

## [Niche Marketing Expands Your affiliate marketing online business](#)

When you hear people talk about Niche marketing they are simply talking about focusing their marketing strategy on a specific area of service or product. For example, non disposable diapers would be a niche market. It is a niche in the larger field of infant care.

If you want to make money online, focus on one particular area, namely a niche, that either gives you a large volume of business within a very narrow focus or a small volume of business within a large profit margin.

If you participate in an affiliate marketing online business and you want to pull in profits but are having trouble, niche marketing might just be for you. One big advantage to niche marketing is that you have the opportunity to really establish yourself as a major dominant force in one particular niche.

Now, you might be strongly tempted to expand your site beyond the niche you have chosen, but this is probably a mistake, especially if it's motivated by greed. For example, if you decided to sell disposable as well as reusable diapers, you might be thinking that this would give you double the business. However, you would probably be wrong. Why? Because if you try to sell both reusable and disposable diapers, you're going to confuse your client base. Suddenly, the environmentally friendly supplier they've gotten their diapers from has jumped ship and gone to the other camp. Therefore, they're likely to find a competitor within your particular niche and buy reusable diapers from them. In addition, you're not likely to attract disposable diaper clients, either. Those who use disposable diapers are probably going to simply visit their local grocery or discount store, save themselves some money, and buy their diapers locally.

Now, it may be tempting to expand your focus beyond your chosen niche, but this is probably a mistake; for one, you may be driven by greed, which is a mistake with any business venture. Number two, though, if you try to expand, it's very likely that you're going to confuse your customer base and maybe even drive customers away. For example, if you try to expand into the area of disposable diapers, you're going to alienate those customers who chose you specifically because you DIDN'T make disposable diapers, but focused on the more environmentally friendly alternative of reusable diapers. This is going to cause you to lose a large percentage of your customer base, not gain more customers. In addition, it's not likely that you going to gain a lot of customers within the disposable diaper market, either. Those people are more likely to go shopping locally, where it's more convenient, instead of having disposable diapers shipped to them.

Therefore, if you sell reusable diapers and only reusable diapers, you can also write reports on how this product benefits both babies and the environment in general. You can also talk about how much more cost effective they are. Simply put, though, when you write these articles, people will see you as an expert and their interest in your product will grow, because they know you know what you're talking about. They'll not only come to you for advice, but are also much more likely to buy your product. Therefore, an article or report on your particular product or niche will give you big rewards that go far beyond those of a simple advertisement.

Therefore, if you take advantage of niche marketing, your income will expand and your conscience will be clear, because you're not trying to expand your niche or clientele as a result of greed.

### About the Author

[Trisha Frauenhofer](#) is an online marketing professional who enjoys teaching her most powerful online secrets including the [Affiliate Marketing Online Business](#)

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