



Internet Marketing Plan

www.AllOnlineMarketing.com

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December 2008



Table of Contents:

1. Executive Summary	Page 3
2. Situation Analysis	
1) Industry Analysis.....	Page 4
2) Competitors Analysis	Page 4
3) Customer Analysis.....	Page 7
4) SWOT.....	Page 8
3. OVP (Online Value Proposal)	Page 9
4. Objectives	Page 9
1) Financial	
2) Non-Financial	
5. Strategy (Marketing Mix)	Page 10
1) Product.....	Page 10
2) Price.....	Page 12
3) Distribution.....	Page 13
4) Promotion.....	Page 13
6. Business and Revenue Models	Page 17
7. Evaluation and Control	Page 18
8. Action and Budget Plan	Page 19
9. Bibliography	Page 22
Appendixes	Page 23



1. Executive Summary

All Online Marketing (AOM) www.allonlinemarketing.com is a new project (currently under development) that aims to become a reference when it comes to Internet Marketing (IM) training. The Website will offer free and paid up-to-date information about the latest trends in online marketing and will be offering a range of multimedia Internet marketing courses.

There are a number of competitors in this field such as www.marketingtips.com or www.trafficsecrets.com. However these sites are exclusively in English. AOM will offer Internet marketing education both in Spanish and English, trying to reach both audiences while giving special importance to the emerging Spanish speaking community starting to do business online in the USA and across the globe.

The Website will have capabilities for customers to buy both physical (binders, CDs, DVDs) and downloadable IM training products (MP3 files, podcasts, video, PDF, Interactive applications...). Paypal will be used for the online payments (further methods may be considered if demand is high).

The Website will include a free blog and forum where the latest online marketing trends will be discussed, a membership will be charged via Paypal in order to access certain parts of the forum with specific high valuable information (Premium Content).

Background:

AOM is an initiative from Edgar Sánchez. Edgar, trained both as a Marketing Technician and IT graduate, has been involved in different Internet businesses for almost 10 years now. Founder and CEO of ArcoComunicaciones: www.arcocomunicaciones.com (A small Web solutions company based on Spain) he has been involved in the development and marketing of numerous Websites. Edgar has also worked as a Web design and e-commerce trainer in his original country and is currently involved in some personal Web projects as: www.todorentabilidad.com, www.ulearnspanish.com or the one we are studying, www.allonlinemarketing.com. Since November 2006 Edgar has been working as a Search Marketing Specialist in the European Headquarters for Yahoo!, based in Dublin.

Batley Sharkley is an Edgar's Yahoo! Colleague. With IT and Search Marketing background, he will be helping in the English speaking sections of AOM.



2. Situation Analysis

2.1 Industry Analysis

Recent studies show the growth of e-commerce trends between Internet users population during the last years¹. This trend will be translated into a need for professionals with the ability to market products and services online, the lack of official resources to get professionals up-to-dated in this fast changing environment make of the Internet itself the perfect platform for this purpose.

TV, Internet and a combination of both will be the most growing media in the next few years²

Also Spanish is the third most used language on the Internet (*Appendix I*) and a trend of growth is also observed here. There is little information available online for those wishing to learn Internet Marketing skills in Spanish. This is an emptiness that **AOM** will be committed to fulfil as well.

Lastly, the use of the Internet as a learning platform has also changed during the last years. Every time people get more and more confident with e-learning methods. According to The Learning Network, “there is plenty of money to be made in online education”³ **AOM** will also take advantage of this learning changing trend to market its products.

2.2 Competitive Analysis

We will tackle our competitive analysis in two different ways: Internet Marketing education both in Spanish and English languages.

Although this is a much exploited field in English speaking cultures (above all in the EEUU) there is still plenty of room for online marketing education in Spanish language.

¹ The Census Bureau of the Department of Commerce announced recently that the estimate of U.S. retail e-commerce sales for the third quarter of 2008, adjusted for seasonal variation, but not for price changes, was \$34.4 billion, an increase of 0.3 percent ($\pm 1.3\%$)* from the second quarter of 2008. Total retail sales for the third quarter of 2008 were estimated at \$1,018.8 billion, a decrease of 1.4 percent ($\pm 0.2\%$) from the second quarter of 2008. The third quarter 2008 e-commerce estimate increased 5.7 percent ($\pm 1.5\%$) from the third quarter of 2007 while total retail sales increased 0.3 percent ($\pm 0.5\%$) in the same period. E-commerce sales in the third quarter of 2008 accounted for 3.4 percent of total sales.

