

Published based on [Getting the Most Out Of Internet Marketing Tools](#)

# Getting the Most Out Of Internet Marketing Tools

Internet marketing and technology goes hand in hand. You can use techniques used in offline marketing campaigns, tweak them, blow them up, and spin them out worldwide on a shoestring budget. And whatever works to sell things on street corners and in retail shops works even faster for selling information products online. Would you like to get lots of leads and get lots of customers for your information products? Would you like to do it without spending a small fortune in start-up costs? Just look at some of the tools that the Internet has created. These are literally like miracles for information marketing. Among the many free tools that we have available to us are blogs and new social networking media. Not that long ago, nobody had even heard of these, yet today they reach Internet users by the tens of millions. These are areas we can learn about and access for no charge at all. It is easy to find out where to get free web-site hosting online. We can put up free web pages, get free merchant accounts to take credit card payments, put our content online and start selling information products. Without paying a penny, we can optimize our web sites too for [internet marketing](#).

There are other free tools, such as online video. It's like having your own television commercials online—but without any cost. Another incredible and free way to get traffic for your web site is through a link exchange. In return for posting another, non-competitive marketer's URL on your web site, you get to feature a link to your web site on theirs. Nowadays, we can join social media web sites, like Twitter and Facebook. These are terrific places for locating new leads. We can network. We can connect with other people. We can invite them to view our online content. [Vanderbijlpark website design](#) can also promote your information products through viral networking—the Internet version of word of mouth.

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