Article #9

Is there such a thing as a wasted forum post?

A lot of people are under the impression that if they find the right forum for their intended niche, that they are pretty much on their way to making a lot of money. I really can’t say I blame them.

If you are promoting a product on a vegetarian diet from Clickbank and you find vegetarian forums, it’s easy to conclude that you just need to post somewhat relevant information on these forums with a link to your blog post, which then in turn promotes you Clickbank link, that you will make money.

On the surface, this makes a lot of sense. After all, you’re just putting the right information in front of the right eyeballs. There is a tight fit in terms of needs and problems. But the problem here is that there is a lot more to it than that. If you want to be successful in any kind of forum marketing, you have to build credibility.

When people look at your name, they should feel confident that you would know what you’re talking about. You should build a brand on these forums, otherwise you’re just going to be wasting your time. Seriously. You may be posting link after link, but sooner or later, your account will get banned. You’ve just wasted your time.

That’s why I can say that there is such a thing as a wasted forum post. If you don’t bother to qualify the link and build it up and clearly explain why it’s related to the needs of people in the forum, chances are, you would lose whatever credibility you have managed to build up until that point and rightly so.

It really would suck if you put in all this time and effort putting together a winning forum post. This is not an easy thing to pull off. You have to target the right keywords. Next, you would have to come up with a theme for a post that your target audience would like. Finally, you would need to create forum content that is compelling enough for people on social media to want to share. In other words, you are going to have to jump through many hoops to put together optimal content for your forum posts. The tragedy is that even if you are able ot manage to do all of the above, you end up dropping the ball by failing to fully maximize the traffic potential of otherwise amazing content you post on forums. You end up benefiting them while failing to get anything out of all your efforts!

Do yourself a big favor. Understand that every time you post on a forum, you are building a personal brand. Think of this as a branding exercise. If that’s your perspective, then the chances of you posting garbage goes down dramatically. Keep that in mind. The forums that you are marketing to don’t exist for your benefit. They have their own agenda.

By working with the community instead of against it by spamming it, you increase the likelihood that you will drive more qualified traffic to your blog or website. To get the inside scoop on how to do this properly and in the proper sequence in light of the KLT sales process, click here.