

**18 Internet Niche Marketing Secrets,  
Strategies & Online Ideas**

By

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Internet niche marketing research is essential. These secrets, strategies & online ideas will put you AHEAD of the pack. Take a look at this...

If you want to be successful with niche marketing then you need to do your research. If you don't you will crash and burn in a costly and disastrous attempt. Luckily, if you research these key factors you will be miles ahead of your competition and ultimately you will make much more money. Let's jump right into it...

### **1. Do you have any connection to the market? (you are one of them ect)**

One of the things you can do is to understand your market. If you are part of your market it is much easier to understand them. So if you don't have any understanding about them you need to get it.

### **2. How much do you know?**

What do you know and what *don't* you know. The more you know about the market the more likely you will be successful.

### **3. Is there a side door?**

Bigger is not best. A market needs to be worthwhile but not too big that there is no demographic. The idea is to pick a niche that is big enough that there is a market but not too big that there is no clearly defined prospect. Nine out of ten times 15,000 people in a market is too small and big markets can be disappointing.

It is about finding the sweet spot of not too big not too small. So if there is a big market you want to target try hitting the side of the market and targeting a sub-niche. So instead of targeting internet marketers target people who want to create digital information products.

### **4. Is the market growing?**

Some markets are dying off. What is happening in your market place?

Is there new blood and how fast is their new people coming in? Is there a barrier of entry into the market? Are you getting into a sinking ship?

### **5. Can you reach your market?**

Is it difficult or expensive to reach your market? Are there other people selling things to them?

Another thing to ask is where they live.

**6. What is the demographic profile?**

Man, women? Do you care? Is it essential to your marketing and if so how does this internet niche marketing research change what you will do?

**7. How much money do they have to give you?**

You're better off selling to people who have money instead of people who don't. Some markets are not willing to spend as much as others. You would be well informed to consider this fact before you price your product.

**8. How do they think and how do they buy?**

Is your market overly analytical or people who buy on impulse?

Who do you want to sell to based on how they think and how they buy. If they only buy offline that might stop the way you do your marketing.

**9. How serious are they about a change?**

A lot of people want a lot of things but not everyone wants to do something about it... even if they say they do. If your market has a true desire to change it will be much easier to sell to them.

**10. Can you arise an emotion in them?**

People buy on emotion and justify it with logic. It is hard to get them in the door if they are not upset about something.

Think about it... if you don't feel pain there is no desire to change. **As a marketer you are out there changing lives for the better** however if there is no desire for change in your prospect then you can't help them!

**11. How well do they buy through direct response style advertisement?**

Some markets are allergic to direct response and that is understandable. Still, you need to know if they respond to direct response marketing.

**12. How sophisticated are they?**

You need to know your target prospects in and out. If something is going to turn them off you want to know about it.

**13. What is their price sensitivity?**

What is too much and what is not enough? Every market has been conditioned to buy at a certain rate. If your too low your ether a deal or not worth buying. If your too high you'll risk the change of not closing as many sales as possible.

Is there a price too much for your market?

**14. Is it a seasonal market?**

Are there certain times of the year they won't buy? If so are you going to be able to deal with that?

**15. Whats the competition look like?**

How much competition is there and are you even able to compete?

**16. Are there comparable products?**

How many people are selling related products and how can you model what they do. *Take what works and leave what doesn't.*

**17. What are the inherit legality issues with the market?**

Are there big aspects of legal compliance and can you comply legally? This is an important part of your internet niche marketing research.

**18. Is there potential for continuity income?**

Can you create renewable or continuity income. Will the customer give you money again?

If you can buy them into continuity or reoccurring billing you will have a better chance of success.

## **Is That All?**

Certainly there is more research you could do but if you analyze these key factors you can get a clear idea of what to expect in the market. At first glance a market could look good but when you take a deeper look into internet niche marketing research it could be horrible.

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