

## Online Marketing on a Tight Budget

It's never too late to get into internet marketing. Whether you're just starting out, have been marketing a while, or even thinking about starting, there are some things you need to know.

You have finally decided to take the plunge. Perhaps you're in a desperate spot. Maybe you've just recently gotten the dreaded pink slip from your boss, and you need to find something quick to pay the bills.

Maybe you've been online for a while, and you get lucky once in a while, but are looking to find something sustainable, something you can stick with for a long time.

Or maybe you're a successful internet marketer who has tapped into that source of prosperity and/or fame or notoriety.

No matter the circumstances, no doubt, it will serve you well to read this article. In it, you will find many tips and bits of knowledge gleaned from experience. Take advantage of my blunders and mishaps, as well as my achievements, to help forge the way to success and avoid the pitfalls you will surely come across.

Ask anyone who has dabbled in online marketing, and you'll most often hear a single theme brought up. The first thing they'll tell you is that one of the biggest frustrations is how to handle startup costs in the most efficient and speedy way.

So why would this be on the top of their lists of concerns? Because when starting out, you'll try anything and everything until you figure out exactly what it is you want to do, and how to go about doing it. After all, that's what being a newbie is all about; experimenting until you discover precisely what you want to do.

Of course, by following that path, you will end up wasting a lot of precious time, and worse, spending a small fortune! When you're already strapped for cash, that can surely be devastating for your pocketbook. What's worse, you'll have little or nothing to show for it.

These words are coming from a place that is very familiar to me personally. I am still paying for those false mishaps. Yet, because of those disasters, I've learned to streamline my skills and perfect my craft in ways unimaginable to my younger self.

That place of desperation was ever so painful and unpleasant. Painful, in part, because friends and family were always at the ready to remind me how I've spent money I didn't have only to receive little or no return on investment. Been there, done that.

So, how does one deal with this? How do you get over the hurdle of making wrong turns? Plan, plan, plan. That's the answer. You don't have to know exactly where you're going – that's impossible – but you should follow a process that will be the least damaging, most productive way possible.

Have you heard anyone say to you, "You have to spend money in order to make money"? Most likely, you've heard it from someone who is looking to sell you something... that "one thing" that will bring you riches.

**DON'T FALL FOR IT!** Now, of course, there is some truth to that statement. You do need to spend money – but wisely. Please don't throw money at everything that comes along. You want to be cautious, and the investment must serve the purpose intended. Using a bit of common sense is essential here.

If you have zero budget for marketing your business, all is not lost. There are some things you can do right now that are free or close to free. There genuinely are options available to you, if you're ready to work.

First of all, there's always Kindle. Publishing on Kindle is 100% free. Now wait a minute: you have unique skills and talents. Someone is out there who would be willing to pay to learn one of those skills or abilities. It's just a matter of getting pen to paper and jotting down what you know.

The ebook market is evolving, and you can benefit from it. If you can write, it might help to know that 40% of all ebook revenue is going to Indie authors (Indie means independent). Self-published books account for 31% of all ebook sales on Amazon.

Scrolling down the Amazon webpage, you'll find many topics by authors with as many perspectives. Why not you? Give it a try. If you get the heebie-jeebies about writing, use a voice recorder and copy everything down later. Pay someone on Fiverr to edit it.

Secondly, offer your services. Sounds simple enough. There are places you can go to get some quick money for your business. Freelancer.com and Upwork, along with the above mentioned Fiver, are a few places to make some quick cash.

Better still, start your website and offer your services there. That's 100% free. Much more on this later.

Thirdly, how about affiliate marketing? There are many places you can go online to participate... and it's all 100% free. Sites such as ShareASale, Hub Pages, Squidoo, Flexoffers, Tradedoubler, Zujava, CJ Affiliate, and Bubblews, are just the tip of the iceberg where you can do affiliate marketing. Google it!

Affiliate marketing has made many millionaires. Basically, a company rewards affiliates for every visitor or customer the affiliate brings to the company's website.

Eighty percent of these programs pay out by revenue sharing or something called pay per sale (PPS). According to Wikipedia, 19% use cost per action (CPA), and the rest use cost per click (CPC), or cost per mile (CPM – costs per 1,000 viewers).

There's several more I want to share with you, but this is a good start. I realize these may not be what you were considering, especially for the long haul, but they'll definitely bring in a little working capital for you to turn around and build the business you had in mind.

Next time, we'll touch on a few more options, as well as some other timely tips for getting your business off to a good start. Additionally, I'll offer some fresh ideas for you to build your business, no matter what stage it's in, and keep it on the right trajectory for your success.

Don't forget to sign up for alerts if you haven't already done so. You won't want to miss a single thing! 'Til next time...

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