



Niche - The way to go in succeeding Internet Marketing

Dr. K.Venugopal¹, Endris Nuru Zeleke², V.Gopala Krishna³ and P.Manoj Kumar⁴

- 1. Professor, Department of Marketing Management, College of Business and Economics, University of Gondar, Ethiopia**
- 2. Professor, Department of Marketing Management, College of Business and Economics, University of Gondar, Ethiopia**
- 3. Assistant Professor, Department of Management Studies, AITAM, Kotturu, Tekkali**
- 4. Head, Department of Management Studies, Sun Degree College, Srikakulam**

Abstract: *Most niche markets are more unlocked to the newest marketing strategies, as well. Small niche markets are not overstocked with good strategists therefore much easier for the beginners to force an entry which allows you to promote your own niche product for anything and everything you can visualize. All it takes to break into a niche market is a good idea, a good product created by any person that will appeal to certain people, some advertising and the desire to succeed. The Internet marketing niche, on the other hand, connotes that you will be promoting your own Internet marketing product which is very crowded field of endeavor and really difficult to bring into being. Some of the lucrative ventures illustrated and celebrated are the creation of an informational product which can be traded as impartial products or used for advertisement or promotional causes. Building a content prosperous web site will draw potential customers and publishing newsletters and e-zines have pertinent and precious information that people will happily pay for subscriptions. It is found to be important to discuss the ways what people consider as problems to visit the online forums and also what are most concerned about searching the Internet for products and services that will help them in solving those problems. This paper backed up by the exploratory research with secondary data discusses adjoining and influencing features in association with internet niche marketing.*

Keywords: niche internet, overture, search engine optimization, affiliate marketing

1. Introduction:

The word 'niche' is defined as: "A special area of demand for a product or service". 'Marketing' is defined as: "The opportunity to buy or sell". If you put the two works together, niche marketing means buying or selling a product or service in a special area of demand. All that really means is that a product or service is being sold to the people who are most interested in that particular product or service and not to the world in general. One of the things that makes niche marketing so attractive to sellers is that their advertising budgets go further. It costs less to advertise to a specialized market than it does to advertise to a broader market.

Niche marketing must be designed to meet the unique needs of the targeted audience. Niche marketers must tailor their product to meet those unique needs. Niche marketing is a very effective and cost efficient way to advertise and sell specific

products or services to a specific audience or, hopefully, buyers of that product or service.

In reality, the big players have all the money they need to advertise and sell their products and little marketers are on such poorer advertising budgets that are so small that they probably may not tally up to what the big players spend on paper clips in a month where competing with them is neither feasible nor possible. So the reaction pattern of little marketers is Niche marketing where they cannot advertise their products and services to the world unconfined but with the proper utilization of internet will lead to a pretty decent source of revenue.

Niche marketing is selling specific products or services to a limited audience with the least possible resources such as a computer, an internet connection and a good idea can sign up business for himself on the Internet and target the people

who would be most interested in what he has to sell and do all of the above on a very limited advertising budget. For example, if a person has concocted a new dish formula that will give a different taste, he cannot compete with giant companies that sell distinguished food products. But he can narrow his market down to a niche and target sales to those who have small hotels or restaurants simply by buying a domain, getting a server, and building a website to advertise his product exclusively to targeted people. In essence, niche marketing is selling a product or service to those who want or need the product the most. In view of the adjoining features, successful operations, performance of forums and meeting demand have been the crucial points for the sustainability of respective marketers. This paper elaborates all the decisive elements in line with the practicalities and paradigms

2. Objectives

1. To revise the adjoining features in association with internet to niche marketing
2. To appraise Niche Marketing as the way to go in succeeding online
3. To evaluate how Niche marketing helps to solve real problems through forums
4. To find out what you need to sell info products to niches and meet the demand

3. Conceptual Review

A niche market is the subset of the market on which a specific product is focusing. The market niche defines the product features aimed at satisfying specific market needs, as well as the price range, production quality and the demographics that are intended to impact which is also a small market segment.

