

Top 5

Internet Marketing

Mistakes

Companies Make

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A LITTLE STORY



I was naive

web e - web sign



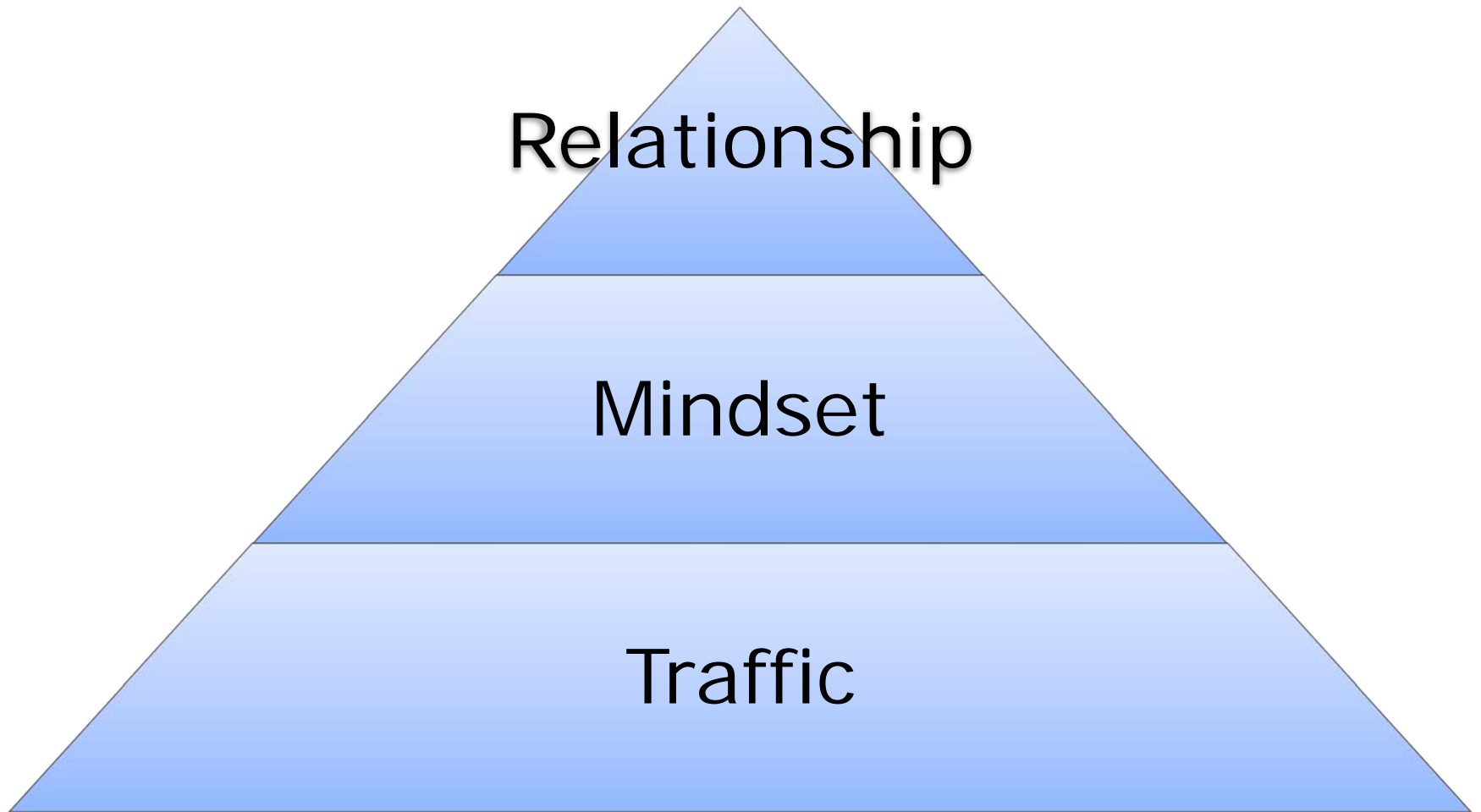
A website has to be

- Visited
- Used
- Enjoyed



**I learned the value of
Internet Marketing**

Goals of Internet Marketing





**Companies are making the
mistakes that I made**



Mistake #1

LIVING ON AN ISLAND

You'll hear them say...

- "We have a website and that's enough!"
- "As long as our website looks good, we're OK"



Mistake #2

DOING THINGS AT THE WRONG AMOUNTS

You'll hear them say...

- "An email blast to 100,000 folks is just fine!"
- "Let's post like crazy in these forums!"
- "What spam?"



Mistake #3

FORGETTING THE “OFFLINE” MARKETING

You'll hear them say...

- "Let the traditional marketing folks do their thing!"
- "Brand? What brand?"



Mistake #4

BEING OFF-TARGET

You'll hear them say...

- "Let's just copy and paste the website content..."
- "What keywords?"
- "I don't need a list!"



Mistake #5

MEASURING THE WRONG THINGS

You'll hear them say...

- "We've had 1,000 hits!"
- "Making the sale is all that matters!"
- "The hell with conversion!"
- "What analytics?"

The Takeaways

- Goals of internet marketing
- Avoid some common internet marketing mistakes



Thank you!

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