² Yahoo Comercial Media Study Q3 2008

³ “Is Education the Next Online Money-Maker?” by Mary Hillebrand, Ecommerce Times.



Main competitors

We will divide competitors in the Spanish and English markets, and in both cases we should differentiate between formal and not formal IM tuition.

- Spanish speaking competition:

Formal:

Several online marketing diplomas offered in some universities and institutions being the most popular: ICMD offering Diplomas both online and offline⁴.

Not formal:

- Marketing-eficaz.com (based in Spain, Francisco Segura offers Internet Marketing services (link building strategies). They have an out of date online marketing course e-book sold as a downloadable product for 67€ Segura also offers IM seminars in Spanish speaking countries.
- SuperMegaPackHispano.net : Collection of out of date e-books, badly translated from English around Internet marketing issues sold as a downloadable product for 50\$.

(They don't use Adwords or many other Internet promotion techniques they claim to teach. In general Online Marketing education commercial products in Spanish are an out of date and badly done copy of English language products in this field)

- English speaking competition:

Formal:

- Many universities and institutions around the globe offer online marketing diplomas both online and offline⁵.

Not formal:

- Hundreds of Internet marketing education commercial products being the most popular **IMC**:

⁴ ICMD is member of ESIC, <http://www.icemd.com/formacion-on-line/>

⁵ A list of Universities and schools offering IM education can be reached at : <http://www.worldwidelearn.com/business-course/marketing-courses.htm>



- ***Internet Marketing Center:*** (Appendix 2)

With 10 years experience in this field they offer a comprehensible and complete Internet Marketing course that comprehends an up-to-date online marketing guide (2 binders with 1000+ pages of information) plus video tutorials in CD. It is targeted to online entrepreneurs with little or null experience in Internet Marketing. They cover fields such as SEO, SEM, Affiliate and Social Marketing. “*Insider Secrets to marketing your business in the Internet*” is their star product, an IM home study course that sells for 187\$. They also offer some derivative products such as a premium membership program that includes access to a forum for a monthly fee, in-house IM software whose use is encouraged in their courses (email management software, hover ads creator, Affiliate Marketing software..). They also offer very expensive 5 day business in a box seminars across the world for a limited number of students.

- ***Traffic Secrets 2.0:*** (Appendix 2)

This is the second edition of the famous traffic generation course by John Reese focused on entrepreneurs with an already working website that want to increase traffic to it. It’s a multi part video training program covering fields such as SEO, Keyword Discovery, PPC, Social Media, etc. It includes free access to a premium forum and to a resources center with hundreds of links to up to date information and online tools. While the first edition was sold for 1000+ dollars, this second one is sold as a physical product to be sent to your door for 379\$ +delivery expenses. Although is a more modern and fresh format and content, it’s not as complete as the Internet Marketing Center course.

Both TS2 and Internet Market Center used all the methods they teach to promote their products online. This is translated in great organic and paid results for key terms as well as an affiliate army promoting and selling their products across the world.

All Online Marketing will piggybank in existing IM English material using both formal and informal resources and our own professional experience to offer a highly competitive product in the English speaking market and the most complete, up-to-date online marketing education product existing in Spanish language.



2.3 Customer Analysis

We will base our analysis both in Geographical and customer behaviour.

Geographical:

We will target both English and Spanish countries with the 2 language variations of the product.

In Spanish we will mainly target Spain, Latin America Countries (with null or very poor Internet Marketing background) and the fast growing Spanish Speaking communities in EEUU starting to do business online.

Customer behaviour:

- Internet Marketing novices trying to get a grips in the field.
- Marketing students trying to catch up with product marketing Internet technologies.
- Internet Marketing savvy entrepreneurs looking for advanced techniques and further education.
- IM Info products addict consumers eager to find extra knowledge.



