



Internet Marketing Expert Reveals 3 Ways to Outsmart the Competition and Make Money on eBay

Internet marketing CEO says sellers need solid online marketing techniques if they want to compete with the big players and make money on eBay.

([PRWEB](#)) March 25, 2007 -- "Over 54% of eBay auction listings end without getting a single bid," says Derek Gehl, CEO of the Internet Marketing Center (www.auctiontips.com). "But, sellers can use proven online marketing strategies to help ensure they do make money on eBay."

Internet marketing strategies like building an opt-in list and using email marketing to follow up with customers can increase sales by 30% or more, according to Gehl.

Gehl names three key Internet marketing strategies that can help sellers get -- and maximize -- their eBay sales:

1. Using keywords in auction titles. "Using keywords in your title that people are actively searching for is key to getting listings in front of the most buyers," Gehl says.
2. Staying in regular contact with prospective bidders and buyers. Gehl says people who add a seller to their "Favorite Sellers" list have the option of signing up for that sellers' newsletter. Says Gehl, "Sending your subscribers a regular newsletter is a terrific way to build relationships and advertise your other items."
3. "Incorporating proven copywriting techniques to describe items. Writing about how an item will benefit the buyer rather than just focusing on its features can help boost sales," according to Gehl.

"eBay sellers who don't take advantage of these strategies are missing out on huge potential profits," Gehl says.

For more information about these strategies, as well as more ways to make money on eBay, visit www.AuctionTips.com.

About Derek Gehl and The Internet Marketing Center:

The Internet Marketing Center (IMC) provides its clients with all the tools they need to successfully start, build, and grow their own profitable online businesses on small budgets -- using the same tools, resources, and strategies that IMC has used to generate over \$60 million in online sales.

Since 1996, the birth of online commerce, the company has created best-selling marketing software, courses, and other information products, including *The Insider Secrets of an eBay Millionaire* (www.AuctionTips.com).

CEO Derek Gehl has carved a reputation as one of the Internet's foremost marketing experts, and also contributes regularly to a number of online e-business publications, including Entrepreneur.com.

(An <http://IPRWire.com> Press Release)

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