

FORUM **MARKETING** Influence



A COMPREHENSIVE TELL-ALL GUIDE ON HOW TO
BECOME MORE INFLUENTIAL AT FORUMS

Disclaimer

This e-book has been written for information purposes only. Every effort has been made to make this ebook as complete and accurate as possible.

However, there may be mistakes in typography or content. Also, this ebook provides information only up to the publishing date. Therefore, this ebook should be used as a guide - not as the ultimate source. The purpose of this ebook is to educate. The author and the publisher does not warrant that the information contained in this e-book is fully complete and shall not be responsible for any errors or omissions.

The author and publisher shall have neither liability nor responsibility to any person or entity with respect to any loss or damage caused or alleged to be caused directly or indirectly by this ebook.

Table of Contents

Introduction	6
Chapter 1: Starting With Forum Marketing	10
Forum Marketing Tips	13
Being Influential	13
Don't Post Ads on Forums.....	14
Remember, Be kind	14
Forum Marketing Advice	15
Chapter 2: Being Apart of a Community	18
Making Your Links More Popular	20
Posting for The First Time	21
Chapter 3: Forum Marketing Success	24
Steps to Becoming Viral on Forums.....	26
Respecting the Community	28
Chapter 4: Selling On Forums	32
Best Practices to Make Money	33
Selling Offers on Forums	35
Posting Offer Tips	37
Chapter 5: Using Forum Marketing to Increase Traffic.....	41

Building Your Business Reputation	47
Free Unlimited Traffic.....	50
Give Back to the Community	55
Chapter 6: Using Forum's To Build Your List	58
Don't Waste Your Time.....	59
Attract the Community	62
Chapter 7: Making Money On Forums.....	65
The Do's and Don't	67
Chapter 8: Important Things To Consider	70
The Three Basic Steps.....	71
Conclusion	76

INTRODUCTION



FORUM **MARKETING**
Influence

Introduction



When you're ready to start promoting your business, website, service or product, whatever it might be, using online forums is one of the best ways to do so.

Online forums are anything but difficult to join and require no cost to become a member, in most cases. Additionally, forums are very helpful to learn more about anything related to your niche or your question at hand. Not only this but are a great avenue to let others know about you and what you can offer.

You could basically say that forums are like social media hubs where subjects are shared and discussed.

One of the best things about forums is they can be searched by anyone helping your website, business or product in getting noticed. As many forums are niche based, so being a member of a community within your niche is the best strategy in doing so.

So forum marketing and becoming a part of an online community ought to be the initial move towards getting known online.

Be that as it may, just like any marketing whether it's online or offline... sophistication is everything. Don't over do anything in your eagerness. It is best to act quiet and not appear as though you're urgent to advertise your item. By doing you look far too desperate and will look ridiculous in the long run.

Not only will you look ridiculous, but you'll also be considered as spamming the community. By doing so, you'll make your brand look bad, but will result in being banned from the forum.

It is along these lines better to leave messages to help others informing the community members why your product or services can help them. Also, another thing that works is posting questions that are related to what you have to offer to let interested members respond back to you.

In this way, go and read the questions posted on the forums, make sense of how best you can react to questions and do that.

This will enable you to assemble a client base when individuals with respect to the discussion believe you to be useful and authentic. Once that is done, you should simply unpretentiously lead them to your site and that will be that.

This is a simple and productive choice for you since it is completely free and focusing on a specific specialty niche. Be that as it may, attempt and abstain from letting others know of your site on unessential stages as it may demote your reputation.

In this way, do it cool and calm. Also, another important thing to consider is to follow up and inquire about whether the individual found your answer helpful.

This is an incredible approach to get criticism, which will enable enhancing your site, to manufacture customer compatibility, and charm new clients towards your site with a show of mindfulness to their preferences.

In any case, at long last, the essential thing to remember that however advantageous for advertising, these forums are for talk, not deals. So be inconspicuous and it will be a smooth sailing for you.

CHAPTER 1:

STARTING WITH FORUM MARKETING



FORUM **MARKETING**
Influence

Chapter 1: Starting With Forum Marketing



Forum marketing can influence your online business and is one of the best ways to get observed. A lot of forum users are interested marketers or have joined a particular forum to learn more, and furthermore, like purchasing products related to the forum's niche.

A lot of users who have joined forums have authorities in their niche and are experts on topics that they know about. So, therefore, forum marketing helps establish a decent connection before an educated and powerful group of onlookers, which can help spread your word across a large audience.

Within this chapter, I'll be going over some well-ordered directions that will disclose to you how to viably make correct discussions promoting on forums and help you better understand a well around marketing strategy using forums.

Not all forums have the general population you need to speak with. You need to pick at least 10 forums to focus your endurance on to work better for you in the long run.

A great rule to keep in mind when looking and seeking out new forums is to guarantee that the forum has no less than 20,000 posts from no less than 5,000 users. Also, another thing to look out for is to see if there are no less than about 20 new posts each day.

Another thing to consider is to stay away from forums which are facilitated by your immediate rivals, in other words, your competitors. Also, you should always avoid forums that are overflowed by spam.

It's a great idea to also make your account at any forum at the earliest opportunity as possible. This is useful on the grounds that your position is given a considerable measure of significance in most online forums.

Some forums even expect you to have an account a couple of days before posting, surprisingly. I can see the reason of this. It's basically to stop people from spamming.

When you join, you'll be made a request to consent to their forums understandings and posting rules, such as agreements, terms, and conditions.

You should read through these guidelines as many individuals avoid this and simply click yes, in light of the fact that there is a considerable measure of legal mumbo jumbo. However, some imperative things to search for are:

- Are you permitted to incorporate connections in your posts such as links?
- Are you allowed to advertise your business, product, service or website?
- Can you utilize your signature to promote your business or even promote affiliate products?

- Can you contact different individuals for business purposes on the forum?
- Are there limitations on new members?

Your forum username is the primary thing that'll be taken noticed by other members. So, it's important to select one that is vital, straightforward and can be effortlessly remembered by other users.

It's a good idea to use your genuine name or the name of your business.

Try not to use stupid names or letters that are not only hard to remember, but will devalue your posts in the future, as most forums once you have a username you cannot change it.

Make a profile that will enable you to build up believability and that also helps you build your credibility with authority. Set up a depiction of your experience and knowledge.

Your personal information can help break your experiences down, however, don't get into points that can estrange anybody, similar to religious topics or even political and race related subjects.

Most importantly, regard forum marketing as a vital piece of your long haul methodology and overall marketing strategy. And one thing to keep in mind, don't ever use a forum to blast your new product or a product your affiliating because this will back fire and will get you nowhere fast in the long run.

By doing this could even see you banned from the forum. So, keep this in mind.

Forum Marketing Tips



Forum Marketing Tips

Forum marketing can be somewhat precarious. You must be unobtrusive or you can get restricted. Within this section, I'm going to give you a rundown of some tips to forum marketing.

It is a smart thought to peruse and post in forums consistently. Forums can be a considerable measure of fun since they take into consideration open correspondence.

Being Influential

Say something charming and essential in your signature and you'll get a decent and amicable notoriety.

Avoid political and religious posts. In the event that you post something make sure to be greatly prudent. In the event that somebody begins to talk bad about you, stop and don't react at all.

You should always read the entire post searching for tips and assessments that can help your business. At that point post in that thread if you have something significant to state.