Marketers mainly affiliate marketers use Niche Marketing more profoundly for making money online. So who are Affiliate Marketers? Experts who search & find a product they like, promote it to others, and earn a piece of the profit for each sale that you make. Affiliate Marketers are happy because they earned a commission... Simple example would be "A Broker being an affiliate marketer making money from both tenant & landlord for just connecting one to other or even

Google is also a sort of Affiliate Marketer who connects advertisers with customers & vice-versa. An often used technique for affiliate marketers is Internet-based niche segments of larger markets where niche websites can be developed and promoted swiftly to inimitably serve a targeted customer base, giving the affiliate a small but potentially continuous source of revenue and the same technique can then be repeated across numerous other niche websites. A wider niche is tougher to market as the outlay of online advertisements increases consistent with the popularity of the keywords used. Keywords are the words and phrases that Internet users type into search box of a search engine, such as Google, to find what websites that match what are looking for.

Some niches may become saturated with marketers, increasing competition and thus reduce the slice of the pie available to each competitor. One solution is to find smaller, "undiscovered," but still profitable, niches, usually by searching out the best keywords to target. These lower cost keywords are called long-tailed keywords, as in the long tail of secondary keyword phrases that usually follow the main keyword in popularity of number of searches conducted by internet users. Because some are so obscure as to have few or no clicks per month, the trick is to find the right ones to target. Often business owners are frightened by viewing a niche market as narrowing their sales or cutting into a profit margin but as a matter of fact the market could be defined as a component that gives your business power and allows them to define who you are marketing to.

A niche market is a focused, targetable portion of a market. By definition, then, a business that focuses on a niche market is addressing a need for a product or service that is not being addressed by mainstream providers. You can think of a niche market as a narrowly defined group of potential customers. For instance, where there are lot of businesses focusing on offering cleaning services, a business might establish a niche market by specializing in "blind cleaning services".

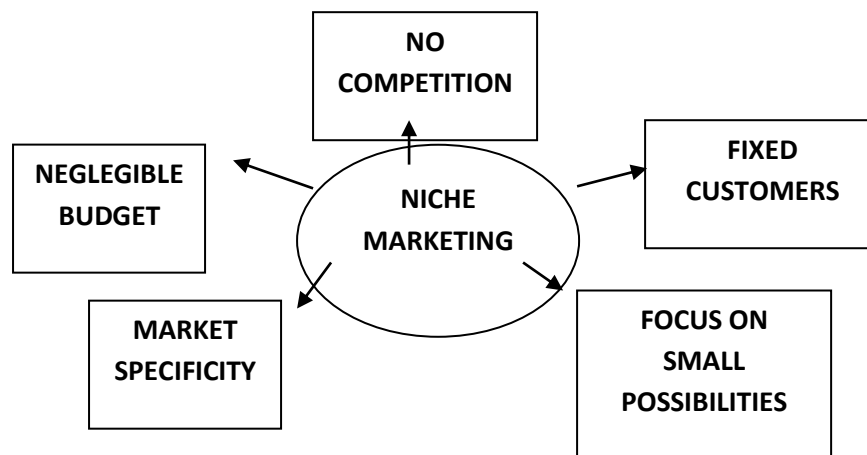
Defining Marketers' niche market before they embark on their Internet marketing strategy is important for the following reasons.

- Makes it easier to develop ideas for new products or services that inherently appeal to a specific niche.
- The ability to make the most of their marketing budget by targeting the defined niche market. It can be discerned exactly where to advertise and where to look to find blogs and related sites that are catering to your market which give them a starting point.
- Promoting & targeting your business to the niche market with the help of Search Engine by better optimizing your website.
- The ability to cater their website to their niche market and develop the site to guide their viewers and help them find solutions or products that are offered and are specific to the problems that the niche market encounters.
- Having an upper-hand in establishing oneself as a leader in your industry.

One reason that so many people want to work from their homes is that there is no need for a large

financial investment to begin an online business. One doesn't need to invest heavily in product development. Those who have expertise in almost anything can begin by simply writing an e-book and promoting it or obtaining a website and promoting products that are produced by others. Think of the people who promote products that are produced by others as the modern version of the old door-to-door salesman except instead of knocking on one door at a time they knock on the doors of millions of people at the same time by way of the Internet.

