**Insight on How to Promote Products and Sevices on the Internet**

Promoting business and its products can be done online, the process has forms which include;

**Social media marketing;** It is the method of getting attention and sales through social media platforms like Instagram, Facebook, or Twitter. It is further subdivided into two categories namely;

* *Organic social media marketing*
* *Paid social media marketing*

Organic social media marketing deals with building community relationships with customers with the idea to create interest with customer loyalty. On the other hand, paid social media marketing is a way that advertisers pay a fee to advertise on online platforms like Facebook and Youtube. This is made possible by the use of the **Buffer tool**.

**Search engine optimization (SOE**) is the process of enhancing websites to improve search engine ranking which leads to the maximization of clients to particular webpages. It can also have On-Page SOE and Off-Page SOE. On-Page, SOE increases the website speed while the Off-Page SOE makes the content appear higher in the search results. This is aided by the ***AHrefs tool***.

**Content marketing** is a way of creating, allocating, and promoting online materials that are tactically designed to give an attraction and conversion of the target market into customers. It has forms that business uses to do this, like podcasts, emails ebooks, blog posts, and infographics.The most effective tool is ***Buzzsumo*** which enables you to find the content which is shared mostly.

**Influencer marketing** is the process of working with individuals who have a large number of followers on social media platforms to promote certain products in the market. Examples are;micro-influencer, industry experts, and celebrities.

**Affiliate marketing** is the process where a product or service is advertised by the use of referrals. It also allows internet marketers to earn money by promoting other business products or services.

**Email marketing** is the process of sending marketing messages through email to people for one to gain new customers and retain existing ones. **Infusionsoft** with an automated feature is the best tool to perform this method of online marketing.

**Advantages of online marketing;** it has more customers because it gives high chances to consumer to learn the business existence and become customers. It has better visibility in that; it enables businesses to be easily found on the customer's most used channel. It also has a longlasting relationship, improves local presence, and higher-quality website traffic.

**Disadvantages of online marketing**; being a complex field, it requires skills and knowledge for one to be successful in online marketing. It can also be difficult to make your business stand out with companies due to competition around the globe. It takes time for users to gain trust in **online marketing**.

**Conclusion;** due to the growth of digitalization in the current century, most companies and individuals are rapidly embracing this type of platform because of the large target consumer's availability in the digital platforms.