Don't Post Ads on Forums

Ensure that your signature has your link and discuss what you have discovered or how your life has changed by "your offer" yet don't utilize phrases like "come check this out" or "go to my site".

If you discover somebody who you think (from perusing their posts) would be a potential client then seem them a personal message and don't ask them to sign up. Simply say hello. Specify that you appreciate perusing their presents and would like to be friends. Give them your email address or a link to your Facebook profile.

After you become acquainted with them they will probably ask you what your offers are or for beyond any doubt they will look at your site. You likely won't have to welcome them.

Remember, Be kind

Be dependable and vigilant for individuals who you can associate with. Perhaps they have a product or service that would enable you to promote your site or possibly they are simply great individuals to become acquainted with. Perhaps they would benefit from your support.

Forums are a ton of fun and by regularly posting around them you'll see much more leads going to your business online.

If you post helpful threads and also helping out others who have questions, you'll see much more traffic coming from your signature as these people you helped out will be interested in what you have to offer.

Forum Marketing Advice



Forum Marketing Advice

- Register your real name as the username and utilize a decent picture of your face. Meaning a real picture of you.
- Fill out the bio area, with the goal that individuals will discover somewhat more about you and your ability in their field.
- Link to your blog or site in your signature and also within your profile page.
- Also, make sure you read the forum rules upon joining and obey them.
- Post consistently with helpful advice, tips and answer others questions. Help other people however much as could be expected.
- Remember, the more helpful content you post, the more you'll be seen, and the quicker your reputation will develop.
- The better your reputation, the better your credibility is which in returns gives you more traffic to your site.
- Build associations with different forum members through discussions and talks.

- And remember don't spam about your stuff... simply give people help and advice. By doing so, they'll click on your link to see if your offer can help their needs.
- Keep an eye on the discussion rules.

What you've just learned here it's very basic but very powerful advice.

CHAPTER 2:

BEING APART OF A COMMUNITY



FORUM **MARKETING**
Influence

Chapter 2: Being Apart of a Community



Being a part of a community for your business is a very important step to take to grow, only if you do forum marketing correctly. It's a powerful approach to let others know about your business or anything you're promoting.

By using forums as a marketing strategy to build your reputation, there are basically two important things you need to consider to get the targeted traffic and audience to take a look at what you have to offer, in other words, bring to the table.

Take an Interest as Much as You Can

Failure to use a forum on a regular basis is something that is too often ignored. The vast majority think in the wake of joining a forum and taking an interest for a couple of days that individuals will look at them.

In any case, they create no leads since you should post a considerable measure before anyone will look at you.

For the best outcome, there are some things you ought to do. Initially, find at least 5-10 online forums that are in your niche and this can simply be done by looking on Google. By doing this you'll get a rundown of forums to join and take part in.

When doing this, make a point to search for forums which have more than 20,000 individuals or more. This will expand your possibility of getting enough activity that will hence pay for the time you have spent on contributing to the forum.

After this set up a decent signature from your profile settings. Make something that will stand out enough to be noticed towards you in the wake of understanding it.

Furthermore, don't clearly attempt to promote offers on your signature, rather be unobtrusive and get your message across. Each and every detail you add to your signature will add your validity, authority, and credibility to your profile.

When you are through with this, acquaint yourself with the forum. You basically introduce yourself, as most forums have a section for this. After that ensure you keep regularly posting on to the community.

The activity would not come in the event that you haven't posted to the community on a regular basis for no more less than 2 weeks. This is through my own personal experiences.

You Should Only Post High-Quality Content

Consistently you will experience new individuals who will post questions. Attempt to answer to each post that you have answers to or conclusions about. Do this for 5 individuals (in any event) every day on every post you have contributed to.

You can likewise pose important inquiries yourself for drawing in answers with the goal that many individuals will see your signature or even check your profile out.

Now and again endeavor to compose posts which are exceptionally educational and has pertinence. This will profit other individuals in the forum. You should compose articles in light of your experience.

For instance, in territories, you have been effective in getting movement or any comparative valuable tip that would help other people to construct their business.

Making Your Links More Popular

Using forums can genuinely be another incredible concealed source to add to your overall promoting strategies. It is a place where individuals with comparable intrigue assemble to talk about a wide range of points on that subject.

You might be asking yourself, how effective is forum marketing to get traffic to your promoting or online business, or whatever it may be?

Using forums to market your presence can help in various ways with regards to showcasing your site, so let me give you this tip...

To begin with, you need to discover a forum that is focused on your site subject or niche. Consider it like this... would you advertise your site about, for example, dieting, to a forum about cars? The appropriate response is no.

Taking an interest in discussions can enable you and your site to manufacture a specialist status online by presenting answers on questions others have in a particular subject.

Posting For The First Time



Posting for The First Time

The very first thing you ought to do before simply going crazy and posting uncontrollably, investigate and see what truly matters to other, see the setup and feel the disposition of the community and forum.

When you have a decent comprehension of the forum then you can begin taking part in the discussions and start creating posts.

There is a step to consider. There's a join up procedure for most popular forums. In most cases, this procedure is straightforward and just takes a couple of minutes. Most forums regularly use a sign in to help better screen the discussions and shield it from spamming.

Remember that most forums don't permit promoting in their post and the standard members of these discussions can notice an advertisement from a mile away.

Along these lines of using a forum in this way, you won't make any companions so keep this in mind, that is not to promote whatever you have to offer the incorrect way. Increase the value of the community by giving your own quality and helping others in their needs.

Most forums permit a signature where you can put a little portrayal about your business alongside a connection to your site. Here is the place your connection notoriety can climb and relentlessly as new posts are created and when this happens, they also get indexed by search engines such as Google.

By doing this, search engines such as Google start indexing your posts. So, it's important to incorporate imperative rich keywords and topics in each discussion so they will draw in a focused movement to your site through your keywords.

Keep these tips in mind and start using forum marketing as a feature of you online marketing campaigns and methodologies, as it can have many advantages for your site and business that you might not have contemplated.

CHAPTER 3:

FORUM MARKETING SUCCESS



FORUM MARKETING
Influence

Chapter 3: Forum Marketing Success



You should make the strides after you have successfully joined to a forum, to guarantee your accomplishment in forum marketing.

Nearly all forums have an assigned section or a thread as forums call them, to introduce new members, where the individuals who have recently joined are urged to introduce themselves.

This is a great way to get your foot in the door and get to start knowing others in the community. When introducing yourself for the first time, it's not wise to post anything about your business or anything in a promotion sense.

If you start off by pitching something, you're not going to start off in a good way, and even might get you kicked off the forum. So, keep this in mind.

Try not to post instantly. Most forums have, you could say, a huge affectionate group. So, if you start posting within the community with

a thread that has been carried on for a considerable length of time, you might be avoided and disregarded.

Invest some energy experiencing the archive threads and make sense of which topics are good choices and which members are the informal pioneers. Additionally, watch the specific decorum of the forum.

At whatever point, there are questions solicited that fall inside your known skills or known area, answer them to the best of your capacity.

You should always back up your answers with quotes or links to trusted sources and answer follow-up questions immediately, or best to your ability.

If you turn out to be a useful, productive, and helpful, you will probably be focused on.

Try not to get engaged with overheated contentions, regardless of what you think about the current inquiry. Continue advising yourself that you're there to develop a customer base for your business.

Avoid such subjects and topics:

- Religion.
- Race and governmental issues.
- Don't promptly react to bad feedback.
- Make beyond any doubt the others know when you're kidding.
- Leave threads when they wind up noticeably disagreeable.

