

51 Online Marketing Strategies for Business Growth

<http://www.alicialyttle.com>

1. **Create a blog and start writing – they key is fresh, new content on an ongoing basis!**
 - a. Register a domain name at <http://www.domaindiving.com>
 - b. Host that site at <http://www.hostgator.com> – Coupon Code GOLDENHOSTING (first month only \$0.01)
 - c. Install WordPress, customize the blog and start posting.
 - d. Post on a schedule and keep your content fresh. The search engines love fresh content.
2. **Contact podcasts, blogtalkradio, etc. and see if they would like to interview you.**
 - a. www.blogtalkradio.com
 - b. www.itunes.com -> podcasts
 - c. Use the interviews to build your credibility
 - d. Repurpose the content by posting it on your blog, transcribing it and sending it out as a report or an article
3. **Interview other website owners and promote their products with an affiliate link.**
 - a. Set up an 'Interview with Experts' series and promote this series to your list and your connections on social media sites.
4. **Create a promotional video for your website**
 - a. Use software like www.myanimotovideo.com to create promotional videos
 - b. Use www.jingproject.com to record your screen or a powerpoint as a promotional video
 - c. Post the video in www.youtube.com and other video sites
 - d. Use software to distribute the video <http://tiny.cc/videosubmission>
5. **Create instructional 'how to' videos that help your customers to consume your videos.**
 - a. Use www.jingproject.com to record your screen or a powerpoint as an instructional video
 - b. Post the video in www.youtube.com and other video sites
 - c. Use software to distribute the video <http://tiny.cc/videosubmission>
6. **Reach out to your competitors**
 - a. Suggest cross-promoting each other's offers and create products for mutual benefit.
 - b. Suggest swapping advertising

7. Set up an affiliate program

- a. Create promotional materials for your affiliates
- b. Create educational materials for your affiliates so that they can improve their skills in marketing your products
- c. Sell your product and/or service through Clickbank and have an automatic affiliate system set up <http://www.clickbankregistration.com>

8. Research and contact website owners to join your affiliate program

- a. Hire a virtual assistant to find complimentary websites to contact
- b. <http://www.hire123employee.com>

9. Join toastmaster to improve your speaking skills

- a. <http://www.toastmasters.org>
- b. Group members meet and help give feedback on each other's presentations

10. Join Meetup groups to network with others in your niche

- a. <http://www.meetup.com>

11. Ask for referrals from friends, clients, and your colleagues.

- a. Ask and you shall receive
- b. Offer a referral commission

12. Include a signature line in all of your emails

- a. Make sure to list your websites in your signature line

13. Send out a press release to your local media.

- a. Focus on getting on morning shows (tv or radio)

14. Send out a press release to be distributed online

- a. PR Web - <http://tiny.cc/prwebdiscount> (10% off)

15. Post your press release in the media section of your website

- a. Repurpose it on your blog as well as your social media accounts

16. Create FAQ's for your product or service

- a. Post it on your website
- b. Post it on your blog
- c. Send it out in an email to your database

17. Request to be a guest blogger on someone else's blog.

- a. Research and find blogs that could benefit from your knowledge and write an informative post that points back to your site

18. Collect and publish customer testimonials

- a. Automated the process and make it as easy as possible to submit
- b. Offer incentives for feedback

19. Collect and publish in-depth customer case studies

- a. People like stories, tell the story

20. Create and sell information products

- a. Ebooks / Books
- b. Audio courses

21. Join forums related to your niche.

- a. <http://www.big-boards.com/>
- b. Add to the conversations on the forum
- c. If permitted promote your website in your signature

22. Go to seminars and network with people in your niche

- a. Make sure you have a big stack of business cards
- b. <http://www.premiumbusinesscardsonline.com>

23. Send your products for review to targeted publishers, companies in your niche

- a. The more exposure for your product, the better

24. Stick your business cards in with all of your printed correspondence, bills, etc.

- a. The more “touch” points and visibility you get the more opportunity people have to purchase your product or service

25. Distribute your articles to article directories

- a. Submit Your Article – <http://www.tiny.cc/articlesubmission>

26. Distribute your articles to print publications

- a. Newspapers in your niche
- b. Magazines in your niche

27. Make sure your promotions give clear instruction to visitors

- a. Have an appropriate offer, otherwise known as a “Call to Action”

28. Leave samples and promotional material at a local office/shop

- a. Make sure you have permission to leave your materials in offices, etc.

