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Good Communication Holds the Key to Internet Marketing Success

Online marketing can be overwhelming, particularly when you are new and merely starting to learn about the field. As you read through forums and articles, you'll see all sorts of lists about what you have to do to be the next big thing. Those lists probably all negate each other. One list will say that becoming successful in IM is all about being patient. Having a high business aptitude is another claim oftentimes made by these lists. Still, others will tell you that creativity is the ingredient to wild and fantastic success. And, naturally, there are going to be oodles of sales pages claiming they have the software package or training to teach you how to be the next big thing.

Know this fact: The rest of these things are crucial (not so much the software, but the others). You must be patient and smart about business and creative if you wish to succeed. None of these things will matter much, though, if you are unable to communicate well with others.

Good communication means more than simply coming up with a terrific sales page. A seasoned copywriter can deal with that aspect of your project. There is more to effective communication than building a gorgeous website that has a long FAQ. A seasoned designer and writer can take care of those things. Being good at communication calls for learning to handle interpersonal communication as well as your copy and web site. So what is it that you need to do?

1. Respond to every e-mail you get in 24 hours or less. This isn't a joke. The email doesn't have to be lengthy. All you need to do is compose a quick note that says something like "I got your e-mail and will be sending you a detailed answer shortly." Try including a snippet that references something the original emailer has written. This helps the person emailing you tell you apart from the auto responders that everybody else uses.
2. Avoid letting the phone go on ringing. Try to not be a call screener. When your telephone rings, pick it up by the third ring. Do this even if you earnestly don't want to talk to the person calling you. You might be happy to know that there is an exemption to this certain rule. You do not have to answer your phone around the clock. What you should do is have clear business hours during which you will be available to answer the phone. Put out these hours on your site and in your voice mail message also. And, of course, return your phone calls.
3. Ensure that the individuals you send messages and emails to actually get those messages and emails. This shows the your customer that you value him or her. It will endear you even further if you take some time to say something like, "Is there anything that I can be clearer about?" so that, if they have questions, you can answer them.