Once you're recognized as a regarded member, begin advertising your items forcefully.

Concentrate on strategies which are probably going to demonstrate value to the group overall. Offer individuals free examples as well as discounts if you can offer these.

In the event that you are procuring a marketing company to run your business for you, inquire about their techniques. A lot of marketing companies uses software to spam forums.

While spamming may guarantee brief activity, over the long haul, it'll do you more damage than giving you any benefit's.

Just like you, forum members don't like being overwhelmed with spam and can darken your notoriety and credibility. So, acknowledge the marketing company services and ask them how they will campaign your business if you're going to go down this path.

If you can and I highly recommend it, you should deal with your own particular forum marketing, as this is the best way to get to know the community.

Steps To Becoming Viral On Forums



Steps to Becoming Viral on Forums

Keeping in mind the end goal to be effective using forums to in your marketing efforts there are a few things that are required.

Prior to joining any forum, you should do some research.

1. Sign up to forums related to your business that are somehow identified with the offers.
2. Only join to popular forums. There is no reason for squandering your opportunity and vitality on forums with hardly anyone and few posts. Page raking, the number of members and the daily activity is a great way to know if a forum is popular.
3. Only choose forums which allows you to add a signature. You should always check to see if the forum allows you to add a signature. You can check this by looking onto the forum rules.

Another great way to find out is to search the forum to see if other members have any signature's. It's smarter to discover that a forum doesn't permit posts with a signature before you go to the time and trouble of joining.

Forums like this I wouldn't waste your time.

So, by now you should have picked at least 3 different forums that meet your necessities... now what?

1. Keep your signature short and refresh it routinely. Meaning, it's good to update it regularly. The perfect thing is to constrain yourself to one link, ideally to your primary site.
2. Never make posts that are simply an ad. This is one of the worst things you can do. Many people do this, but I'd highly recommend not doing this.

The best thing to do is speak about yourself and what you can offer, and link to it that way. By doing so, you're letting others know you can help them.

3. Be a dynamic and information part of the discussion. Plan to spend no less than an hour every day at the forum and set aside the opportunity to become more acquainted with the members.

Set aside the opportunity to present yourself with wise inquiries relying on the discussion's point.

Over time you'll start becoming a part of the community and people will start noticing you. By doing so, you will ideally build up a decent notoriety and without saying a word in regards to your business or product. And over time, the members will be keen on what you have to offer and will approach you asking you more.

Respecting The Community



Respecting the Community

As of late, forum promoting has been abused as a sort of free marketing. But since such huge numbers of marketers go into discussions absolutely with the aim of promoting items, products, business or services, their activities and state of mind unwittingly cause the correct inverse of the desired effect.

You have to keep in mind, that forums aren't commercial centers to market products and services. However, when all things considered, abused incorrectly, your activities will turn out to be annoying and will just rouse the anger of the other members, also moderators who control the forums, who then can prohibit you from the site without thinking twice.

With a specific end goal to be successful, this sort of promoting conveys a specific level of duty, obligation, and regard. The principal prerequisite is to take an enthusiasm for them in the main topic of the forum.

This not only means going to it consistently on a regular basis, this also means building up a decent association with both the active members and also the mediators. In addition, taking an enthusiasm for helping other people. Obviously, it likewise implies keeping in the lines of all the forum rules.

By doing this, one can build up an authority and, since it is human instinct to work with someone they trust and know, business will be created from this relationship.

This kind of marketing has just endured a lot of abuse over time and along these lines, numerous forums have as of late created stringent standards intended to shield their members from oppressive or excessively forceful promoting strategies.

Some forums have started to only allow members to have signature's simply after at least having no less than 100 posts. By doing so the forum can then build up a community that wants to help each other, not just to join to add a signature and create a 5-word thread.

Marketers must regard that the reason for a forum is to be a stage to trade thoughts on a given subject. It is not there to publicize their business or products one's selling.

By concentrating on the subject and posting inquiries and answers, a marketer's notoriety will develop and this makes the potential for deals normally.

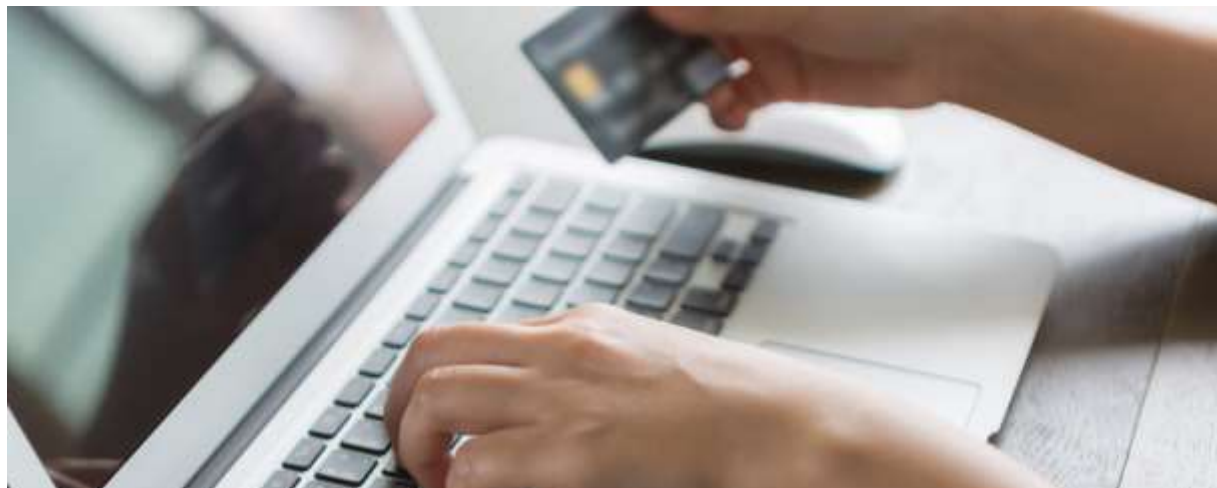
CHAPTER 4:

SELLING ON FORUMS



FORUM MARKETING
Influence

Chapter 4: Selling On Forums



Whether you're starting out or have been online for some time now, then you should be using forums, and a number of different forms, that are available online.

For starters, forums are incredible to obtain help and information from. Therefore, one should visit such forums to build up one's expert status and influence.

You should join a forum of your desired niche before you start selling or promoting and product or services. Practically every full-time marketer is genuinely active on the different forums across the internet.

These fill in as a great medium to get your business, product or service name out to the larger audience.

Forums further serve the reason for creating some helpful contacts and there are a ton of similarly invested individuals you can discover within.

Along these lines, the forums are a great social mediums source as well. One thing that you should distance yourself from while on forums

is to push your promotions as this can damage your brand and reputation losing any trust from the other forum members.

There is just a single method for obtaining the trust of the other forum members individuals and keeping it. This must be done by offering something which is really helpful, which can be done by proper marketing through signatures and worthy posts.

When looking for a forum, keep in mind that a lot of forums have threads design to showcase your product or services where you can actually let others know about what you have to offer, without looking like you're spamming the community.

A critical part for all online marketers ought to be surrounded on forum marketing.

This can end up being another extremely helpful tactic to make one's very own brand. To make an expert brand on a forum is the most proficient sort of advertisement. Trust does not come as something effortlessly.

Best Practices To Make Money



Best Practices to Make Money

Do you have a business, product or maybe a service in the internet marketing niche? Maybe, you're wanting to build your list or even

selling an e-book on the subject. In the event that you have any such products or services, at that point forums can be an extremely valuable in offering and advertising your offerings.

