

An aerial photograph of a dense urban skyline, likely New York City. The Chrysler Building's iconic Art Deco spire is prominent on the right side. The image is used as a background for the title text.

21ST CENTURY LEVERAGING

GROWING YOUR BUSINESS THROUGH THE
INTERNET AND THROUGH OTHER TRENDS

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Introduction

The best way to leverage businesses for the 21st century is to unleash the potential of Internet marketing onto your business promotion methodologies. Here we see how these methods can be put to use.

Chapter 1:

How Businesses in the 21st Century Are Different from Earlier Businesses

Summary

Businesses have changed. The change is for the better.

How Businesses in the 21st Century Are Different from Earlier Businesses

As we all know, the way businesses were done before has totally changed in our age. Technology has totally changed the way we look at business methods in terms of marketing, execution, service and other related aspects. The computers have become a lifeline of our business and day-to-day lives. With the help of the latest software applications, computers can execute the work of more than 5 to 6 people and indirectly provide with a great amount of time and financial savings.

Nowadays, people are using emails, blogs and websites as a means of communication which helps us to save time and money, it also helps our customers to know about our service as and when they want. Customer service has become far better due to technological advancements.

In this 21st century, even the way we promote our business has totally changed due to change in thinking of buyers. For example, earlier we used to depend on paper ads but now this is getting changed drastically by the use of online classified ads, TV and radio and ads many other new options that have become available for us to promote our products and services.

Previously, it would be very difficult to get to know how a particular business operates and how they are performing in their business. Hence, it was difficult for businesspeople to keep an eye on each

other. However, that has now become possible through the various means available on the Internet.

Companies can find out about the tastes of people at the click of a mouse and can thus hone their products so that they become better acceptable to their market. This has direct bearing on the kinds of profits they make. All this was not possible with businesses earlier. Businesspeople were more or less shooting in the dark, guessing what people would like and play accordingly.

Chapter 2:

he Network Marketing Model (MLM) – Why Is It a Great Business Model in
the 21st Century?

Summary

This is something everyone's talking about. Though MLM seems to be so 21st century, the fact is that it has been around for a very long time.

The Network Marketing Model (MLM) – Why Is It a Great Business Model in the 21st Century?

Many people ask whether MLM really helps to make money or, more precisely, to market a product? The answer is YES. In fact, in these times of recession, MLM could be the best option to use as a business model. The prime reason for this is the fact that MLM does not cost anything for marketing. Here, people refer products to each other by word of mouth. This has a very high conversion as the product here is referred by someone whom you know and trust.

Especially in the 21st century, when the market is so volatile, it is difficult for a small company to keep investing in ads. MLM is the solution for that. It gives you a growing option without much investment. Millions of people have become millionaires using MLM channels alone. In MLM you refer someone and someone refers someone else in this way a long chain of people builds up. Here, the major benefit is that even if you don't refer many people, your downline is active and you keep getting checks.

This way you can earn a regular residual income monthly. There are many people who get retired when they are just 35 riding on their MLM horses and put their efforts in this regard, making millions of dollars. If you select a better MLM product and company, there are no reasons that you don't get success.

Sometimes people are wary of MLM, especially when they consider that they don't know anyone quite well and so they won't be able to

build networks. However, nowadays, it has become very easy in the work on the Internet. You can use Facebook, MySpace.com, hi5 and many other social networking websites to build your network instantly. You can join forums, private JV clubs, affiliate networks which make your network building like child's play.

Chapter 3:

Using the Internet for Your Business

Summary

If you want to start leveraging your business, the best way to do that is to take it online.

Using the Internet for Your Business

The Internet is the new tool for your business in this 21st century. It helps you do build your business, earn online, save your time and money. In earlier days, just to send someone a letter we need to wait for days but now with the help of the Internet; it can reach within just a few seconds and that too for free.

There are many people have take up full time businesses on the Internet. For example, eBay is a portal where people selling product online. There are millions of people earning full time from just eBay. There are many other portals that work in a similar manner.

Promoting your product or service was never been so simple. Internet marketing has made that happen. People promote their product or services using blogs, websites, free micro blogging, forums and so on. Many online communities exist for different business which you can join for free and many premiums paid once which opens a new door for you in terms of business and new customers.

Facebook and Twitter has totally changed the way we use social communities. People can totally customize Facebook to be their personal desk and promote whatever they want to. There are several software applications available to promote Facebook and Twitter which minimize your work by 70% and makes the process automated.

Twitter is a new revolution in microblogging where people follow each other and inform each other about their activities, products, services, events, etc. Twitter helps you to connect to people instantly and

easily. You don't have to know much about the Internet to use Twitter;
it's very easy to use and instant blogging.

Chapter 4:

Web 2.0 – A Step Ahead for All Businesses

Summary

Web 2.0 is what is really taking businesses forward.

