



THE  
INTERNET  
MARKETER'S  
*Handbook*

79 ACTIONS THAT LEAD TO  
HUGE RESULTS IN YOUR  
INTERNET BUSINESS

**Marketing Overview**  
It is a process by which an organization focuses resources on the greatest opportunities to increase sales and achieve the company's target. Marketing strategy's goal is to increase sales and achieve the company's target. It includes short term and long term activities of marketing that has to do with the analysis of a company's situation and contribute to its objectives. The objectives will be based on gain sales by acquiring and keeping customers.  
A marketing strategy helps convey effective messages with the right twist of marketing approach will maximize your sales outcome and marketing activities.

Product Categories	Profit per Year				
	2013	2014	2015	2016	2017
General tools	+920.82	-13.9	+920.82	+7207.75	+80.00
Health & Medical	-13.9	+82.94	+239.74	-229.00	-13.9
Art Supply	+82.94	+920.82	+82.94	+239.74	+82.94
Kids & Baby	+659.02	+7207.75	+659.02	-13.9	+659.02
Kitchen wear	-229.00	-229.00	+7207.75		
Fashion					

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