

Internet Marketers and Viral Marketing

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The practice of viral marketing can be very useful to internet marketers. Viral marketing consists of giving away free products or services along with your original ad copy such as links, contact information, and mailing list. In return, those who receive your free products can pass it along to their own customers and prospects. Viral marketing is a great way to advertise for free and without a lot of effort on your part.

Internet marketers should be aware of the value of viral marketing. The ability to advertise your products to a large audience is of great value to you. You can increase your sales and traffic to your web site through the sharing of free information. Some of the more effective methods of viral marketing are:

Ebooks. You can share your free ebook with all who visit your web site. You should include an advertisement for your most profitable product and links to your web site. Make sure to inform those who receive your free ebook that they are free to share it with their own customers and contacts.

Software. You can offer a free trial version of your software to your web site visitors. As with the ebook, include links to your site and your contact information. State plainly on your web site that all those who receive it can share the software freely.

Free web hosting. You can provide free hosting on your server to small businesses or beginning internet marketers. In return, place a banner ad at the top of each site advertising your products and web site. This is a very effective means of advertising your site with little expense. The potential increase in the number of visitors to your web site is worth your efforts.

Templates. You can design your own web site templates, including your own contact information in the design, and offer them as free downloads. Make sure to expressly grant permission for them to be shared with others.

Content. You can provide original content about your particular area of expertise. Include your contact information and web site in the text and allow others to publish it as long as they keep your information intact. As this information is shared and published by others you will attract more traffic to your web site.

Discussion boards. Setting up a discussion board or forum with your banner ad attached is an excellent means of advertising. Invite your web site visitors to join your discussion board and make it available to the public.

Internet marketers should make themselves aware of all means of free advertising. The more you spread the word about your products and services, the more traffic you will draw to your web site. Internet marketing is extremely competitive and you should use all the avenues that are available to you in advertising your web site and products. Experiment with the various ways of viral marketing until you find the ones that work best for you. Increased visibility means more traffic to your web site and more traffic will translate in to higher sales.

Successful internet marketers not only provide valuable products and services, they use any means possible to advertise to as many people as possible. The success of your business rests on your ability to promote your web site. {mosgoogle left}