Web 2.0 – A Step Ahead for All Businesses

Web 2.0 has totally changed the way how manufacturers and buyers used to behave earlier. Now customers have become smart and manufacturers have improved a lot in their quality and service. Most of the companies have started using Web 2.0 to improve their business, to know their customers thoughts and improve their product or service.

Customers have become more discerning than they ever were. They don't make decisions for making instant purchases like they used to do before. They search for reviews on product or service on the Internet first, closely take a look at product and only then make the decision which product to buy. It has become much easy to know the review of a product for example if a customer wants to buy a mobile they have more than hundreds of choices. So, they do a research first, check users' reviews from people who have already used the product or service and then decide which one will be a good fit for your purposes. This helps the user to know exactly what the product is and whether or not it matches with what the manufacturer claims.

Companies and manufacturers also keep a close track of these reviews and try to improve the product quality or price based on reviews by their existing customers. This way it helps both the customers and the manufacturers to maintain good relationships with each other.

With the help of web 2.0, you have at your disposal a completely new and prospective way or marketing which helps both the parties. Companies realize that one bad comment about their product can

jeopardize their business prospects. Hence, they make genuine efforts to keep the customers happy with what they offer.

The Web 2.0 concept is so vast that not all the companies know exactly how it works. But realizing the vast benefits it has, people are not minding the effort they have to put in order to understand the concept.

Chapter 5:

Niche Businesses – The 21st Century Trend

Summary

Working within a niche amounts to specialization, which in turn gives better credibility to your name.

Niche Businesses – The 21st Century Trend

Niche businesses weren't so common until people started understanding the power of Internet and how to earn online using methods of niche business marketing and the Internet.

First of all, let me tell you what a niche business is. To explain you more clearly I will explain you with an example. There are many business online and offline, say health, games, entertainment, training, sports, etc. If you want to select a business in a particular area such as training, then it becomes your niche. It has a broad meaning as well, so we go more in research and find detailed information on that niche and look for sub niche example dog training. Dog training can further be divided into sub niche example *stop your dog from barking*, *how to stop your dog from scratching carpets* and so on. So in this way we can find more targeted niche and get targeted buyers and make good sales.

Earlier, it was difficult to find the proper niche by marketers as they did not have proper sources but nowadays the Internet has removed that stop block and opened new opportunities in niche business marketing. More and more people are joining niche business to get a good profit from their business.

Once you find the proper niche you can start promoting it using blogs. You can use free blogs like www.blogger.com, www.hubpages.com, www.squidoo.com and many others. This helps you to get start without much investment as most of these platforms are free.

You can even use article marketing, which is one of the best known online marketing methods. If you do proper article marketing you can get tons of targeted traffic to your niche blog. You can get a very good number of sales as here conversion rate will be high because you will be using sub niche business marketing technique with other promotional options.

Chapter 6:

Attracting the Customer

Summary

This is the universal requirement for businesses, whether it is your corner cigarette shop or a multinational corporation.

Attracting the Customer

Generating traffic to your website has been much easier. Years ago, when we had to promote our product we used to do cold calls, mail marketing, road promotions, place ads in newspapers, all of which were very costly and also time-consuming. Also, it wasn't possible to target customers; all you got were general visitors.

But since the time the Internet has become a business mainstay, all this has almost changed. People have discovered better means on marketing online. The major benefit of Internet marketing is that targeted buyers come to you and you don't have to go in search of them. This makes the conversion rate very high as they are looking for a product and we have it.

There are many different ways of going about Internet marketing, such as those mentioned below:-

1. SEO (search engine optimization)
2. Article marketing
3. Blog marketing
4. Forums posting
5. Blog commenting
6. Social network marketing
7. Video marketing
8. Podcast marketing

These are some of the best methods to generate targeted traffic to your websites. If you follow all these methods, there will be no

questions about targeted traffic to your website which can get a high conversion rate.

However, it is not all about promotion when you are marketing something online. You should also provide special offers, give them bulk discounts, promotional offers, up sells, down sells – you can also take care of cross sales. All this gives a boost to your income. Nowadays, one time offers and second changes are more in demand.

You can also develop a list of targeted customers by providing free newsletters and information which helps users. In turn you get leads of the targeted customer which you follow up any time. This is called as lead generation technique which is one of the most important techniques of Internet marketing.

Chapter 7:

Internationalization of Business – Easier Now than Ever Before

Summary

One of the most important trends of businesses today is to take them to global levels, beyond your national boundaries.

Internationalization of Business – Easier Now than Ever Before

In recent times, businesses have become global; not only big companies but even a person working from home is doing business internationally. This became easy with the help of technology like Internet, advance telephony and so on.

A person sitting in India or Kenya or in any other part of the world can do the business easily without any problem. There are many freelancers working for any offshore companies from remote places of the world and this is what makes win-win situation for both of them.

Take an example of being an online affiliate. Affiliate marketing has touched new heights in Internet marketing which can be done from a place with the help of the www. An affiliate sitting in India can sell a product to a US customer and a US affiliate can sell something to a German customer. It does not matter from which country you are doing business. The Internet makes very easy to do business in international countries without any local presence in other countries.

