

HOW TO EARN MONEY

IN EVERY STAGE OF

DIGITAL MARKETING



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Internet Marketing**

Advanced digital marketing training program

Learn how to do marketing online-
Boost website traffic, generate potential leads & increase
sales revenue with better brand awareness... just like
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Smoothly master the journey from a
layman to an expert

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INTRODUCTION



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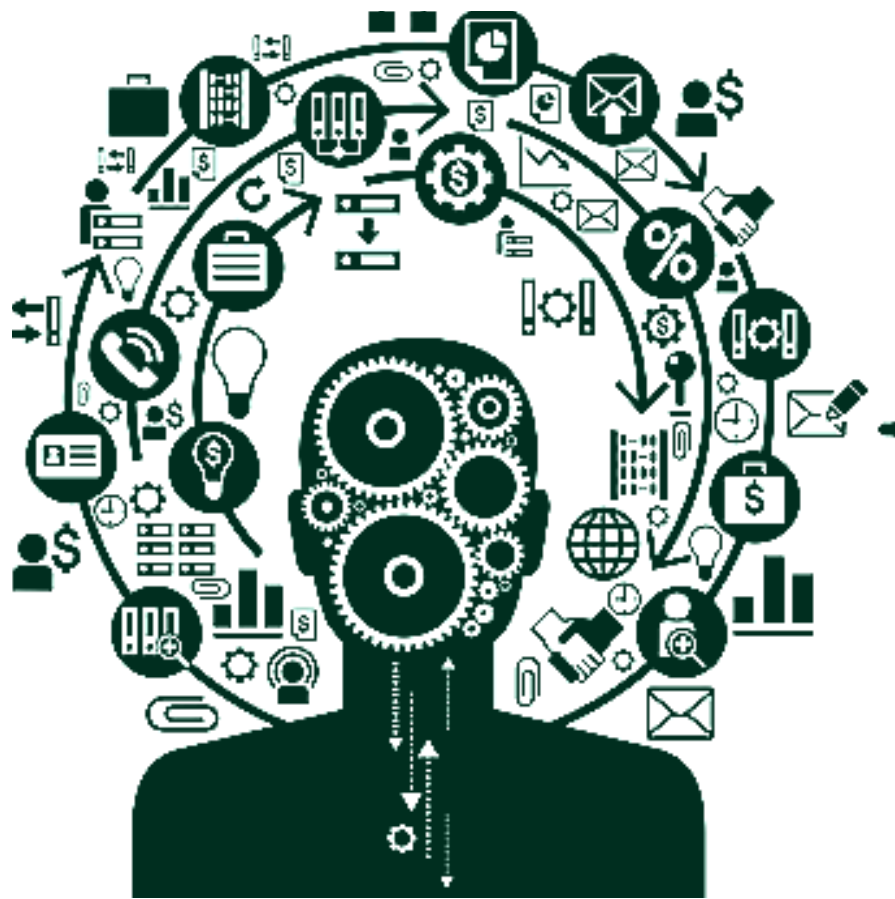


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Hello friends, you have been reading me since long and must have relished. In the present scenario you know that digital marketing is a gift for every company, organization and individual. If I talk about individual as a person who doesn't want to work in an organization as an employee then there is a wonderful thing waiting for him.

You know as a writer my work starts with minimizing the distance between thought and language. Our thought is always trying to pave a way to earn better and if there is a right opportunity to earn then nothing can be better than this.

As we know the market is now very open and every country is opting globalization and liberalization policy. India is no less away from it and we can see that within the last few decades the scenario has changed a lot and that has affected our life style, working culture and even the way we plan our future.





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FREE LANCING



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As the multinational company started spreading its roots and branches in India, Indian started to think globally and they also adapted the ways they are earning. We too started to grow and make a place in terms of professional and personal growth.

The gift that digital marketing has brought includes a component that enables an individual to earn independently. In other words, it has money making component that opens an opportunity for an individual to earn as a Freelancer.





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I agree, In India our society is made in such way that Freelancing is not considered as a work. If suppose I tell someone that I work as a Freelancer, it simply means I don't have a job so there is no fixed earning and that means I am man who has a thin rattle in my picky box.

Well, it was a time of dinosaurs. Now in this digital era freelancers earning have reached to six digits. True! Affiliate marketing, Blogging and Adsense are the components that have made several freelancers millionaires.

I will not say that this can be achieved only as a full time freelancer but one can start as a part timer. Now that sounds better.

In fact, Blogging, Adsense and affiliate marketing are the money making components that help one to earn on Internet.





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WHAT IS BLOGGING ?