As opposed to the regular belief, forums are not under any condition implied for influencing 'fast cash'. Rather, you should make savvy utilizations of these channels to help brand your business.

Here, I am not discussing simply adding your signatures to your posts, but rather I am concentrating on doing some real business through the marketplaces at different forums.

If you did know, the large portion of the well-known internet marketing forums gets an enormous measure of activity consistently. The vast majority of these forums have more than 60,000 individuals who are very active and consistently visit them. The main one online is called WarriorForum and has over 1 million users.

Consequently, you can imagine the potential that such forums with marketplaces to sell and promote products hold in terms of promoting and creating offers for your business.

Selling Offers On Forums



Selling Offers on Forums

At an internet marketing forum, all individuals need to show their unrivaled copywriting expertise while making an offer. I have recorded a few hints for you to take after while posting your promotions in a forum's marketplace.

Try not to endeavor to over-compensate the title - if your offer can't be comprehended, there are high odds of you missing out. They ought to be directed to your pitch page and your offer ought to be short and straight to the point.

Aside from the headline, and your payment button, you have to guarantee the consideration from some of the following points:

Rights: What are the rights to be incorporated (also add these within the download files too)?

Assurance: Do you guarantee a refund? You should, people get scared, especially if you're new.

Support: Does your offer dispense any help, support, or other such assistance?

Upsells: It's best to let them know if your offer has any upsells, one-time-offers or upgrades?

Reviews: Sometimes it's best to get reviews, as the people who reviewed your product can leave comments based on their experience's.

A few forums will enable you to present your promotion related on their forum for nothing. Yet, there is numerous forum, for example, WarriorForum that requests a price of \$20 to post what they call a WSO, which stands for Warrior Special Offer.

Additionally, make sure you price your offers appropriately. It's best to price your offer at a discount price which will pull in more customers towards whatever you're selling.

In actuality, in a few forums, it is compulsory to charge a markdown or a discount in other words, in contrast with what is being charged to the overall population elsewhere.

This will stop these people to go elsewhere to buy the same product. Not only this, a lot of people come to such forums because they know they're going to find products that are found elsewhere for a discount price.

By requesting a lower value, you will have higher odds of making deals. Keep in mind that, I talked of over conveyance before.

A decent approach to over convey is you can charge for one item and give 2 quality items to the purchasers. Or, on the other hand, you can include, for example, 5 significant e-books that will be of extraordinary use to your customer. Or you can likewise, let them know if they purchase 1 they will get another 1 free. This is a great strategy to pull in more sales.

Another great strategy is to make your product or services limited to a number of sales or even a cut-off time. Another one is a dime sale,

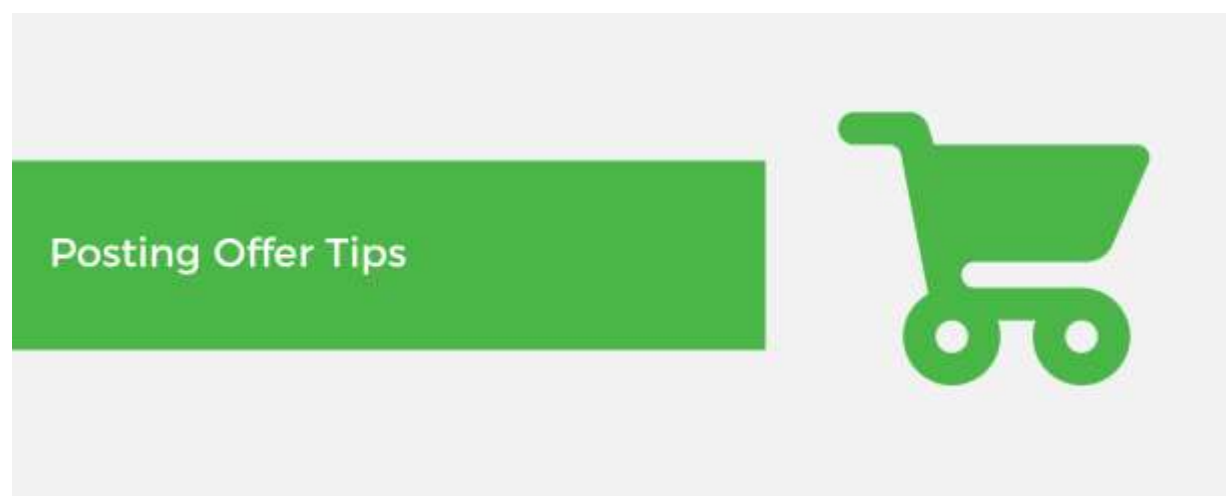
which the price goes up on every sale, which gets people to buy there and then rather coming back later to make a purchase.

Invest some energy in posting your advertisement and believe me, it's justified regardless of every cent or second that you contribute.

One of the best things about this is that you're not only going to receive a lot of traffic at internet marketing forums, but you offer whatever it may be will get some good exposure, therefore getting your brand out there. And this can be great for next time when you're going to be promoting something else.

That is the reason I personally, more than once, continue to concentrate on the significance of a quality item and the estimation of a very much created offer.

Keep in mind, a forum marketplace has a lot of power with can easily make or break your product, service or business. So, keep this in mind.



Posting Offer Tips

At an internet marketing forum, all individuals need to show their unrivaled copywriting expertise while making an offer. I have recorded

a few hints for you to take after while posting your promotions in a forum's marketplace.

Try not to endeavor to over-compensate the title - if your offer can't be comprehended, there are high odds of you missing out. They ought to be directed to your pitch page and your offer ought to be short and straight to the point.

Aside from the headline, and your payment button, you have to guarantee the consideration from some of the following points:

Rights: What are the rights to be incorporated (also add these within the download files too)?

Assurance: Do you guarantee a refund? You should, people get scared, especially if you're new.

Support: Does your offer dispense any help, support, or other such assistance?

Upsells: It's best to let them know if your offer has any upsells, one-time-offers or upgrades?

Reviews: Sometimes it's best to get reviews, as the people who reviewed your product can leave comments based on their experience's.

You can use discussions day by day in different ways:

- You can simply go more than a few new presents on discovering "what's new" - along these lines you keep tab of each conceivable new string of data.
- You could outline specific inquiries for others to reply. Subsequently, a few suppositions can be gotten.
- You may be enormously astute and help other people by noting the plenty of inquiries that everyone has.

- You won't be enormously learned but need to pass on your perspectives with respect to something or the other.
- There is the undeniable preferred standpoint of using the "hunt" capacity of the gatherings to become more acquainted with about a specific side of things in the business.

Keep in mind, individuals are generally requesting arrangements and outstanding amongst other spots where individuals swing too for finding solutions to their inquiries are gatherings.

Accordingly, on the off chance that you deliberately investigate the exchanges and strings in the discussions, I am certain you will get a ton of thoughts regarding what sort of items are popular presently.

In light of the gathering talks, you can make an item and pre dispatch it in the discussion commercial centers to try things out and afterward, at last, do the primary dispatch.

Through the gathering commercial center offer, you can test the item as well as do the enhancements as per the purchaser's criticism lastly dispatch the primary item that will have greater odds of beyond any doubt shot achievement.

Investing energy in the discussion is obviously an exceptionally helpful approach to outfit data about the market.

