



NICHE MARKETING MEANS DIFFERENT THINGS TO DIFFERENT PEOPLE.

The term niche marketing means different things to different people. Generally it is known to mean the developing of websites in sub mainstream market segments to profit from selling products, generating advertising revenue or other forms of website monetization.

Niche marketing is effective because it allows you to operate in markets that are less competitive meaning you have the potential as a new or seasoned marketer to capitalize on big opportunities with relative ease and far less cost.

Particularly for new marketers, niche marketing can be the key to riches because it allows you to compete on a level playing field. You don't have to jump into the ring with the heavy weights, you can develop your skills in the junior divisions before moving into the big leagues.

If you pick the right niche you can build your site, establish yourself as an expert, sell your own products, recommend other people's products, the opportunities can be endless and good money can certainly be made.

The trouble is that as niche marketing grows in popularity, many of the markets we called niche markets are now not so nichey at all, they're almost as bad as mainstream markets in terms of their competitiveness and difficulty to profit from.

The markets that spring to mind are things like acne, dog training, or anxiety. Markets like these, while they can still be profitable will not make the average web marketer a lot of money at all. Even the more nichey versions, acne treatments, dog training videos or anxiety relief are difficult for most people to compete in and make money.

Then there's the other extreme. You can go to the tiny tiny niches that get almost no search volume. You can find "long tail" keywords like 'pug training schools in atlanta' or "acne treatments that work in 2 days". The problem with these are, 1. that they often don't get enough traffic and 2. they are so specific that even if you can drive traffic, there isn't much you can do to serve those people except show them ads. Again this can be profitable if you know how to do it but it seems like there just has to be an easier way...

The niche marketers that really make the most money are those that know how to find the perfect balance between competition and search volume. Not only that but they know how to analyze the nature of a niche market to determine how much potential it really has before they enter it.

By doing this they find markets that can make them big money very quickly, faster than most people think possible.

Then when they do find markets they know how to make sites that will capitalize on them as effectively and efficiently as soon as possible. The result? Big profits, easily, and quickly.

There is no doubt that niche marketing although often a tricky game, can be wildly profitable when done right.

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