2.4 SWOT Analysis

<p>AOM Strengths</p> <ul style="list-style-type: none"> - Very little competition in the Spanish Market. - New fresh product introducing the latest new trends such as SMO, video Marketing, etc. - In-House years of experience in Web design and Online Marketing techniques what will reduce staff and research costs. - Access to premium Internet Marketing material to use as source of the products. - Very targeted market not exploited in Spanish language. - Exclusively online based marketing plan what will also reduce costs - Inclusion of latest technologies targeting e-training such as online seminars with GoToMeeting⁶ - Very changing and evolving field so yearly updates can be sold to existing clients. 	<p>AOM Weaknesses</p> <ul style="list-style-type: none"> - Large, well established competition in the English .speaking Market. - Website owner not English .speaking native, what will suppose looking for help (Sharkley) or outsourcing translation what will slow the make the process more expensive. - Lack of time of Website owner and other thematic web online businesses in mind. - Very exploited and savvy targeted public in the English Market. - Free Internet Marketing resources available online. - Opt-in list starting from scratch, difficult field to get English speakers subscribers as they have been exposed to spammy related content in the past.
<p>AOM Opportunities</p> <ul style="list-style-type: none"> - Spanish language and Spanish speaking entrepreneurs growing quickly on the Internet. - Very little competition in the Spanish Speaking Market. - Possibility of forming join ventures in order to sell .complementary info products - Possibility of publishing a hard cover book with material from the courses. - Possibility to hold live online marketing seminars and events. 	<p>AOM Threads</p> <ul style="list-style-type: none"> - Possibility of fast emerging competition in the Spanish speaking market. - Very changing and evolving field so the product could be outdated soon after being created.

⁶ [Gotomeeting.com](http://gotomeeting.com) is a Web conferencing tool that allows you to host online meetings and share information online with up to 15 students who can view any application running on your PC in real time from anywhere at any time.



3. OVP (Online Value Proposal)

AllOnlineMarketing.com (AOM) is the place for Spanish and English speaking Internet entrepreneurs to learn the latest trends in Internet Marketing through different and complementary sources such as audio and video, e-books, forum membership and online seminars.

4. Objectives

4.1 Non Financial

- Gather an email list of 750 subscribers during the first year.
- We aim a goal of 3000 unique monthly visitors to the website during the first year raising this figure to an average of 5000 monthly visitors by the end of the second year.
- Appearing in the top 3 organic results in Google for Spanish terms related to Online Marketing education
- Becoming the leader in Spanish online marketing education by the end of the second year.

4.2 Financial

- Cover hosting, domain, and email management costs in 3 months.
- Reach a passive annual income through the site equivalent to an average salary in the first 2 years. Around 25 to 45K per year via:
 - Direct sales of the online home study course.
 - Premium content memberships.
 - Monthly 2 hour webinars for 15 people charging 49€each.
 - Residual income brought by publicity space sold in the website and complementary info products affiliate sales.



5. Strategy (Marketing Mix):

5.1 Product

All Online Marketing (**AOM**) is an in an Online Marketing training Internet community that will offer free and paid services:

- **The Website.** Apart from our sales pitch, opt-in list, etc. The site will host a free regularly updated Internet Marketing blog (based in Wordpress⁷), both in English and Spanish with the author and other participants regularly posting about different trends and techniques in 12 different Internet marketing areas – categories (according to the 12 core lessons of the home study course).

A phpbb⁸ based **forum** will be also in place both as a free and paid version, there will be a free general room with people interacting about different online marketing issues and a paid premium access to 12 different rooms each one relative to one lesson of the course. Free access will be granted during the first year for those who buy the complete home study course, a monthly fee will be charged afterwards or for those not buying the course and interested in these 12 rooms where advanced professional up-to-date Internet Marketing trends and tricks plus tons of online resources will be shared.

Free IM **audio and video podcasts** will be also available in the site.

- Regular IM topic related 2 hour **weminars**⁹ (- Improve your Google Adwords campaign, - Grow your opt-in list, - Keyword discovery...) will also be offered via Gotomeeting.
- The **Home Study Course:**
 - **AOM 12 Week Internet Marketing Mastery** - will offer versions in Spanish and English language.

Lessons can be bought independently or as a whole. Downloadable and physical versions will be available. Buying in a bundle will involve a significant money save and will grant one year premium access to the AOM forum. Also a bonus library of Internet marketing PDFs will be given to those buying the whole home study course.

⁷ Wordpress is a leading professional blogging platform SEO optimised. It's Open Source and can be downloaded for free at www.Wordpress.org.

⁸ Phpbbs is a professional Open Source forum solution favourite among Web developers.

⁹ Webinar : Web Seminar that can be offered via Web tools such as GotoMeeting.



