

Incredible Online Promotional Strategies To Explode Your Sales

Unique & Cost Effective online
Business Promotion Strategies

By R.G. Srinivasan ©



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Consultant - Internet Marketing

Online Promotional Strategies, Promotional eBooks, Promotional Sales
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About The Author

Srinivasan has spent over 20 years in Senior and General Management positions. Since 2003, he has been doing what he loves. Training, writing and online marketing. His training programs have been particularly popular due to his experiential style interspersed with plenty of fun activities.

He is now focused on internet marketing training. 'Shoestring Online Marketing' designed for the small business and persons of average means to get into online marketing of their products on a shoestring budget.

His Free eBooks

- *Dreams Are Waiting...
- *Goals Builder Work Book
- *As a Man Thinketh
- *Incredible Promotional Strategies To Explode Your Sales

Forthcoming eBooks

- "Incredible Promotional Strategies To Explode Your Sales"
(The Deluxe version is a paid ebook)
- 'The Complete Business Blogging Handbook'
- 'How to Start Your Child Day Care Business'
- 'How to Write Powerful Resumes'
- 'How to Set Up Your Online Business for Free'

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From R.G. Srinivasan

Hello,

Thanks for downloading '**Incredible Online Promotional Strategies to Explode Your Sales**'.

My name is R.G. Srinivasan, online business consultant and a certified trainer.

Just a few words about what to expect from this eBook. This is not a theory or fluff but actual techniques adopted and practiced by the most successful online entrepreneurs. I have myself tested the strategies outlined here and found them to be very effective.

As an online marketing consultant I strongly recommend that you adopt these strategies to quickly put your marketing on autopilot.

Though I would have normally charged \$ 20 for this report, I am bringing it as a free eBook just to illustrate the Viral Marketing Strategies outlined here and using it as my own viral tool to promote my business which is to produce such ebooks for clients.

R.G. Srinivasan

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Do you know that thousands of website owners use few simple techniques to generate targeted visitors to their websites without spending a penny on advertising? Yes. It is the webs most well kept marketing secret.

These are the strategies used by fortune 500 companies as well as some of the most successful internet marketing wizards.

The principle behind this incredible internet marketing strategy is first GIVE and then GET. When used effectively, the results could be mind boggling.

So how does this strategy work?

Imagine for a moment that you are selling insurance. It is just an illustration. It could be a healthcare product, credit cards, housing or innumerable other loans or anything under the bright blue skies. The moment you talk of insurance to any prospect who is already hunted (pardon my term hunted. that is what a prospects feels about sales approaches) day in and day out by insurance sales persons, immediately erects a barrier and comes up with innumerable excuses for not wanting insurance.

Now there is another way. You offer people valuable information about choosing the right insurance in the form of a free report, an article or a book. Would people take it? They definitely would. Because they are under no obligation or pressure to buy anything in the first place. They are also getting a benefit which is valuable information about choosing the right kind insurance.

Now this free information product that you offer has subtle messages or links to your website with your address and phone no's as the sponsor of the book. The person reading the book has already started to build a good image about you because you have offered him valuable information which is going to benefit him. He is obliged to you for the free service that you have rendered him. So he is more likely to call you if he needs your product than any other competing product.

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Let's assume for a moment he does not require insurance. But just because he appreciates the valuable information contained in your info product he forwards it to five more of his friends or relatives. Your information with your ads has reached 6 people whereas you gave it to only one with no involvement of time, money or effort. These five people again find the information valuable and each person shares it with 5 more of their friends now you have reached 31 more people. This way it continues on may be not in the same arithmetical progression mentioned here. It could be more or less. But be rest assured you have created a viral advertising tool that keeps moving and replicating and spreads across.

We have taken an example of an ebook, e-report or white paper. In the case of article it works slightly differently as we shall see later.

Now do you see what an exciting promotional strategy this could be that has very little cost implications while reaching a wide national or global audience making your cash registers ring.

I have more exciting news for you!

I have outlined four incredible strategies in the following pages for which internet marketing consultants have been charging thousands of dollars.

More resources

You can just follow the links for excellent eBooks on the subject of Internet Marketing and related subjects.

eBook Creator

The web's easiest to use eBook compiler software. Just click on <http://hop.clickbank.net/?indiafortu/ebcreator>

Profits Vault

Turn your website into a Cash Machine. Just click on <http://hop.clickbank.net/?indiafortu/thevault>

Free Advertising System

With the free advertising system you will never pay for advertising again. Check out at <http://hop.clickbank.net/?indiafortu/nocost>

How to create best sellers online

Discover the secrets of creating a best selling information product that will bring you fame, fortune and a flourishing online business Check out <http://hop.clickbank.net/?indiafortu/cbsellers>

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Home-Business Resources newsletter

A Great Gold Mine of Articles, Home Business Tips and Tricks, News on Legal Home Based Opportunities, Expert interviews and Links to Numerous Resources All Crammed Into One Newsletter Fortnight after every Fortnight and Absolutely Free For You.

