

## **Creating a Backend Strategy for Your Online Sales Business**

Many internet marketers who decide to sell information products on the Internet will immediately consider creating many different eBooks and other items to cater to different niche markets. However, it is far more important to use the information gathered from your visitors and lists of customers.

For example, if you choose to target niche customers looking for ideas for Internet marketing businesses, you may begin by offering an eBook on ‘Deciding on Your Niche Market.’ Next, you should develop a second product that compliments this first one. Your second eBook may be something like ‘Marketing to Your Niche Market.’

You don’t need to develop both of these products at once; you can develop the second one while selling the first, and then promote it to your lists of previous and existing customers. Those that liked your first eBook will be more likely to purchase your second one. This makes it far easier to achieve much higher sales with the same or less effort than you had to put forth for the first one.

Many multi-million dollar marketers have created the expression that “There’s gold in the list.” This means that many of them have made their money by simply marketing to the customers they already had.

Remember that it costs money each time you gain a new customer. Even if a PPC ad costs you a mere \$0.05 each time a customer clicks through to your site, it’s always a better strategy to sell him \$10,000 of product over a lifetime versus \$50 once.

Your backend strategy for your information products should always consider what your customers will likely need or want after purchasing the initial product. This is where continued communication with customers will not only clue you in to what they want, but also keep your business fresh in their mind.

One way of doing this is by asking for your customers’ opinions via email or a short survey. This is always a great way to determine what your target market is looking for.

In the meantime, while you’re developing the follow-up product, you should continue to offer and send your customers free information that they would consider valuable. This prevents them from feeling like you simply want their money; keep them coming back for more by offering them something for nothing on occasion, and they’ll feel like they’re truly valued.

It’s not necessary to always be trying to sell them something, either. If you use auto-responders and email marketing, try to simply stay in contact with them on a regular basis. If you have personal information about them, such as their birthday or anniversary date, you can always send a personal message on these days, too.

Customers always appreciate working with companies that seem to truly appreciate them in the long run. This is also good for you, too – they will continue to want to spend money on your

products as long as they offer them some type of value. This translates into several years of profitable business activity for you.