Every lesson studies a determined online marketing issue and will be formed by: a book (PDF or Leaflet), audio lecture (Mp3 file or CD), video showing the explained techniques in a practical way (Mpg file or DVD), plan and evaluation sheets.

The 12 lessons will be:

- 1. Find a Niche Market**
- 2. Building your Online Business**
- 3. Web Copyrighting**
- 4. Search Engine Optimization**
- 5. Pay Per Click Strategies**
- 6. Email Marketing**
- 7. SMO. Social Media Strategies**
- 8. Audio and Video Marketing**
- 9. Affiliate Marketing Strategies**
- 10. Advertising Networks**
- 11. Web analytics and tracking**
- 12. Adding streams of Web Income**



5.2 Price

Cheap prices are not taken seriously by some buyers, particularly when it comes to information products, that's why we will take a prestige pricing technique for our products. Prices will be in the average price of our competitors products in the English speaking market and higher in the Spanish speaking ones due to the low quality of these.

Prices will be seriously lower when buying in a bundle, this will discourage potential customers to buy segments or our product and go for the "big deal" The home study course, core of our business, with the feeling of having obtained a bargain.

We will take advantage of "odd even pricing techniques"¹⁰.

Prices:

- Premium forum access: One year free for the home study course, otherwise **12€** monthly fee.
- Live seminars: **59€** reduced to 15 people in every seminar.

- **The course by module:**
- Downloadable version: PDF lesson + MP3 audio lecture + Mpg Video lesson : **39€**
- Physical version: leaflet lesson + CD audio lecture + DVD Video lesson: **79€**+ delivery expenses

- **AOM 12 Week Internet Marketing Mastery Home Study Course:**
- Downloadable version: 12 PDF lessons + 12 MP3s audio lectures + 12 Mpg Video lessons + Plan and evaluation sheets + 1 year premium access to the forum + bonus PDF Internet Marketing library : **199€**
- Physical version: 12 leaflet lessons + 12 CDs audio lectures + 12 DVDs video lessons + Plan and evaluation sheets + 1 year premium access to the forum + bonus PDF Internet Marketing library access : **399€**+ delivery expenses

¹⁰ Odd even prices techniques take advantage of human psychology whereby \$499.95 feels like much less than 500\$. "Planning your Internet Marketing Strategy" by Ralph F Wilson. Wiley 2002.



5.3 Distribution

Internet will be the main distribution channel; pricing techniques will funnel customers to purchase the online downloadable version of the product cutting on distribution expenses and fuss.

*Disk.com*¹¹ services will be used for duplicating and packaging on demand the physical versions of the products.

Handling and delivery expenses will be paid for customers. An account with DHL will be opened for this purpose.

Email, phone, Skype and Instant messaging accounts will be opened for client inquiries. Auto responses will be on place for email enquiries trying to personalize when possible. A policy of 48h. turning back to the client will be on place.

5.4 Promotion

AOM promotion, as an Internet Business about Internet Business that it is will be based strictly on the Internet. Taking in consideration all the known and not so well known Internet promotion techniques with the purpose of getting traffic to the website that will be translated into sales:

These traffic growth strategies will involve:

- **SEO** (Optimization for search engines).

We will drive our efforts to get high positions in the main search engines (targeting especially Google) for specific keywords that will drive revenue to the site.

Severe keyword research will be used for this purpose. We will optimize our site pages structure and content around LSI Keywords¹² obtained by the combination of several tools such as: Keycompete, Seodigger, Wordtracker, Keyword Discovery and Compete.com.

A part of the marketing budget will be allocated for the monthly fees of these services.

¹¹ www.disk.com is an EEUU based leading on demand duplication and packaging solutions company favourite for info marketers all around the globe due to its cheap fees. Popular products of the sector such as Traffic Secrets Course have already used disk.com services successfully.

¹² Search Engines use Latent Semantic Indexing to determinate a site's thematic relevance to a particular Search Query: LSI allow the content writer to establish a site's relevance through thematically linked terms. Search Engine Optimization by Kris Jones. Wiley 2008.



On page and off page optimization will be observed focusing our attention in building links from targeted, relevant high PR¹³ Websites.

Wordpress platform with ad hoc SEO plugins will be used for the blog content of the site and robot.txt, htaccess and sitemap.xml¹⁴ files will be also optimized for SEO purposes.