Another attractive reason that draws people to a work-at-home job or small business is the fact that they do sole-proprietorship nicely that one person working from one computer these days can accomplish the same things that once required many people working many hours to accomplish. A sole-proprietorship business is not required to file separate tax returns or pay any special taxes on income that is earned in the way that a corporation. The taxes levied on a sole-proprietorship business are just for personal income.



As shown in the above picture,

- Niche marketing is not about trying to sell your product or service to the world at large. As a small businessperson, affordability of multi-million dollar advertising budget is quite not possible.
- The competition is taken out of the equation when you do niche marketing for the niche marketer is not out there in the world lined up beside or behind a million

other people who are selling the same thing you are selling but selling to a specific audience created for self with his opt-in email list.

- Selling to different people every day of the week cannot be carried out in niche. Once list is built, the products and services can be sold to the same people time and time again. By taking as much time and putting forth enough effort to get to know the people who make

up the list of buyers that marketer can continue to sell to them.

- It is about focusing on the small picture and the smaller the better but never focusing on the big picture. Narrowing your niche down to a very specific part of a larger market assures you of gaining a fair market share of that small part. The world is a big place and there are billions of people where the concentration needed to be on a minute portion of the population to have a huge list of potential buyers of your products or services.
- Niche marketing is not about seeing only the impossibilities. Niche marketing is only about looking closely at the small possibilities that are converted to sales can equal big profits.

4. Niche Marketing - the Way to Go in Succeeding Online

Niche Marketing is the last great frontier for the small business entrepreneur in the real world where small businesses do not have a half fair chance of competing against the giant international corporations of the world. The Internet has evened the odds for small business by creating a real equal opportunity for those who are willing to use it. All of the ways to make use of niche marketing and succeed require getting a domain, webhost, building web pages and adding content which are just the basic basics of Internet Marketing in any form. Then there are the choices of how to go about building a successful niche marketing site that will provide you with a profit.

1. Informational product which can be articles, reports, and columns, audio or video, or other things which can be sold as standalone products or used for advertisement or promotional causes.
2. Content rich web site that are so interesting which will draw the attention of potential customers time and again.
3. Newsletters and e-zines of pertinent information that people will contentedly pay subscriptions to them.

All of the above listed ways can be used to create a niche marketing website that has the capacity to make money. There are two things that all of these methods have in common.

1. The theme or topic should help to solve a problem, makes the people happier, or provides them with information that they want or need.
2. The content of the website and the topic must be relevant, timely and interesting to the people who read it and the website must be easily navigated as well. Below is an example on the same discussion; how the main topics are surrounded or encircled by the secondary keyword topics to support it strong.



4.1. Niche Product Online through Research

Deciding on what product or service you will promote in a niche market should be based on;

- the demand in order to offer something that people actually need,
- something that will make their lives better,
- make them feel better physically,
- make them look better,
- Or help them solve a problem

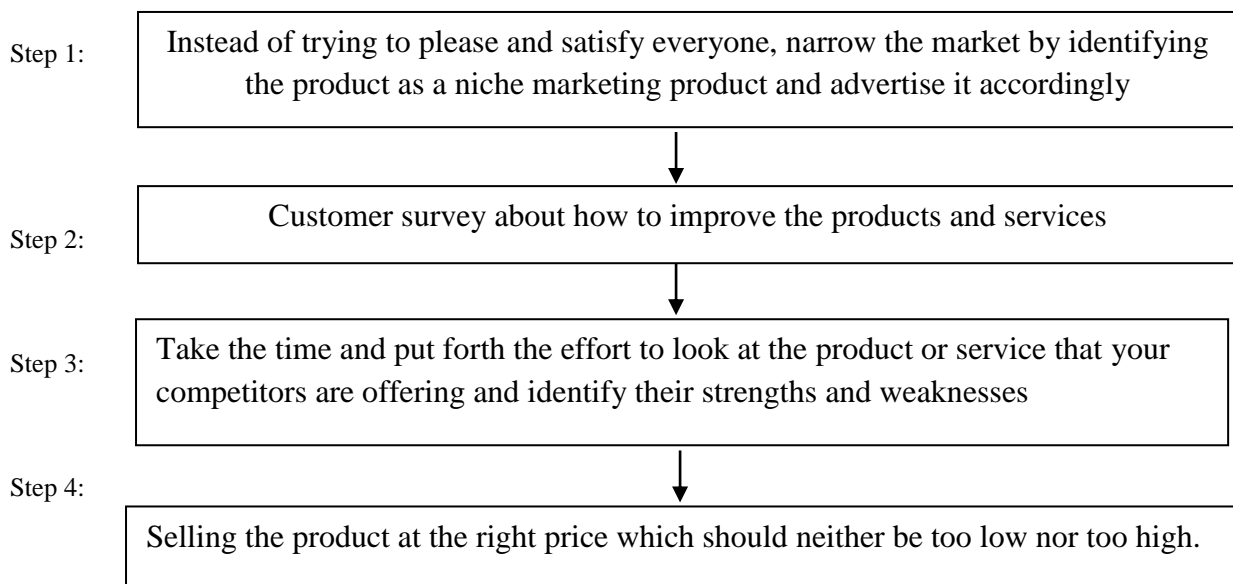
Once a product or service is chosen to market, researching to find the right niche for your product or service is the next most important part of beginning a niche marketing program. The things that you need to know are where they spend their time online, and what makes them tick from a personal and business point of view. There is niche marketing software out there that can help you learn these things about your potential niche market.