You can simply get the opportunity to disclose particular perspectives which catchphrase examine devices can't. Take this as an unequivocal affirmation that these gatherings are for the most part utilized as bitching gadgets.

Prowling around the structures give some important client data and in this manner, it is essential to invest energy in the discussions worried, before you at long last dispatch your offer.

CHAPTER 5:

USING FORUM MARKETING TO INCREASE TRAFFIC



FORUM **MARKETING**
Influence

Chapter 5: Using Forum Marketing to Increase Traffic



The use of online forums is getting more popular by the day. Discussions always vary, making it pretty easy for every internet user to identify with at least, one forum.

As an internet marketer, you should know that one of the best ways to drive traffic to your website IDENTIFYING WITH ONLINE FORUMS.

Online Forums are discussion sites where conversations take place among internet users. To participate in the discussion, you may have to register to become a member so you can like a post or thread, drop a comment- support or refute an argument, etc.

However, it is not the same in all cases. For some forums, you may decide to be anonymous. But don't forget- you are driving traffic to your website, so you have no business hiding under a cloak. Get registered and be an active member.

Forums are very engaging. It's only normal to wish to have a voice and be heard especially on a topic of your interest. In this time and age, it doesn't cost an arm and a leg to attain recognition. You can get

started by airing your views on a forum and equally get a handful of traffic.

Online forums are not just entertaining; they are equally educative. A lot of people visit these “discussion groups” to learn a thing or two from people with diverse opinions on varying subjects.

While you are getting acquainted with other users, it is also the best time to establish a credible image of yourself as an authority in your chosen field.

If you are not so familiar with online forums, you should know that there are rules that govern them as well as etiquettes that should be religiously adhered to.

As a member, it's your duty to sift what isn't acceptable from what is. I personally prefer to call it “Forum Etiquette”. Stick to the rules of the game. This may include setting up your signature.

Setting up a signature is very important because it is your identity and the idea is to make others click your signature. Restrictions could include image size and type, internet counters, links, etc. Follow the instructions, so you don't get banned for misconduct. You don't want that, do you?

What size of an image is acceptable? Some forums may cut you off for higher images. Some do not even allow images. What about links? If so, what are the restrictions? Some forums prohibit the use of links to porn sites, HYIP schemes, gambling sites and even affiliate links.

If for instance, you are using a Homeworker Ideas forum, you shouldn't post contents that are not in sync with the forum except there is a sub-forum addressing the subject.

While some forums have subs which address as much as ten or more niches, others do not. Also, there are forums that prohibit sensitive subjects like religion and politics. Topics as these tend to cause an

uproar. Some others even discourage talking about specific products and companies.

The whole idea is that every forum is different and as such have unique specs that delineate one from the other. So, to be on the forum's good page, you must stick to the rules. Failure to do this will result in public humiliation.

You do know that there are internet warlords and Voltron. You don't want them coming for your head, do you? This can destroy your marketing which is the essence of contributing in the first place.

Conclusively, the best way to market yourself is not to market at all. Being a consistent member with the quality contribution is more than enough to get noticed. With your quality contributions, you expose your identity to the members with ease.

A lot of people are there to make contributions or find solutions to an existing problem. When you make yourself readily available by helping those in need, you attract the leads without trying so hard.

If you have to refute a proposition, you can do so by giving constructive criticisms, one without judging a member. You can't go wrong with these strategies. People will recognize and remember you and will, in fact, will want to associate with whatever you have to offer.

Earlier in this piece, I talked about signatures. When you start participating in various forums, you will be networking with a large variety of people, including experts and this is why you must not ignore the use of a signature.

A signature will normally occur at the bottom of a comment posted by you or any other user. As a member, you will notice that you are inclined to click on a signature of another member who drops an intriguing comment or a thread.

It's just natural. People are generally interested in knowing more about someone who intrigues them.

And just like that, without the person advertising their product, you have clicked on their website! You see the trick? Replicate the same and be sure to generate your traffic.

As a new member who wishes to advertise his website, the first thing to accomplish is creating your signature-this must be a link to your website.

As I mentioned earlier, a Signature is basically what is used at the end of email messages to know more about you. Personally, I kind of think of forums as the original social networks.

They have helped people grow their businesses more than any other social networking site by just giving valid contributions or helping people. In social media sites, you may have to sponsor your page to attract many viewers-you have to spend to make this happen.

With forums, all you have to do is become a regular member who is willing to help. Your signature will do the marketing. Simply add your signature at the end of every post or comment.

Remember your comments much be intriguing to make the readers want to click your signature. Credibility is key in Internet marketing. So, you shouldn't expect members to click your signature when there is nothing interesting or exciting about your contributions.

It could be the use of witty statements that are quite humorous, thoughtful and insightful posts or constructive arguments in debates. Statements that wow other members will leave a mark and make you easily recognized.

As you know, the internet is saturated with business owners selling similar products of services, making competition stiffer by the day. Having your business online is just a tip to attaining success; creating

credibility is another, and is in fact, a major accomplishment to establishing a mark of sustainability.

You have nothing to lose and so much to gain. Dropping those comments is free! You don't have to sponsor them to appear on the first page of the forum. Utilize this to maximize your profit!

A lot of people use forums to air their opinions or views about a subject, making them very interactive in nature with back-and-forth replying from just one particular post lasting as long as weeks and even months. You should post regularly. Two to three posts per week are ideal for as many as 5 different forums.

However, you should try not to spend so much time on the forums so the other members don't take you for a jobless or an unserious fellow. Just do it moderately.

Simply log in, locate your prior posts to check out any possible responses and respond if necessary. If you wish to make a new post, do so and don't forget to drop a few great comments and log out. Resist the temptation to spend all your time replying every post and comment. Once you are done, log out!

Getting addicted is very easy and you don't want to get infected by the flu. Or, do you? Many people get addicted to forums and end up spending quality time reading every comment and giving replies to even what doesn't need a response.

Remember you have a goal-which is to drive quality lead or traffic to your website. Resist the urge of investing too much time on forums and focus on your goal which is to learn as much as you can, and drive targeted traffic to your website!

Another reason why you need to be careful in forums is to avoid a case of 'the blind leading the blind'. You'll notice that the most successful internet marketers may not even exist in the forums anymore because of this.

As a beginner, your utmost concern is establishing a positive professional credibility and you can't go wrong on forums because you are sure to meet addicted members who are willing to lend a hand or learn just like you.

However, as your brand continues to attract the desired audience, you may realize that you do not have as much time to spend on forums (depending on what you do anyway). The decision to invest more time to forums is up to you.

However, there is no such thing as too much traffic or customers in a business. The only challenge is how to manage the traffic so you don't lose your brand to another rival. Yes! Every business owner has a rival.

If you are a novice, slow down Chief; there is no cause for alarm. Signing up to forums is completely free- it's just like you do for a social media site like Facebook and the rest of them. For starters, sign up for as many as you can handle so you don't end up becoming irrelevant in too many places.

Secondly, create your signature and study the comments and the general behavior of the members. If a topic intrigues you, make a contribution and viola, you have become an active member!

While you do this, ensure that your signature is visible at the end of the post and that your website link is working too.

Building Your Business Reputation



Building Your Business Reputation

Many forums allow members' signature to be visible at the end of every post which will actually work in your favor. This way, other members can easily click to know more about you and be directed to your website.

Why I love this method of marketing is because I don't have to spam anyone. A lot of people make the mistake of spamming people through emails and groups. This style is very unethical and many people are beginning to reproach it.