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Blog is a page of a website that is dynamic and people keep on posting information, news, videos or anything that interests and entertains the readers. In fact, the main objective of blog is to educate and entertain people. It is like your diary on the internet and as you can write anything and everything in your diary you can also write in your blog and at the same time on the internet you can be more creative by adding paid or free themes, pictures and videos of your own or you can directly use videos from youtube and other popular sites. This makes your blog more entertaining and convincing and authentic. It is expected that a good blog must contain a good quality unique content, its content can teach you something new and can entertain the reader. These three elements make your blog complete and popular.





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One of the best things in today's blogging platform is that it doesn't require any technical knowledge about any programming language. There are many popular blogging sites such as Google's blogging, blogspot and several others and then there is Wordpress which is a paid one and it is very popular because it helps you to earn as a professional blogger.

Now a day blog is made by both companies (large and small) as well as individuals. A company uses blog for providing information about the company's update, product and services or anything that one feels to share where as an individual you can share anything right from the pets to family, to hobbies, etc.



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ADSENSE

The word "ADSENSE" is written in a white, serif, all-caps font. It is centered within a large, dark green, horizontally-oriented oval frame. The frame has a white border and a decorative, slightly distressed texture. The background of the entire page is a light gray with a repeating chevron pattern.



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"Put your thoughts into action and see how your life changes."

Adsense is a wonderful thing that enhances your blogging experience by adding an ability to earn by blogging. Google started a program called Adsense. It allows advertisement on a website. As you know company spends millions each year on advertisement and if some advertisements are coming on your website or blog then a good sum of money can be earned by this.

Everything is looked after by Google itself so there is a certainty of earning your money. In fact there is aadsense code- a generated program - and you can choose to paste this code in your blogging template.

Additionally adsense allows you to get advertisement with the content of your blog. This helps to make your adsense ads look more like a part of your written content.

It means that as you write your blog and enrich it with popular content, videos and pictures you start earning with Google adsense.

When you write content on your blog and let's suppose you are writing for any product then you have an added advantage which is that you can also add other affiliate links to your blog and make more money.



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WHAT IS AFFILIATE MARKETING



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In the present market, affiliate marketing is very popular and blog helps affiliate marketers. If I try to give definition of affiliate marketing, I will say that it is a process of promoting a brand, company, business, organization, product or services using different ways and earn money in the form of commission. Anyone can start it any time however it requires some knowledge of internet marketing.

3.3 % Affiliates earn more than \$ 500000 per year

60 % Affiliates work from home

78% Affiliates still use SEO as their marketing strategy .

69 % Affiliates promote Consumer -based products

It is a very easy and effective way to earn for a long time. It will be good to let me start with the benefits of Affiliate marketing. Affiliate Marketing can make you earn more than adsense. It is no wonder that you can earn more than \$1,000,000 as an Affiliate Marketer? “Mark Ling” the best Affiliate Marketer in the world made \$1,000,000 in a year. As you go deeper into the affiliate marketing you will learn there are several people earning as an Affiliate Marketer.



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Needless to say that this marketing works on win-win situation - that means both the parties benefit. Suppose you are a company which deals with consumer goods and want to reach bigger sales figure without increasing the cost of expenses then affiliate marketing is the best place to look at. Affiliates are given incentive, which means a small percentage of each sale.

Affiliate marketing involves parties such as:

- **MERCHANT** -- the company or brands whose product and services an affiliate is trying to sell.
- **THE AFFILIATE** -- the person who as an individual or as a group is promoting the merchant's products or services and earns commission after sales.
- **THE NETWORK** - is the connecting link between the affiliate and the merchant, allowing affiliates to enter into the affiliate programs. They look after tools used to track and monitor sales and performance; generate reports, process payments, etc.
- **THE CUSTOMER** - - for whom all these we are doing, correct.

It is very important that you must have an idea about the needs of the customers; after all you can churn out buyer only when you know about the customers' needs and what can appeal to them.