- SEM – PPC

We will allocate an important part of the monthly marketing budget to create highly optimised Pay Per Click campaigns using MSN Adcenter, Y!SM and especially Google Adwords.

We will use a combination of high traffic keywords and specific long tail¹⁵ ones looking for the adequate balance between traffic and conversions.

Keywords from our SEO Keyword research above will be used for this purpose.

Constant tracking will be part of the process in order to grow the best converting keywords and get rid of the ones with a negative effect.

- Link Building:

Not only to get traffic from the links obtained but also to grow the PR of the site we will be constantly working in our inbound links from relevant Websites, some techniques will be on place to reach this goal, among others:

- Getting our site listed in Web directories under a relevant category: Free directories such us DMOZ as well as paid inclusion ones such as Yahoo! Directory or Best of the Web will be observed. Internet and ecommerce industry directories will be also a goal.
- Link buying: Although this is a grey area for Google, Link buying from relevant high PR Websites still works. Text Link Ads and Text Link Brokers will be considered for this purpose as well as direct link purchases from related sites.

¹³ PageRank is a Google algorithm that determinates the importance of the Website.

¹⁴ Files hosted on the Website file root with SEO purposes.

¹⁵ “Long Tail Phrases are known like that because the frequency with witch they are searched on reduces as the length of the phrase increases (in along tail that tends toward zero searches)”. Get to the top on Google. David Viney. Nicholas Brealey Publishing 2008.



- One way links requests: We will offer a downloadable copy of our home study course to those webmasters who place a one way link in their relevant websites. Link exchange will also be an option although a less desired one.
- Article Marketing: regular articles with valuable content free to use while keeping the links in it will be written and distributed to article networks such as: ezinearticles.com or goarticles.com. Specialised ghost writers hiring for this purpose via elance.com can be considered.
- Press Releases: We will write and publish frequent **AOM** related press releases in sites as PRWeb.com or businesswire.com.
- We will also register our products in sites like Craigslist, Google Product Search, ebay, shopzila.com, pricegrabber.com, pricescan.com and other free and paid inclusion shopping bots with traffic, direct source of sales and link building purposes.

- SMO (Social Media Optimization)

With traffic, link building and brand awareness purposes we will be very active in the Social Web:

- We will regularly check Technorati and Blogcatalog.com in order to find relevant niche blogs where we will take part by writing comments with embebed links to our site (Mainly, this will be an exclusively traffic generation technique as most blogs use Nofollow¹⁶ what doesn't affect Page Rank).
- The same will be used in related forums and expert communities such us Yahoo answers or LinkedIn answers.
- We will create a company profile and post regular valuable information in social community websites such as Facebook, Myspace, LinkedIn or Twitter. We will offer incentives to get people adding us as a friend in their profiles in order to get traffic and links.
- We will set up and regularly participate in Social Bookmarking Websites such us Del.icio.us posting both our links and relevant IM ones we find.

¹⁶ Nofollow tag is supposed to prevent the search engines from following and taking into account a link in the ranking algorithm



- We will take part in Social News Websites like Digg and Stumble Upon and those ones targeted to our sector: Sphinn.com. We will use link baiting¹⁷ techniques in order to get listed in those sites under the relevant category.
- Share it! Buttons will be set up in our site and blog in order to facility users posting our content to their Social Media Accounts.
- Regular participation with own content in 2.0 Media sharing websites like Youtube or Flickr

- Video and Audio Marketing

We will convert part of our MP3 content into free valuable podcasts that will be distributed via iTunes and other free podcast directories. The same technique will be used with in-house training videos that we will convert into videopodcasts as well as free distribution of them via Youtube and related Websites in order to get traffic and boost our SEO rankings.

- Ad Networks

- We will consider different sorts of media buying such us taking part in the Google Adsense image banner and video programs.
- We will also consider CPA Networks such us azoogle.com or Hydra Network
- Another option we will look at is buying space in several related blogs using services such us Federated Media, IZEA, Pay Per Post networks or via direct contact with bloggers.
- Finally we will also consider buying cheap, not well optimised but with relevant traffic related Websites via services like Sitepoint.com in order to funnel their traffic to our site plus to continue growing our PR.

- Affiliate Marketing

Not only as a traffic and link building generation technique but also as a main source for sales revenue, we will pay especial attention to Affiliate Marketing.

In order to save a sales percentage of our sales, we will ignore services such us Commission Junction or ClickBank and will focus to grow our affiliate army hosting affiliate software in-house.