The next thing you need to learn as you research your online niche market is what you can reasonable charge for your product or service. The best and most effective to do this is to visit sites

that advertise products or services similar to have been chosen to sell. It should be easy to see if they are giving away a service or selling the product at a price far lower than would have to be charged. If it can be determined that there are people out there who are willing to spend money to buy what you are selling and you can identify those people then you have a niche marketing product or service that can make money on the Internet. Sometimes it takes reframing your product or service to make it more attractive, better or just different than what others are selling it for. Research is the pioneer to be successful in niche marketing.

4.2. Product upgrading steps

If a niche marketing website that does not produce sales at the rate of expectations which could be that the marketer has not actually figured out that what a niche market product is being sold. He might need to do a little 'tweaking' and modify your strategies somewhat to get the site performing better. The following steps can be used as guidelines to be strategic.



4.3. Solutions via Forums

Niche marketing as its best helps to solve real problems that real people live with every day. If you can come up with a product or service to promote in a niche market that will help people solve their problems then you will have a money making niche market website and can quickly build a long list of potential customers.

A good way to find out what people consider a problem is to visit the online forums where people talk about anything and everything through discussions of subjects that they wouldn't talk about with their best friends for the simple reason that they can remain anonymous and look for solutions online. By visiting forums and taking note of what people are most concerned about you can search the Internet for products and services that will help them solve those problems. Gather the information about the topic. Write or have written

for you articles about the topic. In this way you can find a topic and build a content-rich website for niche marketing that helps with the problem you have identified and that will serve the needs of people.

An additional way to use forums to help you build a niche market website is to join a forum, identify the problem being most often discussed, post a question that will produce many responses and use those responses to write an e-book on the topic. The fact is that many people will buy an e-book that is filled with information they could actually gather for themselves. They will also purchase e-books that will tell them what other people with the same problem they have think about or are doing about their common problem.

4.4. Content Rich Sites

Making money from a content rich niche marketing website can be very easy, very difficult or impossible. A person will find niche marketers when he types words into his favorite search engine and hits search. Let's say he types in "Improving my golf score" in Google/Yahoo/Bing search engine. He will get many website search results when clicked will take him to niche marketing sites. On these sites, he will be asked to enter his email address and opt-in to receiving a newsletter. Since he is in need of learning how to improve his golf score, he willingly does that. On the content rich site he will find articles and other information about improving his golf score and advertisements for products and services designed to help him improve his golf score. In the future he will receive a newsletter, about every two weeks usually, and he will have become a niche market customer.

If you are the niche marketer, the opt-in email address supplied is pure gold because you will have a customer or a potential customer. When he buys the products and/or services that you are advertising on your site, you will make money. Having a content rich site enhances the possibility of sales. The trick to making money from a content rich niche marketing website is to have a topic that helps people solve their problems, makes them feel better or look better, or supplies them with information that they need. You will need to have related products and services advertised on your site since that is where the income actually comes from. The website content is what makes people visit your site again and again. The more content rich it is will determine how often they visit and how long they stay. The longer they stay the more opportunities you have to sell to them.