29. Write and distribute a special report.

- a. Make sure the footer in the report has your website url
- b. Add affiliate links where appropriate
- c. Make the report brandable so that your affiliates can rebrand it.

30. Create a promotion related to current events

- a. Find current events on <http://www.cnn.com>
- b. Find current events in your niche by setting up google alerts
<http://www.alerts.google.com>
- c. Use holidays as a reason to promote your products/services

31. Comments on a related blog

- a. Always link back to your url when commenting on a related blog

32. Use a tell-a-friend script

- a. iContact autoresponder service now has “Forward to a friend” on the bottom of emails <http://www.icontactautoresponder.com>

33. Use social media to drive traffic to your website

- a. Use Facebook and Facebook fan pages
- b. Use Twitter and tweet every blog post and promotion
- c. Use LinkedIn to find professionals to connect with

34. Evaluate your website traffic statistics and see where you can maximize your efforts

- a. Put Google analytics on your websites and blogs

35. Use tracking links on all your advertising and promotions

- a. Free tracking & Url shortening tool - <http://www.tiny.cc>

36. Make an offer on all your thank you pages

- a. Your visitors just bought something from you, so if you offer them something else, there is a high probably they may purchase.

37. Make an offer in your autoresponders/newsletter welcome emails.

- a. In addition to building a relationship with your email subscribers, make sure to make them offers of your product and/or service

38. Review relevant products at Amazon.com and Epinions.com

- a. Create a profile on these sites and always reference your website
- b. When appropriate put a link to your site in the reviews

39. Use and re-use testimonials

- a. Post on your website/blog
- b. Send them to prospective clients in email, mail, etc.
- c. Send them to current clients to reiterate how great the product is that they just purchased.

40. Split test, then test again, then test again 😊

- a. <http://www.google.com/weboptimizer>
- b. Split test your optin page
- c. Split test your sales page
- d. Split test your product price
- e. Split test a P.S. in your sales letter
- f. Split test other elements of your website

41. Conduct and publish interesting survey data

- a. Make sure the survey data links to you offer/website

42. Ping your website and blog posts

- a. <http://www.pinger.com>

43. Answer questions at various places online to offer advice and help

- a. <http://answers.yahoo.com>
- b. Link back to your website when appropriate
- c. Create a signature with your websites

44. Run a contest on your website or blog

- a. Offer great prizes and have a real-time leaderboard

45. Do teleseminars and webinars

- a. Do these for current clients
- b. Do these for potential new clients
- c. Use <http://www.freeconference.com> for your teleseminars
- d. Use <http://www.onlinewebinarservice.com> for your webinars

46. Print and post ads and business cards in local supermarkets or places that have public bulletin boards

- a. <http://www.premiumbusinesscardsonline.com>
- b. Always have flyers and business cards with you.

47. Submit your website to online directories

- a. <http://www.dmoz.org>

48. Set up an autoresponder and send messages out to your clients on a regular basis

- a. <http://www.icontactautoresponder.com> – Free for first 500 optins
- b. <http://www.automatedinternetshoppingcart.com> - complete shopping cart and autoresponder system

49. Create a group for your target market

- a. Create a group on facebook
- b. Create a group on <http://www.groups.yahoo.com>

50. Add photos to your blog and tag them with your keywords

- a. People love pictures and videos, but make sure to tag them with keywords

51. Distribute ebooks, reports, etc

- a. Distribute them with Giveaway rights (the right to giveaway the product)
- b. Distribute them with Master Resell Rights (the rights to resell them and pass on the rights to resell to the person that buys them from you)
- c. Distribute with Resell Rights (the rights to resell)