

Six Little Used Online Marketing Strategies

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1. Utilize Your Knowledge

Do you have extensive knowledge in a particular subject? Offer people free consulting or advice on that subject via e-mail if in exchange they either link to your web site, run your promotional ad in their e-zine or place your banner ad on their web site for a set period of time.

2. Become A Publisher

Publish e-zines for other people for free. In return for your work in designing, updating and gathering content you request that your promotional ad be placed at the top of each issue. Their duties will be to promote and send out each issue to their subscribers.

3. Persuade Them To Sign

A great way to get e-mail addresses and testimonials for your online business is to ask people to sign your guest book. The problem is a lot of people won't take the extra time to sign your guest book. An effective way to persuade them to sign your guest book is to give them something free in return.

4. Create An E-mag

Publish your e-zine in ebook format. You could offer more articles per issue. You could add graphics with the articles just like in print magazines. Your advertising revenue would increase because you could charge businesses for full page color ads.

5. Tell Them What's Next

Get your visitors excited about revisiting your web site. Tell them about upcoming articles, prize drawings, free stuff, etc. If they know what's in store for them, they will revisit. Tell them to sign up for an e-mail reminder or tell them to bookmark your web site.

6. Share Your Information

Create a web book that's related to your web site topic. Give people the option of linking to the web book so they

give it away to their visitors. Put your ad on top of the title page to get free advertising. This strategy will easily multiply your advertising exposure.

Learn more at <http://www.retirebeforeyourfriends.com>

About the Author

Roderick Armstrong is a successful business entrepreneur and consultant. He has consulted for Fortune 500 companies and has also launched numerous online and offline businesses. His advice has been sought after by the business community for almost 20 years. Prior to his business experiences, Roderick served as a military officer for 10 years in the US Army with service in Korea, Germany and in the United States. Roderick is available for speaking engagements and may be reached at armstrong.rod@gmail.com. His website address is <http://www.retirebeforeyourfriends.com>

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