¹⁷ Link Baiting is when you specifically construct a post by using creative and sometimes radical hooks in order to be linked by other Websites.



Our affiliate program will run contests for top affiliates to win prizes and will be listed in places like AffiliateScout.com

50% of the product value sale will be given to our top first tier affiliates.

- Email Marketing

Marketing through mail will also be a core pillar of our marketing plan constantly making efforts to grow and maintain our in-house opt-in list.

A short and valuable Internet Marketing free Crash Video-PDF course will be offered in order to get email addresses.

Targeted newsletters and offers will be sent to registered users using AWeber¹⁸ email management software.

- Widgets and software development

Online Internet Marketing tools, Facebook widgets, personalised toolbars, etc, will be developed in-house or outsourced via guru.com, rentacoder.com or Odesk in order to give additional value to our visitors and with the purpose of boosting traffic levels to our site via viral marketing.

6. Business and Revenue Model Strategies

- The main business model will be direct sales of the core home study course in a bundle and derivatives.
- Regular webinars planned on a monthly basis to start with.
- Google adsense ads contextual ads will be served both in the blog and forum content.
- Publicity in the main site will be sold to text link brokers.

¹⁸ Aweber.com will help us to send email newsletters at the date and time we decide. Provide us with email templates or blog newsletters. We can publish a signup form for turning people coming to our website into subscribers. Create auto responders and manage unlimited email campaigns as well as track email web analytics. They are different prices depending on the number of subscribers: we will choose from 501 to 2,500 subscribers which price is \$29 monthly.



- Affiliate complementary info products will be sold through reviews in the blog and through the main list of subscribers.
- A hard cover book is planned to be self-published by the second year with Internet Marketing material gathered for the online courses.
- Live Internet Marketing courses and classes are planned to be hold by year 2 of the Website Launch.

7. Evaluation and control

We plan to strictly monitor and track our stats in order to maximize benefits.

- Website and blog stats will be reviewed weekly using both Google Analytics and Awstats software installed in our server paying special attention to the following variables:
 - Unique monthly visitors
 - Bounce rate
 - Google Adwords Keywords conversions
 - Keywords typed in the search engines to reach the site
 - Time spent in the specific pages of the Website
 - Incoming links to the Website
- Email open rate and conversions will be measured using both Aweber and in-house software utilities
- A/B and multivariable testing will be performed using Google Website Optimizer in order to fine tune every aspect of the actions taken with the purpose of increasing Click Through Rate and conversions. Emails subjects and body content, PPC titles and descriptions, Website sales pitch, opt-in process and many other variables will be tracked and tested.
- Regular surveys will be conducted via Surveymonkey.com in order to collect data from our customers and their IM needs.



8. Action and Budget Plan (y. 2009)

Action	January	February	March	April	May	June	Who	Cost
Buy an easy to remember domain name							Done	7,5€
Get affordable but high quality hosting space							Done	54,50€
Set a viable Internet Marketing Plan							Done	0€ In-House
Build the website + blog + forum		To be completed by the middle of February					Edgar	0€ In-House
Install analytics scripts and software		To be completed by the end of February					Edgar	0€ In-House
Keyword research			To be completed by the end of March				Bart / Edgar	90€ Month/ differen tools
Prepare SEO rich IM content for the site, blog and forum							Bart / Edgar	0€ In-House
Write the sales copy for the Web				To be completed by the end of April			Bart / Edgar	0€ In-House
Set an email managing account with AWeber and an opt-in form in the WebSite				To be completed by the end of April			Edgar	22,60€ monthly
Prepare a short but valuable IM introductory course PDF Crash Course to offer it free for subscribers.				To be completed by the end of April			Bart/Edgar	0€ In-House