As you can, other members get to see your signature every time you post and this explains why you should be an active member on the forums you have signed up on. "An active member" means you are a regular visitor and not just a guest.

The more you post, the more your username gets registered unconsciously in the minds of other members, thereby propelling them to peek through your website. It also important that your posts are helpful to those who need answers, humorous or valid enough to make the members want to identify with your brand or curious enough to have a voluntary visitor. Remember, it is a saturated market-so, do what it takes to stand out.

By posting relevant comments or threads, you are building a solid reputation and with time, your brand will become a household name to the forums you belong.

However, do not expect this to happen overnight. Reputation always takes time to build especially in a digital world where people do literally everything on the line- from shopping for groceries to hiring a freelancer and so many other services you can think of. Building trust is very key and you should keep this in mind.

How you want the other members to perceive your brand or business should reflect in whatever contributions you make or thread you create. Online marketing can be that easy!

Consistency will result in curiosity of the other members to click on your signature. If for instance, you are a web developer and there happens to be a post relating to it or someone in need of one, it wouldn't be difficult letting the readers know that developing websites is your spec and what you advertise on your signature. It's that easy and you may be lucky enough to have your first sale!

All that matters most to you is getting the members or guests to click your signature, so you must be professional in posting your threads or making comments. You are building a business reputation-always take this to heart. Do what you can to provide the interest to make someone eager to check your website in order to obtain more information.

However, you must be careful when doing this, so you don't get kicked out. Some chat forums may consider this to be spamming which is highly prohibited and unethical. To avoid being labeled a stray dog, ensure you abide by the rules of the forums you have signed up on and study the general behavior of the moderators. If you are unsure, your best bet may be to ask the person to send a private message.

Weaving your business into conversations is another great way of driving "targeted traffic" to your website. If for instance you are promoting website domains and hosting, and someone posted that

they need help in such an area, you could request the poster to send a private message to stir a conversation between the both of you.

Nevertheless, as I did mention earlier, you can boost your traffic right away by providing insightful, thought-provoking comments. You can't go wrong with this method. It is a proven way to make a name for yourself and stand out. The other members of the forum will certainly take note of your username and will be curious to have a peek through your signature, which can subsequently result in driving more traffic to your own site.

Other forms of marketing your product include guest-posting on blogs and sharing relevant articles to forums. When you do these, be sure to include a backlink to your website. Blogs, articles, and forum posting are all very subtle but powerful forms of marketing.

Posting as a guest and inviting other guest post is sure to bring more readers to your website or blog. While the guest is sharing, you are doing likewise, making it a win-win situation for both parties. However, you must ensure that your posts are professional and of high quality.

In all, do not spam links. It depicts unprofessionalism. Chat forum posting is a very effective form of marketing. All you have to do is be patient and stick to the rules so you don't get kicked out. In all your approach, be professional-keep your marketing approach subtle but informative.

Do not employ the fire-brigade approach. Entertain the other members with your knowledge on the subject matter, make your signature compelling enough to grab members' attention and most importantly, give the business time to build!

Free Unlimited Traffic



Free Unlimited Traffic

The trick about building traffic through forums is this: Traffic is built by people and forums are saturated with people from different locations who share common interests, careers, and passions.

While some forums will specifically focus on one subject, some others have sub sections as health, education, business, autos, technology, entertainment, property, politics, religion and much more.

It's therefore not out of place to find individuals who share a similar interest in the subsection of their interest. If for instance, you have a blog on technology or are promoting gadgets, creating threads and dropping thoughtful comments in the technology section of a forum can drive targeted traffic to your blog or website.

Every forum identifies with at least a niche with thousands or millions of subscribers with all of them having at least an area of interest. If it were not so, they wouldn't be members.

So, you know that they are targeted traffic. The key is to deliver value and you'll receive a ton of quality traffic to your website. It's that easy!

The mistake a lot of newbies make is using the fire-approach. You will agree with me that it really sucks to see comments by a particular

individual asking members to check their signature for the latest designer shoes or the best price in getting a domain name. If you are guilty of this, stop it already! A lot of people are there to get a solution to a stubborn problem, give quality information or simply want to know what's trending.

No one is really there to meet an aggressive marketer who has no information to share. Of a truth, you may get a lucky click but hey, the idea is to build a long-lasting reputation and plant a brand that may become a household name. So, take things slow and be professional.

The forum isn't about you or your products, so don't shove it down their throats by repeatedly dropping comments unrelated to the post, by advertising your product. That's not the way to play the forum game. It sucks when you do that and other members will only notice you as a pest.

Your presence or comments should be helpful and informative. You are building a reputation, so you shouldn't be tagged the aggressive seller who wants to take money from people. It's not a bad idea to market your services but the approach is key.

When I visit forums, I can only expect to meet individuals who share a similar interest because the idea is to drop an insightful comment or create an informative thread that relates to the niche or subject. When I started out to get my traffic, I had sponsored some adverts on Facebook to generate traffic for my website.

It worked but a lot of visitors only clicked to have a peek and not to become regulars. I never advertised on any forum but I was sure to be a regular visitor with insightful posts and thought provocative comments. This way, I built targeted traffic that converted to regular visitors. I paid nothing to get so much!

You aren't becoming a member to sell but to help and offer solutions. It's not like Facebook or Instagram where a majority of people only post pictures to show off a latest car or share pictures of a family vacation. You only acquire so many likes without adding value to your

business. A forum is a discussion ground where people come together to interact. The number of internet users is on the increase, so you can't go wrong with online marketing. More and more people are signing up to become members of forums. So, take advantage and build your business strategically.

Inasmuch as you want to generate traffic at all cost, remember also that you are likely to have rivals; but the beautiful thing is this: the sky is big enough to accommodate everyone. Your approach is one thing, your customer relations is another. You do want a return back to whatever service or product you are promoting, don't you?

Some people do so much in generating the desired traffic but pay little attention to delivering quality. Before you set out to become an online entrepreneur, ensure that you can provide quality services regardless of the niche.

If you are a blogger, ensure that your blog posts are highly professional and educative. If you are a freelance blogger, ensure that you can meet deadlines and produce quality write-ups. This applies to every niche and business. The easiest way out is being an authority in your niche.

If you have signed up on a forum, add value by answering questions if you know the answer, create threads that will be informative to the other members. If you observe the following rules, generating your desired traffic will occur sooner than you think.

- Proffer solutions
- Create informative threads
- Reply answers
- Review some products
- Reply personal messages

To get started, search on Google for forums in your niche. There are tons of them-pets, family, medicine, politics, education, poetry, travel, technology, autos, romance, jobs and much more. There are some others who have these niches as sections in them.

You'll probably be shocked at how many forums there are!

You may want to take a look at how much traffic the site has built through the number of threads, replies to the threads and the general behaviors of the members of the forum. If you notice a particular username with insightful posts, you will click to have a peek.

It's only normal. That's what happens when people find your threads or comments intriguing. The more valuable contents you share, the higher your chances of attracting the traffic.

Here's a quick one!

If you log on to a travel forum, you are likely to come across a thread on someone asking for a better choice between a road trip and an air trip. If you are a master in this field, you can start by dropping a comment highlighting the ups and downs on both means of transportation and also paying attention to the budget and other things.

You must take note, that although you have proffered a solution to one person who needed it at the time, this information can also be used so other people in weeks to come. This way, you must have helped tons of people with your knowledge and information, making them curious about you. If you are a travel agent or you work in a travel agency, you have probably got yourself a lead.

