

Niche Marketing Magic

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You have probably heard of affiliate marketing, Internet marketing, article marketing and even forum marketing, but what in the world is niche marketing? Niche marketing falls under the category of internet marketing. Internet marketing is any type of marketing that is done on the internet. Niche marketing, however, can be done both online and offline. Niche marketing is essentially the act of targeting a very specialized group of consumers. The concept of niche marketing is to target a tightly focused group of people, as opposed to mass marketing to an entire market or industry.

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