

Free Marketing for Your Information Product Online

Selling information products online can be very profitable, but many are afraid to do so because of the huge costs which can be involved in marketing and advertising their product. Fortunately, it is possible to make a ton of money without spending a lot of money in order to attract sufficient traffic to your website. There are actually a few different ways to drive traffic to your website without spending a dime of your own money.

All of us are familiar with press releases and the fact that offline businesses use them as a way to advertise for no cost. The online media world utilizes the same type of releases, and you can go to <http://www.free-press-release.com/>, where several different online advertising venues can view and publish information about your product.

There are a few key considerations to keep in mind when writing your press release. You must first make sure it is written as a news piece and not as part of your sales pitch. Genuinely communicating information about the reasons that readers should visit your site will drive much more traffic there than sounding like a pushy salesman.

A second free marketing option is submitting articles to directories online such as www.EzineArticles.com and www.GoArticles.com. These sites let you submit articles on your area of expertise at no charge, and others can use them as their own. However, anyone who does this must keep your hyperlinks to your sales page and Bio Box so that your product continues to be marketed to a wide audience.

Social networking is another great free option for advertising your site and product. There are several sites that you can use for this purpose, but only a few will allow you to advertise your product or include hyperlinks on your profile page.

Participating in forums and community chat rooms will also help to drive additional traffic to your site by attaching a link on your signature line. This way, any time you contribute to a subject, your link is forever included in that entry.

No matter which social networking site or forum you choose, remember that every contact you have there has several other contacts that will be able to view your product information. Once you have a few customers that have a positive experience with you, then word of mouth will greatly increase your sales.

Tracking the links you include on these pages and in the forums will let you know which ones are creating a response and which ones are a waste of your time. This can be accomplished by using cloaking software that is not too expensive.

One of the most popular ways to create a free advertising campaign for your product is by initiating a viral free giveaway that is passed to others on the Internet. For example, you may write a short report or white paper regarding recent research that your target niche market will find to be valuable information.

You can simply incorporate several hyperlinks to your product's site, and when the reader's interest is piqued, they can click through to learn more. If you create a quality free product, then the reader is likely to see the value in paying money for additional information on the subject, too.