This is how you play the forum game and not shoving your business down people's throats. It's all about helping. Proffer solutions and get a ton of leads.

If you continue this way, you are not just helping people, you are also building a relationship with them. You don't have to be a guru to offer solutions. Just share the knowledge you already have.

In a nutshell, I will provide snippets on how to drive traffic to your website through forums. There are a couple of ways to get people

across to your website but I will share with you, what has worked for me.

- Add a website link in your profile. Your profile is the page where you can add your personal information such as your name, email, and website.
- Make yourself heard in comment sections by providing insightful comments.
- Create threads and site your blog as the source.
- Use a compelling signature that will get the members curious to click.

Don't make the mistake of sending a private message to a member who needs help or a solution or who you think is a good target for your product. Simply post your advice in the comment section for everyone to see. Remember what you are building-transparency, trust, and reputation.

Give Back To the Community



Give Back to the Community

I know that what comes to your mind is a social responsibility, right? In this context, giving back to the community is synonymous to offering solutions without attaching conditions.

Doing this can go a long way in generating traffic to your website. By offering solutions without conditions, you are building trust between yourself and other members of the forum.

The people who follow you and trust your expert advice on the forum will find their own way to your website or blog. Take note and let this sink. You do not have to pressure them into visiting your website or blog. They will do so, according to their free will.

I personally call this "Voluntary Traffic". It doesn't matter if they converted into your mailing list or become regular visitors to your blog or website, what matters is that you are playing the game pretty well.

Why I always recommend online marketing over paid adverts for website and blogs is this: your comments or threads will always be useful to whoever researchers a similar request, week, months or even years after.

Even if you never return to the forum, your post may never lose relevance. What this means is simple- the traffic continues without you lifting a finger.

“The internet never forgets”. This clause is always used in times of scandals. It is the same in internet marketing. Your posts or threads cannot be erased. The more threads and comments that bear your signature, the stronger your reputation.

The stronger your business reputation, the more traffic your business is likely to generate. It’s all about establishing credibility through the conversations and discussions that take place.

The idea is engulfed in two major things-Traffic and Offer. Drive traffic to an offer and you make money. Forum Marketing comes down to these. Keep it simple.

If you can’t offer expert advice, interact with them on the forum. In all, you have to be active to stay relevant. If you can’t offer help with solutions, you can create useful information.

CHAPTER 6:

USING FORUM'S TO BUILD YOUR LIST



FORUM **MARKETING**
Influence

Chapter 6: Using Forum's To Build Your List



Building a list is an online marketing strategy used for compiling email addresses from members to engage them on a regular basis to generate traffic to your website.

Building a list is an online marketing strategy used for compiling email addresses from members to engage them on a regular basis to generate traffic to your website.

A lot of people are so focused on generating traffic through content marketing and sponsoring adverts, forgetting about the traditional methods. Email marketing is as relevant as any other form. A moderately useful email blast can result in a significant uptick in traffic. However, you have to be careful.

Remember the rules of the game-keeping it simple. Be careful not to bombard people with relentless emails on every detail in your business. A friendly email reminder about a new service or product is enough to boost your traffic.

It's not just about building a ton of list in thousands. If the owners of the email addresses do not find your content useful, you may be wasting your time. Have a targeted mailing list and concentrate on what your customers need.

It will make no sense having a bunch of subscribers who are interested in gadgets and games when your website or blog is on romance.

List building is a process that requires you to keep adding to your list. There are many options to make this possible:

- Include an email list sign up in your navigation. It could be something like "free updates". This keeps your email list open and prompts your readers to subscribe if they haven't done so.
- Include "email list sign up form" in your menu. This is the way to entice people to dig deeper. There are people who wouldn't mind going through what you have in your menu. Keep the email list open.
- Send an email to every person who signs up to your email list. It's quite uncultured not to welcome someone who comes visiting, right? Send a welcome note, but remember to keep it simple and maintain a friendly tone.

A mailing list is something that you put together from receiving traffic and word of mouth for your website, and by using all the means that you could get your hands on to put up that list.

Don't Waste Your Time

It's time to issue a note of warning!

After a series of hard work, it's time to reap the fruits of your labor, right? You deserve nothing but continuous traffic and for the money to never stop flowing.

Let this sink. It may never happen this way. People's tastes often change and this only means one thing-fewer traffic.

It really would be a waste of time and a minor personal tragedy if you follow all the tips religiously only to have it result in temporary traffic. I'm sorry to break this to you, most of the traffic you will generate on the internet are likely to be temporal.

It doesn't matter how you carefully targeted your audience traffic is. It doesn't matter how much is the amount of scale and cares you put into generating the traffic. That traffic may be temporary.

Like I did mention, when people visit your page, blog, or website, they will bounce out if they lose interest in the subject. For instance, someone who frequently visits romance section may lose interest as they grow older.

Other subjects which may be relevant to them may include finance or insurance. Family responsibilities and pressure from the work front are two major factors responsible for the change in taste of interests.

So, always put this behind you-not everyone soul will be permanent. Eventually, some will leave. Unless you convert them right then and there by getting them to click on an ad for a product or service which they then buy, they will be gone.

The vast majority of your traffic is temporary. Wrap your mind around this. This is why it's extremely important for you to build a list with the different options I listed. This way, you have kept the option open.

A mailing list is nothing but a device that turns otherwise temporary traffic into a semi-permanent traffic asset. When you get people to your list, you automatically get a legal way to drag them back to your website. It doesn't stop there. More and more people have the option to subscribe if they come across your website through a forum or whatever medium.

Sending a reminder is what I always recommend. A lot of internet marketers ignore this traditional method. But trust me, you can't go wrong with building a list that never dies. When you send them a reminder and they click on a link, they go back to your website, which is a great way to resurrect your traffic again and again.

However, keep in mind to send only what your subscribers need, and not endless tons of messages. Always keep it short and simple.

You have to understand that you've spent a lot of time building up a highly targeted forum traffic. Don't waste that invested time by failing to build a list through a sign-up button or whichever means you may prefer.

Use your list to turn a temporary traffic into a permanent asset. People are engaged in a lot of things. There are many distractions and this is why you must always remind your subscribers that your website is still very much active.

When it's time to sell your website or blog, it will probably fetch you more dollars if you include your mailing list. Sophisticated buyers know that a highly targeted mailing list that is very responsive can convert to cash, not just at one time, but over a long period of time.

Attract The Community



Attract the Community

In whatever business, you must be ready to move with the trend and change strategies when the occasion arises. There was a time when forums did not exist and there was nothing like social media networking sites. Things change and people adjust to fit into the new way.

It's not any different from being an Internet Marketer. Attracting traffic to your website or blog to get visitors to your sign up to your mailing list may be so easy until it goes out of fashion. Don't fret. There is always something new, move with the newest trend or invent your own strategy.

Some of the trending strategies that are working now include doing a guest post to improve your chances of visibility or doing a paid advert. For the former, you'll need to know your audience and know what other sites they visit on a daily basis.

There was a time when no one knew about this. However, there are other ways to attract the community to visit your website or blog.

If you are not social, you may have a hard time generating traffic. Get active on social media. It's not enough to just share the contents through social channels like Facebook, which is quite the most popular.

Get active in group discussions. There are tons of groups on Facebook. Join the communities that address your niche and be fully involved. If you are on twitter, join group discussions with relevant hashtags.

Nothing turns people off more than simply sharing broadcast channels. Be interactive so you don't bore your fans. The idea is making yourself heard!