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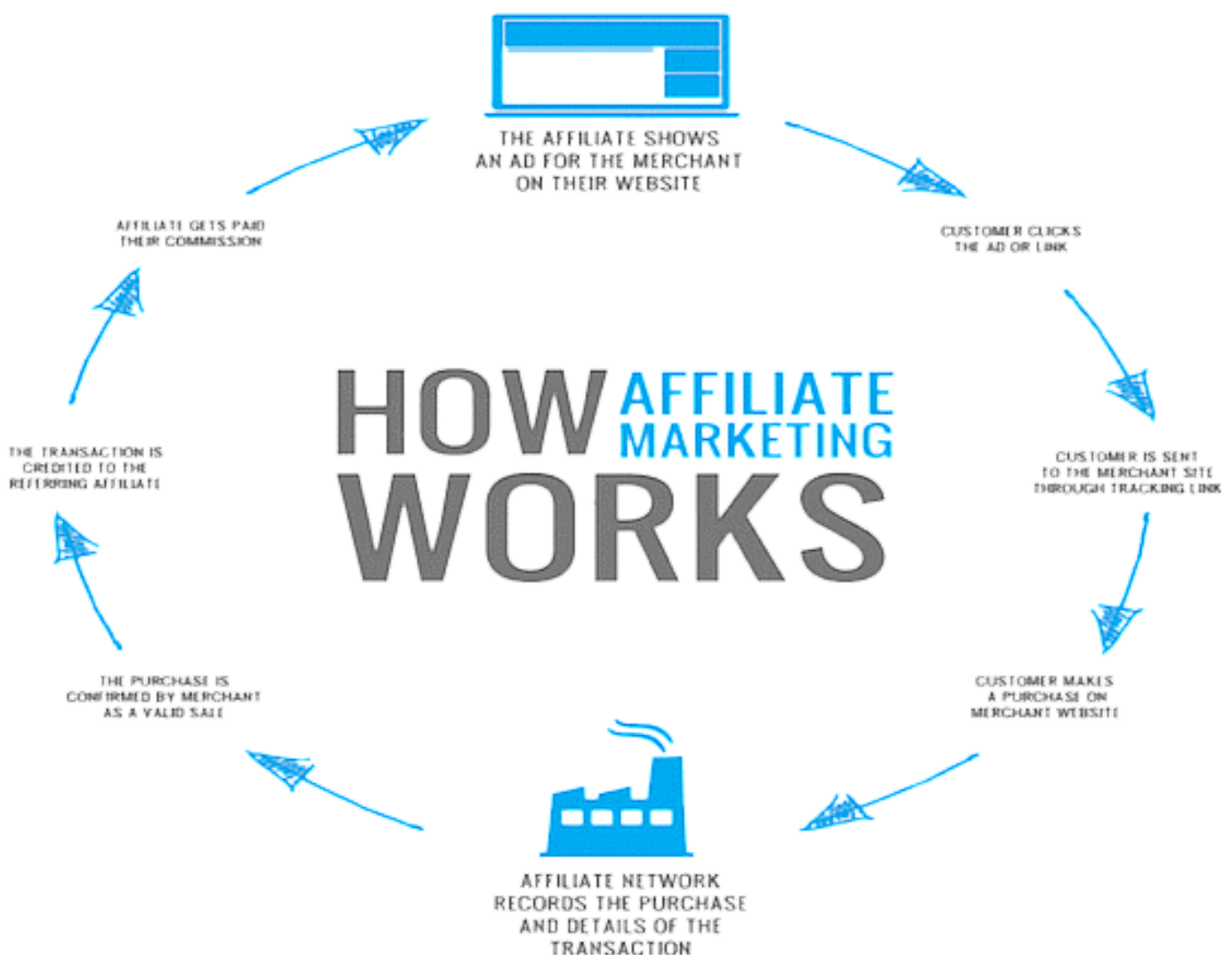


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They read you on your website or a blog. As you know wordpress is a good platform to make your website or blog. It is simple and it allows SEO to rank organically and drive traffic to your website or blog.

Affiliate marketing program is very interesting subject and it first came into existence in the year 1996 in Amazon.

It will be easier if I start with a cycle from start to end for our general understanding:





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The people who like to work as an affiliate and have website or blog are usually given a link to the merchant's products / services. Mostly it is direct link that can be placed on the website or blog. When your readers come on your blog they can click on those affiliate links which will direct them onto the merchant's website where one can buy the product.

Here is the catch, now the affiliate links place a cookie on the customer's computer which is valid for good number of days and if any purchase is made on the merchant's website then commission will be paid to affiliates.

Needless to say that the more number of readers come to your blog or website then the chances of getting better commission will increase.

Under affiliate program, affiliates are paid commission as per sales. Amazon also uses the same method which is known as PPS (pay-per-sale model). There are some other compensation methods as well, such as cost-per-click (CPC), cost-per-action (CPA), or a cost-per-mille/cost-per-thousand views (CPM) based compensation mechanism to pay the affiliates.

The PPS based method is very popular one and it is counted at the end of the sales process and then affiliate gets his or her commission.

Internet cookies play a very important role because it helps to track the movements of buyers so that sales can be attributed to each affiliate.

I agree everyone can't earn their big fortune just at the starting level but people are making big bucks as full-time affiliate marketers in the long run. It definitely requires time, perseverance, right knowledge, right set of tools and a bit of an entrepreneurial knack and business know-how.

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