Engaging in Internet Marketing concerns understanding several techniques. These techniques are centered on search engine optimization for drawing consumers to your website, targeted ads that reflect keywords used in searches, targeted ads that appeal to a general demographic, and posting ads in online published sites that are uniquely tailored to a specific demographic.

To be successful in this endeavor you have to understand the audience that is most inclined to need and use your product. For this aspect, we need to research demographics, psychographics, and tendencies associated with different personas. Demographics are categories such as age, sex, income, etc. Psychographics are tendencies associated with website visitation habits. Personas are constructions that segment consumers around concepts that indicate the way they process information, and take action.

Personas are created around suppositions that are drawn from consumer behavior. They are formulated into four distinct personas. The Competitive Persona is approached by providing them with options, and possibilities that give them the impressions that they are in control of their buying process. They generally will respond to being told what differentiates your firm form the competition. They tend to be logical and are quick to act once they are convinced you have the answers they are looking for (The Four Personas To Optimize for).

The Spontaneous Persona is one that is emotional and wants assurances that you have what they need, and can deliver it immediately. They are not interested in lengthily descriptions or fluffy testimonials. They are interested in the facts. When they find what they are looking for they act quickly (The Four Personas To Optimize for).

The Humanistic Persona is empathetic and socially conscious. They seek relationships and are concerned with the values of your company. They are influenced by testimonials and positive social media traffic. They are drawn by incentives that reinforce the notion of your company's policies being in line with their values (The Four Personas To Optimize for).

Once you have fleshed out the persona that most represents your target audience its time to generate content and ad copy that appeals to the persona. First, a general or

broad ad campaign using secondary online publishers is used to draw attention to your website. This reaches consumers at the attention stage of the AIDA model (AIDAS theory of selling).

Once you have the attention, growing interest requires targeting those in the demographic that is most ready to hear your message. Once their attention has been piqued, its time to garner desire and ultimately action on your offer. These consumers can be reached by a targeted ad placed in a publication where they are apt to get information from. If you have done your homework, and accurately researched your target markets, then your conversion rate should increase significantly.

Learning the strategies discussed above are consistent with working toward mastering the skills required for successful Internet marketing. It requires mastering the "Negative Capability"(Greene, R. 2013 P.183). As with other necessities for attaining mastery, "Negative Capability is a tool we use in the process to open the mind up temporarily to more possibilities (Greene, R. 2013 P. 184). Understanding the concepts necessary for successfully engaging in Internet Marketing requires dismissing any preconceived notions of what needs to be done. "To do this you must become aware of he typical patterns your mind falls into and how you can break out of these patterns your mind falls into and how you can break out of these patterns and alter your perspective through conscious effort" (Greene, R. 2013 P 191).

That conscious effort is to understand the audience you are targeting, and create ad campaigns that attract and convert that audience. By allowing the concepts to influence your marketing strategies, you stand a good chance at success. By understanding and applying the subject matter in this class I can achieve success and ultimately mastery.

References:

The 4 Personas To Optimize For - Forthea Interactive Marketing (Forthea Interactive Marketing)

http://www.forthea.com/the-4-personas-to-optimize-for/ Retrieved Nov 19, 2014

AIDAS theory of selling (Marketing91com)

http://www.marketing91.com/aidas-theory-selling/

Greene, R. (2012). Awaken The Dimensional Mind: The Creative-Acrtive. In *Mastery*. New York: Viking.