst of Web 2.0 evolution and with 3.0 mobile technologies looming around the corner, Social Networking as a best internet marketing strategy is a sure fire winner.

The evolution is simple – once upon a time we waited for our customers to come to us, and come they did. But now we must go to them.

That is the essence of a powerful social marketing strategy, which make it number two of the top 10 internet marketing strategies.

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Keyword Choice (Pt 03)

Without doubt, correct keyword choice is one of the best internet marketing strategies that you can employ. And even though the “right” keyword choice doesn’t guarantee success, the “wrong” keyword choice will certainly guarantee failure!

I thought long and hard about whether or not keyword choice should be number one in my top ten internet marketing strategies list, but concluded it should only come in at number three.

Don’t let my choice lessen the impact of correct keyword choice though – it’s still an essential.

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Multimedia (Pt 04)

Again I might well say, “How things have changed!”

It was way back in 2001 that I first began using online audio; video was available though flash media and others, but was overly heavy and loaded slowly. Not very appealing as a best internet marketing strategy!

Now however, multi-media rules; with new technologies and faster internet speeds it’s never been easier to publish and perform with online audio and video.

This is why the addition of multi-media to your website easily makes it into my top ten internet marketing strategies list. These days, it’s the website without MM that runs the risk of being left behind.

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Joint Ventures (Pt 05)

OK, I love 'em!

If it were up to me, joint venture marketing would always be number one on the top 10 best internet marketing strategies list. Is there any other way to do business and make money online??

Well, yes, there is – and that's why JV marketing comes in at number five.

Recently I ran a complete mini-series on joint venture marketing. Have a look around at PaulBarrs.com and you should easily find it.

Uncovered JV's are like unpolished gems... just waiting to be found. With just a few clicks of a button you can transfer the 'gold in them thar hills' into your bank account. Click. Click. Cash!

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Backlinks (Pt 06)

Oh yeah. Backlinks, back-links, back links... can you hear the echo?

This is the buzzword of the current moment and being able to generate a whole bunch of backlinks certainly is one of the best internet marketing strategies you can employ – “one of”.

Backlinks however are not new; people seem to think that for some reason they are. No. This is strategy that has simply evolved over time. We used to call it ‘reciprocal linking’ (where the link was shared 2-way). Reciprocal linking however turned into link farming, which was quickly canned by the search engines.

Much the same thing is happening now with automated backlink strategies, so be warned – when I refer to BL strategy I’m referring “organic back-linking”, which certainly deserves to be listed in the top 10 internet marketing strategies.

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"How to Get Unlimited Supply Of High PR Backlinks And Laser Targeted Traffic From Major Bookmarking Sites... All Done In Minutes On Autopilot!"

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Blogging (Pt 07)

As you read this right now you're probably on my blog at PaulBarrs.com, yes? If not, stop by and have a look.

I love blogging and through the evolution of CMS (Content Management Systems) upon which most blogging platforms are based, this best internet marketing strategy has rapidly become one of the most popular.

In simple terms, it's never been easier to get your content up and get it out to the people – remember social networking, number two of this top 10 internet marketing strategies list – We now go to them instead of waiting for them to come to us? It's a key fundamental.

Blogging makes web 2.0 possible in a way that was never previously possible. Gotta love it!

Enjoy.

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Design (Pt 08)

Here's one of the old time classics that's been updated over time, yet never fails to draw a crowd or turn people away – depending on how you apply it.

Perhaps the best internet marketing strategy ever designed * is* “design”. Nothing too flash, nothing over the top or too overbearing – good clean design proves to be a winner every time a new visitor comes to your website.

Take a look at the design of my site PaulBarrs.com – it's certainly 2nd generation, and probably about the 5th or 6th generation. I am continually updating my design to meet current customer expectations.

(Want to take a sneak peek at what Paulbarrs.com used to look like? Check out these hidden links to the internet archive's WayBack machine – [CLICK HERE.](#))

http://web.archive.org/web/*/http://www.paulbarrs.com

And for myself as someone who has worked on over 500 different websites in my time, I can now tell the age of a website just by its design!

The thing is, so can your customers, and if your website is looking old and tired, then they are going to notice. This is why design makes it into the top 10 internet marketing strategies.

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PPC and CPM (Pt 09)

We came across search engine traffic way back in number one – free traffic. A few years back PPC (Pay Per Click) advertising traffic would have been up there as well; but no longer, it's down to number nine of today's' top 10 internet marketing strategies.

Why?

Simply because yesterday's competitive advantage has been lost for the smaller IM players. Once upon a time you could advertise with the Big G and grab top keywords for 5c – 15c a click... now those same keywords will cost you \$10 - \$20 a pop!

Can you afford that? Well, the simple maths is this – if your product only sells for \$37 bucks than hell no, you CAN'T afford it. Nor should you.

There are however some markets where PPC is still effective and that's why it's remained as one of the best internet marketing strategies that you can employ.

It's still worthwhile taking a look at.

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eMail Marketing (Pt 10)

Finally, my second personal favourite... email marketing. Much like number nine's PPC, email marketing is slowly being replaced by more customer-centric marketing strategies in the web 2.0 world.

Some say that it's possible that in another 5 years eMail marketing as we know it may not exist at all. I disagree, and that's why it still rates as one of my best internet marketing strategies of all time.

Here's the deal – if you look out for your customers, treat them like kings and Queens, they will love you back and support your every move. You've heard the phrase, "The Money is In the List...." Well I say "The Money is in what you *DO* with the list.

Email marketing is still vital part of doing business online, which is why it just scrapes through as number ten in my personal top 10 internet marketing strategies.

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