

1. Internet marketing is more or less exactly what it reads as, Marketing via the internet.

The main focus seems to be your hub site which is your main website which will be central to everything else you will be marketing via Like facebook, twitter, instagram, radio, high street SEOs email marketing and other blogged sites that may be used. Everything will be directed to this site to analyse what is useful.

2. The most popular strategies for internet marketing are,

- Search engine optimisation
- Email marketing
- Social media
- Affiliate programs
- Web design and development

3. Email marketing = Is creating a database of clients who opt in to your marketing strategies that you can contact by sending email through the internet off cause.

They will often opt in through advertisements they see or products they buy online I would assume and the data is acquired to be able to send them emails to offer services or products of our own.

4 Search engine optimisation is search engines online that will grab the eye of the consumers interests for whatever they are searching for.

It would be focusing on what the consumers would be searching for and using I assume google ad words or certain strategies to bring attention to either the service we are offering to the consumer or the service the consumer is looking for.