Another strategy to attract the community and make the most of the incoming traffic to your website is to build a community into your site to start a conversation.

People want to air their opinions on subjects they feel very passionate about. However, do not forget to manage your community to maintain a minimum standard of decorum.

CHAPTER 7:

MAKING MONEY ON FORUMS



FORUM **MARKETING**
Influence

Chapter 7: Making Money On Forums



Forum marketing is undoubtedly a great way to make your online business stand out in the already saturated market.

Forum marketing is undoubtedly a great way to make your online business stand out in the already saturated market. Many forum users are always open to making an online purchase, so it is an avenue for you to create a good business impression in front of this audience to help your marketing message spread far.

There are certain factors that should be considered in generating free or voluntary traffic. Do not make the mistake of signing up for any random forum without doing a personal survey, so you don't end up wasting quality time.

To save yourself some time, look out for popular forums that address your niche. Look out for forums that have at least, 1000 members with regular posts. There are forums which are overrun by spams-avoid completely.

Choosing an appropriate niche is probably the foremost exercise one should consider in the quest to making money out of the forum marketing tool. With the right niche, a lot of negative factors can be avoided such as over completeness, saturated market circumstances, to name a few.

The niche selection should come handy so that you can carefully promote contents that will be useful to the other members of the forum. If not, you may be wasting quality time.

Thus, by pricing the product or service at a minimum the attraction can be created to make a purchase. Also designing the product to be an appealing and professional delivery of the pitch is also another convicting factor to ensure revenue.

In choosing the most suitable forum to market on the considerations like activity and competitive marketers needs to be noted. Using a forum that has a lot of interactive activity ensures possible interest in what the individual is promoting.

You should look out for forums that allow promotional signatures that have live links. These kinds have money making capability.

The Do's and Don't



The Do's and Don't

Forums are fertile grounds to drive targeted traffic to your website if properly utilized and in fact, the most powerful social media channel for brands.

Many women go to forums to seek recommendations on a beauty product or whatever. Some other people just want to share information and voice personal opinions on subject matters of their interest.

As an online marketer, here are Dos and Don'ts for you to abide by:

- Do Register. But before you do this, have a clear strategy in mind and stick to your aim of joining the forum, lest you get carried away by the flu. Forums can be addictive, so watch it! Remember why you signed up to become a member.
- Don't consider advertising right away. The forum wasn't created for you to sell your products or promote whatever service. It was built to bring like-minded individuals together. So, you're your time to be a part of the community.
- Do consider sponsoring an advert if you can afford to. Many standard forums create banners for advert placement which can appear on a

topic or subject relevant to the advert. For instance, if you want to sponsor an advert of cryptocurrency or forex and the forum has sub topics, the banner will appear on the finance or business section. This way, you are also driving targeted traffic to your business.

- Don't employ the fire-brigade approach. Although, you have signed up with the sole purpose to drive traffic, you must shove your business down their throats by spamming and advertising the link to your website on every topic. It is highly unprofessional.
- Do contribute with insightful comments. I did mention this earlier. The greatest way to be noticed in a forum is to contribute to topics in a thoughtful manner that will spur the other members to click your signature.
- Don't force it. Tailor your posts accordingly. Resist the temptation to continuously bring up your product or service even when it isn't related to the topic. You may get banned as forums are governed by rules and you should stick to them.

CHAPTER 8:

IMPORTANT THINGS TO CONSIDER



FORUM MARKETING
Influence

Chapter 8: Important Things To Consider



Forum marketing is a great method that many online business owners use to market their own products and services online.

In fact, it is fast becoming one of the most widely used free marketing methods on the internet.

It has many benefits and it costs virtually nothing for you to implement. It just takes a little know how and determination from you on a regular basis to begin seeing positive results.

Basically, a forum is a community of people, sort of like a neighborhood where the other members are your neighbors. People often use online forums as a way of coming together to discuss a particular topic or problem.

As a forum marketer, you should use forums to get information, ask questions, make connections, as well as for promoting yourself and your business.

The basic rule of thumb when it comes to forum marketing is that you

never jump right in and immediately start promoting your business.

This is considered bad manners and will actually drive your potential customers in the opposite direction.

Before you begin to promote your product or service on any forum, you will need to establish yourself as a member of the community.

What Constitutes Bad Content?



The Three Basic Steps

1: First you need to find a forum and register as a member.

When looking for a forum to join you will want to find one that is centered around a topic that is closely related to the product or service that you are planning to promote.

After you have found a forum that you want to and have registered, you should take some time to create a profile page about yourself.

This should include a good description about yourself and your business.

You will want to pay special attention when crafting your signature file because it will be at the bottom of every post that you make and it is vital to the success of your campaign.

After you have registered and set up your profile and your signature line you should take a few days to lurk around the forum before you begin to post.

Examine the posts and get a feel for the other member's thoughts, ideas, and questions. It is also very important that you take time to acquaint yourself with the rules of the forum.

2: Next, it is time to start posting.

After you have lurked around for a while it will be time to start posting. Begin by responding to the other member's questions and concerns.

Do not by any means start out posting by instantly promoting your business.

This can have a negative impact on the opinion other members have of you and blatant advertising can get you banned from the forum. Remember you want people to notice you do not ignore you.

3: Next you will want to focus on building your reputation on the forum.

Starting with your very first post, you can begin to build your reputation as an expert on the topics being discussed. The first and most important thing you should do is introduce yourself.

Then begin to help other members with their problems and quickly answer their questions.

Keep in mind that the more respect you earn in the forum the more visits you will get to your website and the more sales you will make.

As I mentioned above most forums do not permit members to promote their products or services inside the post itself. This is considered spamming and it may get your post deleted and you may also be banned from the forum.

There are many excellent reasons why forum marketing is so effective for many online marketers. Whenever you post, you have the golden opportunity to help another person that might have a problem or perhaps a question.

This will not only give you a feeling of satisfaction that you have done something to help someone else, it will also help you build a good reputation on the forum.

The basic unspoken rule is that if you give to another member then you shall receive when they click on your signature line and go to your website.

Another side benefit of joining a forum is that you will find plenty of valuable and very useful information that you can use to build your business.

As you read posts by other members you will be amazed at how much free information that you'll receive? This information can be an invaluable resource to improve your forum marketing strategy.

As you begin to post on the forum many people will be able to see your signature line and click on it, which will lead them straight to your website.

This form of free advertising can add up to a nice amount of free traffic as well as potential sales from forum members.

Another benefit is that search engines such as Google like forums and whenever you create a hyperlink to your website from you will get nice backlinks.

These backlinks will increase your position in the search engine results and the higher you are ranked on the search engine the more traffic you will generate outside of the forum.

This will, consequently, lead to even more sales for your business.

CONCLUSION



FORUM **MARKETING**
Influence

Conclusion



On a final note, as an internet marketer, ignoring the use of the personal signature file feature in any forum can cost you leads which you may never retrieve. Never make this mistake.

There are many website owners who contribute immensely to discussions in forums but do not have a signature that leads to their website or blog. Look, in any business, the secret to success is good marketing.

Therefore, if your business is online, then you need to utilize every medium, including a word or mouth advertising to drive traffic to your site.

It may interest you to know that online marketing is saturated but here is the good news- there's room enough for everyone in the sky.

With consistency, you are sure to reach the apogee in your business. Money is in people and the internet records daily growth of new users. So, worry not and just play your cards well.

So, start using forums today!