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Gives You*

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- ✓ *An Editorial by Srinivasan in his forthright and casual style*
- ✓ *A compendium of Quotes which will inspire to do more*
- ✓ *A collection of Opportunities and announcements checked for authenticity*
- ✓ *No fly by night opportunities recommended here*
- ✓ *Free offers like eBooks and sponsored offers*

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"As a Man Thinketh"

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Strategy 1

Free eBooks

Free has a magical property of attracting even the most well to do in our society. People love to get free stuff. A free eBook, a free report or a white paper is the perfect medium to attract prospective buyers. Let us see how all you can put strategy #1 to work for you.

When you write and give away a free ebook you or your organization will become known as an expert. This will gain people's trust and they will buy your main product or service quicker.

You can publish your web site in eBook format. Put the eBook on a disk or CDROM then include it with your direct mail packages. This can increase the number of people that buy your product or service.

Offer your eBook as a free bonus for buying one of your main products or services. People will buy the product or service more often when you offer a free bonus.

Allow people to download your eBook for free, if they give the e-mail addresses of 3 to 5 friends or associates that would be interested in your eBook. This will quickly build your e-mail list. You can use this list for your Strategy #4 described later in this book.

Create joint venture with products that are complementary to your product and ask them to share part of the cost of creating your free eBook further minimizing your cost. Cross promotions and joint ventures could market you more effectively. Now more people would be giving away the eBook creating a bigger viral reach.

Create a directory or listing at the end of the eBook. List complementary businesses to your products in the directory that will agree to advertise or give away the eBook on their web site to their customers. You can also charge a small amount for the listing thereby creating instant back end revenue.

Allow any one interested to give away your free eBook. This will increase the number of people that will see your ad in the eBook. You could also include a mini catalog of all your product or services that you offer in the eBook.

Make money selling advertising space in your eBook. You could also trade advertising space in your eBook for other forms of advertising.

Keep updating the eBook and adding more information could add value to your target audience. In the long run this could become a paid ebook which could be sold as a back end product. You can create a smaller version with sample chapters to give away for free.

This one strategy alone could be expanded and applied in so many creative ways to leverage your business that I could go on and on forever.

Strategy 2

Publishing an online ezine/newsletter

What is an e-zine? It is simply an electronic version of the traditional newsletters or magazines. The ezines are delivered either via emails or online as web pages or a combination of both. The e-zines could be a daily, weekly, fortnightly or a monthly as convenient for a publisher to produce and distribute online.

View a sample of my own ezines at <http://borntowinforum.tripod.com/newsletter> or <http://home-businessleaders.tripod.com>. These two are published as a combination of short emails with the opening lines of the article and the rest to be read through a link online as a web page.

The purpose of an ezine could be many. Here we are mainly concerned with the ezine as a marketing tool. It is a very cost effective means to be in touch with your customers, prospective customers, and anyone else interested in the information provided by you.

The ezines are generally focused on an area of business where you are knowledgeable or as a part of your regular business. Continuing the example of Insurance, it can focus on insurance related news, bring current developments on insurance which the buyer will benefit from, bring customer centric articles on insurance with editorial comments and suggestions. You could also add some lighter stuff like quotes and humorous quips and tips and tricks.

As mentioned earlier, the key is offering information which would benefit the reader. You can build a huge database of targeted customers with a free ezine which will not only help you to retain your customers or create new customers but also help you make a nice income over a period of time by selling sponsored advertising as well as classified ads in the ezine. Advertising revenues from an ezine is altogether different and wide subject for another eBook.

Our focus is on ezine as a marketing tool. So let us see how all we can benefit other than what is already mentioned above.

Every issue of your ezine could advertise your products exclusively with links back to your website or product pages.

Ezine could be used as a platform to announce new products and services.

The most important benefit that you can derive is feedback from your customers. Ezine is an interactive medium. It helps you to build relationships with customers. Any feedback could help you to bring down the market reaction time drastically.

It could also help you bring down market survey and research costs substantially by using the ezine to pretest, sampling and feedback on new launches.

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You can submit your ezine to 100s of ezine lists where an interested person will find you and subscribe thereby creating global markets.

You can use the ezine to give away your ebooks to add to your viral spiral.

Create new eBooks regularly and offer them as incentives for buying your product and services.

This is your advertising tool that is totally focused and targeted with a personal relationship with your subscribers unlike press publicity where there is a lot of wastage and very impersonal. The medium is also under your total control, at costs which are miniscule compared to high cost press or TV advertising.

