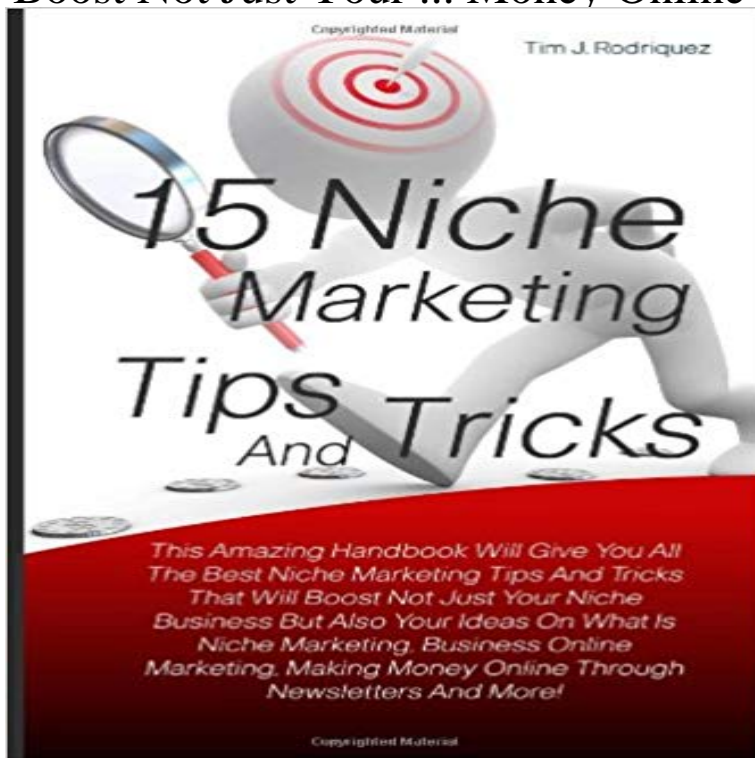


15 Niche Marketing Tips And Tricks: This Amazing Handbook Will Give You All The Best Niche Marketing Tips And Tricks That Will Boost Not Just Your ... Money Online Through Newsletters And More!



The word niche is defined as: A special area of demand for a product or service. Marketing is defined as: The opportunity to buy or sell. If you put the two works together, niche marketing means buying or selling a product or service in a special area of demand. All that really means is that a product or service is being sold to the people who are most interested in that particular product or service and not to the world in general. Oftentimes big businesses use niche marketing. For example, a company that makes computers and computer accessories might advertise all-in-one copy/printer/scanners to the home computer user while at the same time advertising single function machines to large businesses. One of the things that make niche marketing so attractive to sellers is that their advertising budgets go further. It costs less to advertise to a specialized market than it does to advertise to a broader market. Niche marketing must be designed to meet the unique needs of the targeted audience. Niche marketers must tailor their product to meet those unique needs. If, for example, you have designed a product to make poodle grooming easy enough for the untrained professional to do it, those who own poodles will be most interested in your product. Those who own Blood Hounds or cats couldnt care less. If you have written an e-book that will explain how to start and succeed at an online business, those who are looking for that information are your niche market.

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