

This diploma thesis introduces alternative online marketing of digital infoproducts, its position in the marketing area and its advantages. Explains and evaluates principles and techniques of alternative online marketing. Shows advantages of using modern internet technologies in area of internet marketing and introduces with main traffic generation techniques including affiliate marketing. Shows main types of information products, processes of their creation and releasing these products on the market. Meets reader with requirements of important parts of information products. It deals with increasing profitability of information business. This diploma thesis tests 50 digital infoproducts and evaluates them. SWOT analysis holistically evaluates alternative online marketing of digital infoproducts as an industry.