An Online Marketing Plan

Action	January	February	March	April	May	June	Who	Cost
Prepare a series of emails and send them to the list prior to the launch of the course					1st of May		Bart/Edgar	0€ In-House
While keep on creating reach content for the site to be indexed, create the content for the 12 modules of the course both in Spanish and English: <ul style="list-style-type: none"> ▪ Research and write 12 extensive up-to-date thematic lessons ▪ Record 12 , 90min lectures in MP3 ▪ Record 12 90 min Camtasia Studio Videos 						To be completed by the beginning of June	Bart/Edgar	Audio Hardware Camtasia Studio Video Software. One Payment 250 €
Set PPC Accounts in Google Adwords, Adcenter and Y!Search Marketing						To be completed by the middle of June	Bart/Edgar	125€ monthly . Mainly Adwords
Set Paypal and 2Checkout accounts						To be completed by the middle of June	Edgar	Paypal Standard Plan 0€ 2Checkout
Set up a Gotomeeting Account for the seminars						To be completed by the end of June	Edgar	Annual plan: 365,82€
Send the finished blueprints to Disk.com for them to duplicate and package the content on demand						To be completed by the end of June	Edgar	Content on Demand .Waiting for a reply on 100 units
Upload the finished videos, mp3 and pdfs downloadable versions of the products to our server						To be completed by the end of June		0€ In-House



An Online Marketing Plan

Write a launch product sales letter to our list						To be completed by the end of June	Bart/Edgar	0€ In-House
Start selling and monitoring the stats to improve sales conversions.							Edgar	0€ In-House
Prepare different subjects for the monthly seminars							Bart/Edgar	0€ In-House
Prepare annual updates for the products.							Bart/Edgar	0€ In-House

Monthly average costs during the first year: **295€**



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10. Appendixes

(App 1)

INTERNET WORLD USERS BY LANGUAGE

Top 10 Languages

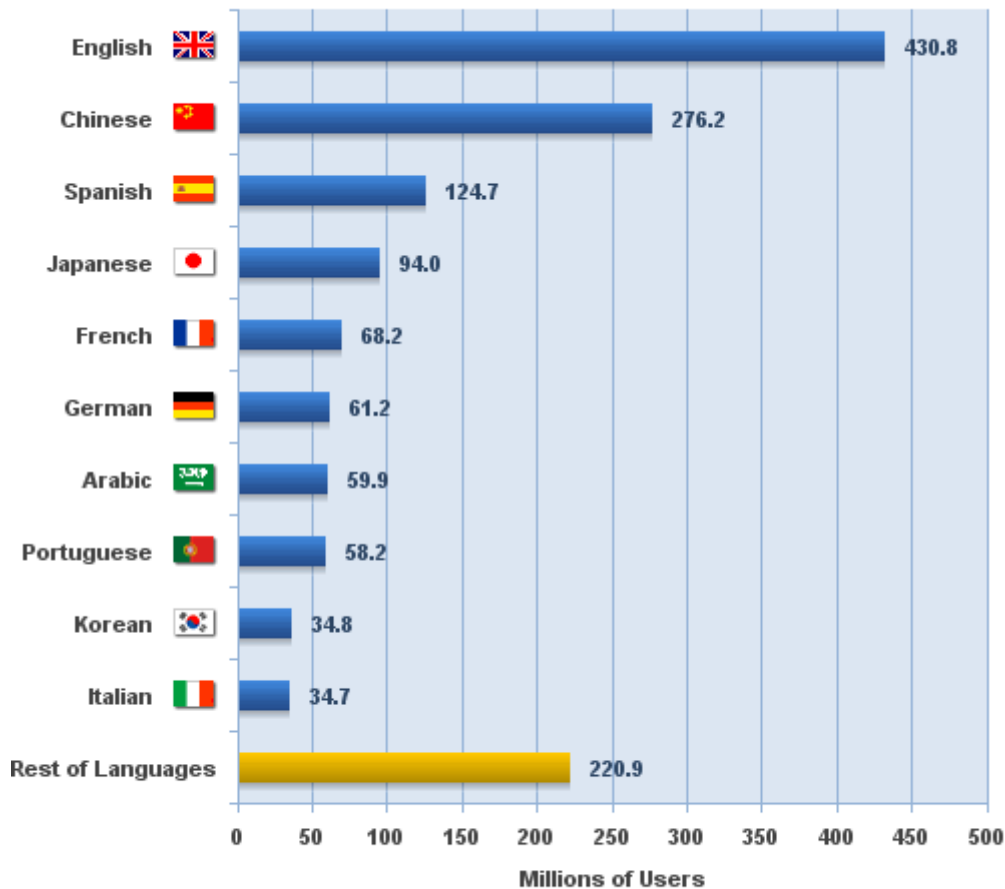
Internet World Stats presents its latest estimates for Internet Users by Language

Because of the importance of this research, and due to the lack of other sources, Internet

World Stats publishes several tables and charts featuring analysis and details here for the

top ten languages and also for the **top three languages** in use **by Internet users**.

