

5 Top Product Promotion Strategies

One of the biggest myths of the Internet is the good old line, "If you build it they will come ...". So many people throw up a website and sit back rubbing their hands with glee convinced they are going to become supremely wealthy.

Months later they are wringing their hands with regret wondering why they've had five visitors, four of which were their friends!

A website does not just automatically appear high in the search engine rankings and get traffic, you have to do some work in order to get this traffic and start making sales. There are thousands, or even more of sites competing for the same traffic you want - depending on your niche and keywords, there could be millions of sites!

You need to promote your website and get it noticed - not only in the search engines, but in other places where you will get targeted traffic who are interested in your website.

Strategy 1 - Directories

There are a whole host of directories on the Internet. Just search for your keyword and "Directory" or "Link Exchange" or anything similar and you will find hundreds of places to put your links. Yeah, it is hard work to do this, but you will get links and traffic to your site. If it's too much like hard work for you - hire someone to do it!

Strategy 2 - Articles

Articles are an excellent way to gain traffic and promote your site. Submitting your article to directories will get you backlinks and if they are quality articles, will get you known across the Internet as an expert. Newsletter and website owners will pick up your articles and use them as content. This will help to promote your site to a much wider audience.

Strategy 3 - Affiliate Program

Running an affiliate program for your product is an excellent way to promote your site. Instead of you working on promoting your site, you have all these affiliates doing the work for you. And the best thing is - you don't pay them a penny unless they make a sale. Depending on how much you offer as a commission, you could have hundreds of hungry affiliates aggressively marketing your product all over the Internet.

Strategy 4 - Viral Marketing

Viral marketing is a concept that has been around for some time. It's a very powerful method of getting traffic to your site. You have all seen those cute or funny emails and videos that people send to all their friends? That is viral marketing. If you can tap into this through a book, a video, games or anything people will want to pass on to their friends, suddenly you have a whole lot of people promoting your site - for free!

Strategy 5 - Forums

Forums are an excellent way to market your website. As you participate in a forum so you can establish yourself as an authority and trusted expert on your chosen subject, which will make people come to visit your website to find out more information. Be aware though, that if you blatantly promote your business without adding value or spam the forums you will do more harm than good to your reputation and your business.

Promoting your website will get you targeted traffic. It will also allow you to organically move up the search engine rankings through backlinks and the use of keywords. If you are someone who is serious about making money online, then you need to start taking your website promotion seriously. Remember though - spam and other unethical practises will harm your business in the long term. Promote your site ethically and responsibly, and you can be reaping the rewards for years to come.

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