

Audacious Faith

A CHRIST-CENTERED BUSINESS COMMUNITY FOR WOMEN

10 Things to Do to Promote Your Products and Services



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Here are 10 things you can do to get noticed and attract more traffic to your brand online.

1. Create an Affiliate Program

- *Find and Recruit Top Affiliates*
- *Stock Your Affiliate Center*
- *Motivate Affiliates*

2. Get Prospects On Your Mailing List

- *Send out a multi-part series*
- *Focus on promoting just one offer.*
- *Offer emails that are part content, part pitch.*
- *Send out a variety of emails.*

3. Go Viral

- *Keep it short.*
- *Create share-worthy content.*
- *Offer a call to action.*
- *Give people an incentive to share the content.*



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4. Become a Guest Blogger

- *Look for blogs in your niche that accept guest authors.*
- *Read and follow content submission guidelines.*
- *Offer exclusive, unique content.*
- *Use your byline wisely.*

5. Do Free Virtual Training Programs

- *Use it to build relationships with your prospects.*
- *Use it to build a list and/or segment your existing list.*
- *Use it to generate sales for your product.*
- *Create high-quality content and engage people.*

6. Run a Flash Sale

- *Build anticipation.*
- *Use a countdown timer on the sales page.*

7. Distribute Your Product to Key Influencers

- *Search Google for those who own the most popular blogs in your niche.*
- *Search Facebook for your niche keywords to see who owns the most popular Pages and Groups.*



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8. Use Multimedia

- *Shoot promo videos*
- *Do Facebook Live videos*
- *Do scopes on Periscope*
- *Upload content to YouTube on a regular basis*

9. Purchase Ads

- *Facebook ads*
- *YouTube ads*
- *LinkedIn ads*
- *Sites in your niche*

10. Test and Track

- *Get your hands on a good tracking tool, for example Facebook Ad Analytics.*
- *Focus on factors that will make the biggest impact.*

Bonus. Tap Into the Top Social Media Platforms

- *Instagram*
- *Facebook*
- *YouTube*
- *LinkedIn*
- *Twitter*



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