4.5. Information Products to Niches

There are a lot of people who would love to be able to create a cool informational product and be able to make a great living and rich. The first thing needed to create an informational product is associated with an idea or a subject or a topic that will fill the needs, solve problems, or just make life better for some particular and very specific segment of the general population. You are surrounded by ideas if you just look into the problems identification in the way of; what is your biggest problem? Do your friends share the problem? Are

you passionate about a hobby or a sport? These kinds of things are the stuff of which informational products are made of. So the very first thing you need is to identify a topic and, thereby, a market.

Another thing that you need to have in order to create an informational product which will become successful is research. Every topic and every subject are not going to make money. Many of them will...but just as many will not. The best research is accomplished by reading and talking to people who have succeeded in niche marketing informational products. Savvy niche marketers can spot a great topic from forty paces with one eye shut. When you have an idea and have done the research that has proven that there is a market for your informational product, the rest is just a matter of creating the product building a great website and advertising it.

5. Conclusion

- **Deciding:** Deciding on what product or service you will promote in a niche market should be based on the principle of simplicity & needful for a particular audience segment.
- **Demand:** There should be a demand for your product or service with offer that people actually need, something that will make their lives better, make them feel better physically, make them look better, or help them solve a problem.
- **Researching:** Once you have chosen a product or service to market, researching to find the right niche for your product or service is the next most important part of beginning a niche marketing program. The things that you need to know are where they spend their time online, and what makes them tick from a personal and business point of view. There is niche marketing software out there that can help you learn these things about your potential niche market.
- **Pricing:** The next thing you need to learn as you research your online niche market is what you

can reasonable charge for your product or service. The best and most effective was to do this is to visit sites that advertise products or services similar to what you have chosen to sell. It should be easy to see if they are giving away a service or selling the product at a price far lower than you would have to charge. If you can determine that there are people out there to spend money on what you are selling then you have a niche marketing product or service that can make money on the Internet. Sometimes it takes reframing your product or service to make it more attractive, better or just different than what others are selling it for.

- Research is the key to successful niche marketing.

REFERENCES

Leigh Burke (2008) **“Niche Internet Marketing: The Secrets To Exploiting Untapped Niche Markets And Unleashing A Tsunami Of Cash”**

Sherice Jacob (2009) “Get Niche Quick!: The Definitive Guide To Marketing Your Business On The Internet”

Stephanie Chandler (2012), “ Own Your Niche: Hype-Free Internet Marketing Tactics to Establish Authority in Your Field and Promote Your Service-Based Business’

Shekhar, Shashank (2009), "Online Marketing System: Affiliate marketing", retrieved from [http://: www.feedmoney.com](http://www.feedmoney.com)2009

Hoffman, Donna L. and Thomas P. Novak (2000), “How to Acquire Customers on the Web,” Harvard Business Review, 78 (3), 179-83

Di Ianni, A. (2000), "The E-business Enterprise and the 'Web-first' Principle of E-marketing", Journal of Interactive Marketing, Vol.-2, pp. 158-170.

Egan, D. E., Remde, J. R., Gomez, L. M., Landauer, T. K., Eberhardt, J & Lochbaum, C. C (1989) eMarketer (2000), “E Mail Marketing Report”, eMarketer, New York, N.Y.

Fairhead, N. (2003) “All hail the brave new world of permission marketing via email” (Media 16, August 2003).

Venu Gopal K., V.Gopala krishna., Rajasekhar(2012), “Blog That Markets At Ease” Proceedings of the National Conference on “Indigenous Management Practices” PANACEA-2012 MARCH 2nd, 2012 ,ISBN: 978-81-924021-0-9, pp.35

Venu Gopal K., Santosh Ranganath N ., (2012)., “Search Engine Optimization – A Tool for Advertising in India” The International Journal's Research Journal of Economics & Business Studies , Volume 1 ,Number 3, January, ISSN: 2251-1555, pp.68

Venu Gopal K., Saumendra Das, Dr D.vishnu Murthy., (2012)., “Email Marketing: A Paradigm Shift To Marketing” International Journal of Advanced Research in management and Social Sciences , Volume1, no1, July 2012, ISSN: 2278 -6236, pp.101-116