People can have offshore bank account, office, telephones, toll free numbers, etc at a very reasonable price and get it local presence instantly. This helps in developing your business in international market with a limited budget. Many people even have complete staff in offshore countries which help them to make a brand image.

People also get all virtual setups to do businesses in other country. For example, you can have a toll-free number in the US which redirects any call to India or any other country. In this way customers don't have to make long distance calls. You can also have unlimited call number from CA or any other state in US. This make very easy for companies to take their business internationally.

Chapter 8:

Providing Freebies – A Useful Tool in Leveraging Businesses Today

Summary

Giving is receiving.

Providing Freebies – A Useful Tool in Leveraging Businesses Today

Providing freebies is considered to be one of the marketing strategies, especially nowadays when companies of all sizes are trying out this tactic in order to bring an increased number of customers to their websites. If the freebies offered by a company are really valuable, they can bring in a wonderful stream of targeted traffic, which have a great chance of getting converted into being customers.

There are a few web hosting companies that provide up to 5 GB web space as free. You might think what do they get by providing such things for free? But there's a catch. When they provide you with the free web space, they have some restrictions in the hosting features and if you want those features unlocked, you need to upgrade your account. For instance, there won't be database facilities. So if you have a dynamic website, you will need a database and for that you will need to upgrade your hosting.

There are many multinational companies providing free health products to be tried out. If you like the product, you are invited to purchase them. There are many companies providing you free fat loss tablets to try out. You just need to bear the shipping costs in most cases. In this way, instead of these companies spending much on ads, they are giving away free products for customers to try out and find out how their products compare to the market.

In the same way, many websites have eBooks, videos and software applications that they give away for free. If you like that product, you can upgrade it to advanced version. For example, AVG antivirus has a free version but if you want to use that in multiple computers and will need to use it commercially. In that case, you will need to buy their advanced version.

Many companies provide free newsletters for their customers to know about their needs. For example, there can be a big website providing newsletters for moms on how to raise their children. In turn, this company will charge other companies to promote their products to this section of readers.

Chapter 9:

Some Methods Used in Business Promotion Today

Summary

Here are some new methods that can take your business to a new level.

Some Methods Used in Business Promotion Today

Let us now talk about some of the best methods that you can use in promoting your business. These methods are all high in demand currently and you can use them in various business niches, from product to digital products, eBooks or something like that.

Here are the methods:-

1. Provide **One Time Offer** – This means, whenever a visitor comes to your website, he or she should get one time offer which he gets this time only. For example, if a person is buying an eBook of a value of \$17, you can show them a video that they can buy as well for a 20% discount if they buy it right away. Tell them that the discount won't stay when they return.
2. Provide free eBooks, tips, ideas and resources to your customers. These things help you to get a loyal customer base and you can even promote your products in your newsletters with tips or whatever information you are sending.
3. You can use cross selling methods. These methods involve selling other related product to your customer at the time of checking out. For example, if someone is purchasing a motherboard, they can be offered a compatible RAM with that or they can also be offered an additional fan along with the motherboard that they purchase.

4. Provide an exit offer. Let's say you have visitor to your website. They go through your website and like the product and decide to purchase it. What you can do is, when they try to close the website, they will get an unblockable popup informing them about some special promotion, like if they buy some product right away, they will get a 20% discount instantly. However, this is a onetime offer and won't remain when they return. This gives at least 10 to 20% higher conversion rate.

Start applying these modern promotional methods to your online business and take your business to the next level.

Chapter 10:

New Trends for New Businesses

Summary

Businesses change. People change. The trends for promoting businesses to people should also change.

New Trends for New Businesses

As technology changes, new trends for businesses begin to emerge. Until a few years ago, we did not have much idea about how to research on particular product. If we have to start a business, we just had local market to check out what is working and not. And, this would be pure conjecture – we did not have pure figures to go by.

Now technology has changed everything. People are taking the help of the Internet to get all the research done. Let me show you some of the methods we can use to research product demand and service.

1. You can try Google Trends (<http://www.google.com/trends>) to know about the latest products in demand. This gives you inside look of product demand by location also. This helps you to determine what product growth has taken place in the past few years. For example, the weight loss keyword is searched the most in the US. This shows that the target market area for your health related products is the US.
2. You can take online surveys with the help of survey websites or by getting into network of CPA. In this method, people post their survey form on their website which is related to their business and when any one fills out the survey form you pay the website owner a fixed decided amount. In this way, you can know what people are actually looking for and at what price.
3. You can create your single page website where there will be a survey form and you give a free gift for those people who help

you to complete the survey. You can provide a free eBook or something.

So you see it's been really very easy to research your business trend without much investment and get direct inputs from customers. This helps you decide what you need to do with your business.

Conclusion

You are now on par with what marketers are using in today's world to bring their businesses out into the open.

Utilize these methods and unleash their potential on your practices.

All the Best to You!!!

Recommended Resources

