

The success of internet marketing depends on how effectively you have planned the strategy. There are several factors that control search engine marketing. Search engines offer opportunities for almost every type of business. Whether it is brand promotion or direct response advertising, there are opportunities for everyone. Best marketing strategies include all the three platforms including organic search, pay-per-click advertising and content networks. Below, we discuss all these three powerful marketing platforms and also find out which search engine marketing strategies happen to be the best for online businesses.

### **Content Network-Targeted Marketing**

Online businesses that want to promote their brand can benefit from content network-targeted internet marketing offered by both Google and Yahoo, major search engines. This is actually pay-per-click advertisements that appear alongside relevant content across the entire content network of search engines. These advertisements can be either text based ads or image based advertisements in the form of banners. This is an effective way to create brand awareness for online businesses.

### **PPC Search Engine Advertising**

Another effective search engine marketing strategy is pay per click search engine advertising. In this form of advertising, ads appear alongside major search engines like Google, Yahoo and Bing. In terms of branding, PPC search engine advertising may not be much effective. This form of advertising does not include images or dynamic media. This is an effective strategy for those who are looking for targeted internet marketing.

Internet marketing specialists who are looking for immediate results can immensely benefit from this form of pay per click advertising. Whether you are looking for short term results or long term results, you can use this strategy to get instate sales success.

### **Organic Search Engine Marketing**

This is one of the most powerful and cost effective strategies for long term branding. Small and medium sized businesses can get a lot of benefit using this search engine marketing strategy. This is done through search engine optimization (SEO), which means keyword-optimizing your web pages for search engines. Through organic search engine marketing, website links (search results pages) appear alongside the pay per click advertisements in Google, Yahoo, Bing etc.

While pay per click search engine advertising generates instant sales, organic search engine marketing requires a lot of time and targeted effort. In organic search engine marketing, marketers do not pay for the traffic. Business websites appear in search results on the basis of how well they have been optimized for search engines. Before search marketers plan to invest in this method of online marketing, they should first consider the largeness of the market. If your

target market is huge, your investments in organic search engine marketing can truly be worth it.

### **Which is the best strategy?**

All the above mentioned strategies for search engine marketing are useful for businesses. However, it is essential to figure out which can work the best in your favor. To choose the best strategy, you need to clearly define and understand your business goals. Are you only looking for short term results? Or do you want long term benefits? Asking questions like these and doing extensive research about the type of business you own will help you choose the best search engine marketing strategy. To make your internet marketing efforts bear fruit, businesses need to have a closer look into content network-targeted internet marketing, pay per click search engine advertising and organic search marketing.

Depending on your specific business goals, it is important to understand whether you are looking to promote your brand over the internet or you are looking for direct response marketing. Choosing the best strategy will help you achieve your business goals effectively, without wasting time and money.