The cost of producing an ezine is almost negligible when you compare the benefits. They could also be produced free of cost like I do mine with just an email, an autoresponder where I can broadcast my ezine to my subscribers at the click of a button, and free web pages at www.tripod.com.

If you want to be highly professional, there are services, which will host your ezine from web pages to list management to broadcast of the ezine through an autoresponder all at one place for a small fee. My personal suggestion is to start with a free service and then progress to a professional service once you have built up a subscriber base.

Now the key question is how to create content for the ezine. There are many sources. The best way is to out source the entire content to a professional so that you can focus on your core area which is running your business. Remember ezine is only one more marketing tool. You can have some contributions from enthusiastic employees who aspire to be writers and leave the rest to the professionals. They are also clued into the content sources and can write the editorial maybe better than you. If you are a very small home business or a self employed professional then you can think about doing everything yourself. In which case you better be prepared for spending considerable time on producing it.

Whether you do it yourself or outsource, should be the basis of your next decision - Periodicity of the ezine. If you are producing it in house then keep it preferably monthly. Before you know it the month will be over. It is important that deadlines should not be missed or the subscribers may become casual about your ezine and may not take it seriously.

While there is a lot more to marketing and building up your ezine, I guess you have got the general drift of how you can use it effectively as an excellent marketing tool. So don't waste a second and start your own ezine!

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Strategy 3

Placing informative articles about your products/markets in well targeted content hungry websites with a link back to your website.

A word of editorial publicity is worth much more than paid advertising. Consumers tend to believe more on the editorial or a well written article much more than advertising. With effective e-marketing techniques an article can be syndicated to many targeted websites and can stay on the internet forever. A well written and well placed article can generate customers from across the world most cost effectively.

Advances in Information technology have taken electronic publishing to new levels where the speed of dissemination of knowledge has reached new highs. No more the slow responses of traditional print media where information and the reaction took time.

Now publishing is getting online in a big way. You have to just look at e-publishing companies like Amazon.com, Barnes & Noble or Clickbank to get an idea of how fast online publishing has grown.

The other area of publishing is online ezines and newsletters where you can read the latest in any subject through free ezines. Articles are published very widely by exclusive content syndication sites like ezine articles.com, ideamarkets and numerous other portals.

Blogs are the latest in the trend of articles being published and syndicated through RSS feeds. This has also spawned a whole new genre of online journalism where there are no entry barriers. What counts is the quality and style of writing.

These online articles act as the quickest means of online publicity as articles are allowed to carry a link back to the author's site or the sites mentioned in the articles. While blatant publicity through an article is not permitted by many sites and looked down upon, you can still write quality info articles on your area of business and give a link through a resource box at the end of the article.

This gives a tremendous boost to immediate hits to the websites featured by an article. The interested person can immediately buy online facilitating conversion of interest to desired action. This is a unique advantage offered only by internet where purchase decisions are induced before the customer can change their mind.

Articles published in good content syndication sites with upwards of 10, 000 plus visitors a day could drive sizeable traffic to your own site by placing good informative articles.

These articles are further picked up by ezines and smaller content syndication sites creating a virtual viral of traffic to your website which you may never be able to achieve through search engine optimization.

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Once you have submitted 20 or more articles and keep submitting a few articles every month, you will find the articles multiply in various sites as they are picked up and republished again and again thus creating a huge number of free links to your websites and driving free traffic.

The articles can also be recycled with some changes or updating the content with a new headline and create a viral traffic of unheard of proportions.

Once the authors name is established customers tend to trust the words of the author thus helping in conversion to sales.

One of the best advantages of writing a large number articles and populating the internet with your links is the sudden jump in search engine rankings. Search engine ranking becoming more and more and complex it is the easiest way to ensure link popularity. Search engines have always given higher weightage to incoming links to your web site. as they keep increasing search engines rank you higher and higher and you may end up in the first page of the search results provided you have well designed and optimized website with rich content.

And that is another advantage. All the articles you write with rich keywords may be included in articles or Archives page of your website adding to the richness of content.

All these pages which are rich in various keywords connected with your business may be again deep submitted to search engines increasing the chances of any one of your pages being ranked within the top ten of the business category in a search.

The author himself, who is no professional journalist has developed into a well known writer and ranked as an Expert Author by content syndication sites. Google alone lists more than 300 pages of his articles and ezine within a couple of month. You may check out his articles at <http://borntowinforum.tripod.com/myarticles>. The author has also got every issue of his his ezines listed in search engines increasing his link popularity. Further the archives add more pages to the search engines increasing traffic and enquiries.

Now can you match this with paid ads where you would have to spend thousands of dollars to get the same exposure?