Top 10 Languages in the Internet



Source: Internet World Stats - www.internetworldstats.com/stats7.htm
Estimated Internet users 1,463,632,361 for 2Q 2008
Copyright © 2008, Miniwatts Marketing Group



(App 2)

Traffic Study of main Competitors: (www.alexa.com dec 15 2008)

Marketing Tips

Marketingtips.com has a traffic rank of: 70582,644

Reach for Marketingtips.com: ⓘ

Percent of global Internet users who visit this site

Yesterday 1 wk. Avg. 3 mos. Avg. 3 mos. Change

N/A* 0.18810029% 01.0089145% ▼ 5764%

Traffic Rank for Marketingtips.com: ⓘ

Alexa traffic rank based on a combined measure of page views and users (reach)

Yesterday 1 wk. Avg. 3 mos. Avg. 3 mos. Change

N/A* 40326,658 22825019,644 ▼ 51,91958957869

Page Views per user for Marketingtips.com: ⓘ

The number of unique pages viewed per user per day for this site

Yesterday 1 wk. Avg. 3 mos. Avg. 3 mos. Change

N/A* 85270.4 2.29 ▼ 9%

* Daily values are not available for sites ranked outside of the Top 100K.

Marketingtips.com users come from these countries:

[United States](#)52.5%

[United Kingdom](#)8.7%

[India](#)6.7%

[Canada](#)5.9%

[Australia](#)5.8%

More marketingtips.com users...

[United States](#)52.5%

[United Kingdom](#)8.7%

[India](#)6.7%

[Canada](#)5.9%

[Australia](#)5.8%

[South Africa](#)2.3%

[Indonesia](#)1.7%

[Germany](#)1.2%

[Malaysia](#)0.8%

[Sweden](#)0.8%

[New Zealand](#)0.7%

[Spain](#)0.6%



[Singapore](#)0.6%
[France](#)0.5%
[Thailand](#)0.3%
Other countries10.8%

Less...

Marketingtips.com traffic rank in other countries:

[Australia](#)2016,431
[Canada](#)22,71437
[United Kingdom](#)25,70978
[United States](#)27,826
[India](#)67,81734070


More marketingtips.com traffic rank...

[Australia](#)16,4366171
[New Zealand](#)61468,1134110
[Canada](#)22,737
[United Kingdom](#)25,9353578
[South Africa](#)303220290327,56170
[United States](#)27,825832696
[Malaysia](#)3844,259
[Singapore](#)35,622
[Indonesia](#)2955,99856
[India](#)6327,810
[Sweden](#)68,048
[Thailand](#)77,778
[Spain](#)1471685,343
[France](#)15817,63253
[Germany](#)334,329

Traffic Secrets

Trafficsecrets.com has a traffic rank of: 84,7245

Reach for Trafficsecrets.com: 

Percent of global Internet users who visit this site
Yesterday 1 wk. Avg. 3 mos. Avg. 3 mos. Change
0.047023% 0.00882240% 0.0016105%  44%



Traffic Rank for Trafficsecrets.com: ?

Alexa traffic rank based on a combined measure of page views and users (reach)

Yesterday 1 wk. Avg. 3 mos. Avg. 3 mos. Change
690858,26002683939 65,1914794 8634,3245 ↓ 5934,6654694825

Page Views per user for Trafficsecrets.com: ?

The number of unique pages viewed per user per day for this site

Yesterday 1 wk. Avg. 3 mos. Avg. 3 mos. Change
181.2 90921.4 1.47 ↓ 7%

Trafficsecrets.com users come from these countries:

[United States](#)48.4%
[United Kingdom](#)6.3%
[Canada](#)5.5%
[India](#)5.4%
[Germany](#)4.7%

More trafficsecrets.com users...

[United States](#)48.4%
[United Kingdom](#)6.3%
[Canada](#)5.5%
[India](#)5.4%
[Germany](#)4.7%
[Nigeria](#)4.1%
[Australia](#)3.3%
[Japan](#)2.6%
[China](#)2.4%
[Indonesia](#)2.1%
[Italy](#)1.9%
[Spain](#)1.3%

Trafficsecrets.com traffic rank in other countries:

[Canada](#)2200,410
[United States](#)24,51938
[United Kingdom](#)1435,103
[India](#)62,085
[Germany](#)47669680,5746378