

Published based on [What Is Internet Marketing Exactly?](#)

What Is Internet Marketing Exactly?

Internet marketing is one of those keyword phrases that no one had ever heard of 10 years ago. Today, if you are looking for ways to make money at home, Internet marketing is one of the first things you will check out.

So what is Internet marketing exactly? Let's see if we can answer that in a way that you will understand and can use to make money yourself.

Very simply put, Internet marketing is using the Internet to advertise or promote a product that you want to sell. The key to making money on the Internet is to actually be selling something.

Many people miss this point as they get online and become confused with all the different aspects of Internet marketing. This is especially true when it comes to generating traffic.

Often times people will spend a tremendous amount of time designing a pretty website, but forget to put together an effective advertising and marketing campaign. The bottom line with Internet marketing is you will never make any money if you do not have visitors coming to your website.

There are many ways to get traffic including article marketing, traffic exchanges, pay per click ads, e-zine advertising, and so on. One key to making money on the Internet is to master one form of traffic generation until you become an expert at it.

Once you do this, Internet marketing will be easy for you because you will be able to promote anything that you want online. Even a poorly designed website can make money if it gets enough traffic to it.

You can also find this article published on [What Is Internet Marketing Exactly?](#), and on the tag pages [Internet Marketing](#), [online marketing](#), [traffic](#).