

carefully choose your target market for example "*small business owners*" - your marketing plan be developed around them.

Determine your positioning statement

When developing your [Internet marketing business plan](#), consider what differentiates your business from your competitors. It could be the quality service that you provide or perhaps you have a unique solution that other companies do not offer. Whatever your key differentiator maybe, utilize this to develop a positioning statement that clearly defines the value that your business can offer.

Allocate your budget

This may sound like a simple point to consider, but your budget will inform the type of Internet marketing tools that you are able to use in your [Internet marketing plan](#). If you have a small budget for example, you may not be able to advertise online as much as you would like. Instead, you could choose to focus your efforts on organic search engine optimization as a more cost effective method.

Make sure you target the right channels

With your plan, make sure that all your efforts are aimed at your target market. For example, if your target audience "*small business owners*" from a specific industry that doesn't really feature on social media, it would be pointless spending your efforts on an expensive campaign on that particular channel. You may instead want to focus your efforts on a campaign for the local small business website association, which your target market reads regularly.

The world of Internet marketing is an exciting and challenging one. If you are looking for a professional company to assist with your Internet marketing plan, WSI specializes in providing professional and effective internet marketing services.

About WSI:

WSI is the world's leading Internet Marketing & Online Promotion service provider offering SEO, SEM, PPC, web development, social media marketing, mobile marketing and other internet marketing services to suit the needs of