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Strategy 4

Capturing your visitor emails. Converting them to sales through an automated sequence of well designed promotional letters

The most neglected aspect of millions of websites is an effective strategy to capture the details of the visitors and following up with them frequently and convert them to sales.

With spam laws getting tougher, spamming bulk email lists is no more the option. The emails list providers harvest the mail ids and put out attractive ads of millions of email ids which if you use will get you on the wrong side of your customer as well as your hosting service provider. Further uninvited emails invoke a feeling of anger in the receiver and there is not even a remote possibility that they would ever become your customer.

The key is your Optin list. Optin list is simply a list of web site visitor who has filled in a form at your site and opted to receive information from you.

Building your opt in list involves two steps. 1. Having a website. 2. An Autoresponder

Now you have learned three strategies above to drive in traffic to your website. What happens to all that traffic? They just do a bit of window shopping and move on even if they are interested as they may have other work to be attended to.

This is where, if you have a form asking them to leave their name and email ID in return for a subscription to an ezine or a free ebook, comes in handy. They leave their details which is effectively giving you permission to mail them further. This is the beginning of your optin list. Over a period of time as you drive traffic to your site, you build up a list of thousands of targeted prospects. Note the word targeted as they have left their details due their interest in your product/service or business.

Now this form is sent to an external remotely hosted autoresponder or your own autoresponder system (ready software are available for this) which immediately sends out a predrafted thank you letter acknowledging his interest with the details of the download of your free eBook or confirming the subscription to the ezine or both.

There are personalization features build into any good autoresponder software which would automatically pick up the first name of your prospect that has opted in. This helps in building a personal relationship and actually increases the sales you make.

You can set up your autoresponder with pre drafted emails packed with information on your products, announcements, special offers or anything of interest to your customer you can think of. This makes your sales process a 24/7 system projecting a professional image.

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These letters having been prewritten can be few in numbers or go upto even hundred letters. You have the convenience of specifying the interval in which they should be sent by the autoresponder.

Research has conclusively established that you need a minimum of 7 follow ups for a conversion.

Now you have a fully automated system which takes care of your follow up without you having to lift a finger or even touch your keyboard.

You also have the facility of sending special broadcasts or announcement in between your automated series. The broadcast feature can also be used to mail your ezines or mini free eBooks, ebrochures or product catalogues.

The most important thing to remember in this is your letters have to be absolutely professionally written and highly powerful to induce conversion to sales. If they are boring or sloppy they would just opt out of the system by sending an unsubscribe return mail to your autoresponder and you have lost the prospect forever.

It is best to have the letters professionally written if you think your writing is not powerful enough.

There are innumerable strategies again to use your optin strategy and autoresponder for a quantum jump in sales and profits. That is another eBook (and of course more profits for me!).

To help you learn more about online marketing I have given links to some excellent resources elsewhere in this book. They are the products of the best of the best in internet marketing and I have no doubts whatsoever that their experience and genius would help you too as they have for me.

These are the 4 incredible strategies if you want online success in exploding your sales. These four ingredients are the basis on which your entire online marketing is built. If you don't pay attention to these important aspects of your web business, your website is nothing more than a hoarding on the online highway. As in a highway here too people are not going to stop by if you don't have sufficient inducement.

Finally for all these strategies to work effectively and make your cash registers keep ringing, you need to have an excellent product backed by a well designed marketing plan where all these strategies form the backbone of your marketing effort.

So now you know all about it, I am sure you can initiate some massive action to make your website a cash magnate.

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Final Notes

About my work and services:

- The most widely known thing I do is publish two FREE fortnightly newsletters.
- 'Born to Win' is primarily for professionals who are looking to succeed in their chosen career. There is a stress on training related areas as I am a trainer apart from articles on business and personal success. You can subscribe at <http://borntowinforum.tripod.com/newsletter>
- Home-Business Leaders is a ezine primarily for people who aspire to set up their home business. Don't forget to subscribe at <http://home-businessleaders.tripod.com> .
- I write promotional articles and viral ebooks which you can use as a free give away to your customers with your website and email links to promote your business. I can also place articles on your subjects with your website links in websites and content syndication portals across the world to promote your business.
- I am a certified trainer from City & Guilds and conduct training programs on Personal & Managerial Effectiveness, home business and internet marketing. My trainings are experiential with lots of activities and designed for effective learning transfer. To have me speak to your group or function, contact me at: indiaventurelinks@yahoo.co.in
- I am also a proponent of home-business and actively involved in the network marketing industry, train network marketing people, bring out an ezine on home business and an internet marketing enthusiast. Please check out my Home Business Resources blog at www.home-businessresources.blogspot.com you will find tons of resources on developing your home business online and offline. While on the home-business you can check out this legal global opportunity at <http://globalhealthnetwork.tripod.com>

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