

DIYplr.com

What Your Readers Want... Step by Step

Information Product Promotion Checklist

You've got your product ready and your marketing materials are all set to go. Now's the time to start promoting.

Advertising:

You've got plenty of options for advertising your information product. Here are a few to get you started.

- **Google Adwords** (<http://adwords.google.com>) or other pay-per-click advertising.
- **Advertise in targeted newsletters or ezines.** Do a Google search for "[your topic] newsletter" or "[your topic] ezine" and look to see if they have advertising available. If not, consider contacting the mailing list owner directly about advertising.
- **Advertise on targeted websites and blogs.** Do the same type of search as you did for newsletters and contact any website owners that don't offer advertising.

Affiliates:

An affiliate program allows you to make a tracking link for each of your affiliates and when someone buys through that link, they earn a commission. If affiliates don't make any sales, you don't have to pay them anything, so you're only paying for results. Make sure you have plenty of promotional tools for your affiliates to promote your product.

Some tools you might create:

- Graphic banners in a variety of sizes
- Short ezine / newsletter ad text
- Pay-per-click short text ads
- Solo / long email ads
 - Brandable reports and other documents

No-Cost Promotion:

There are also plenty of ways to promote your opt-in and sales pages that don't cost any cash.

[Checklist Provided by DIYplr.com](http://DIYplr.com)

Creating the step-by-step, practical content your readers are craving!

- **Write articles and submit them to article directories and websites.** Try EzineArticles.com and contact specific on-target website owners.
- **Write unique guest blog posts for blogs.** Try MyBlogGuest.com to find opportunities or contact blog owners directly with a ready-made post.
- Create, publish and promote your YouTube video. Let others, including your affiliates, know they can publish your video too.
- Give away a free report or other free gift. You can ask for an opt-in or give it away freely. Just make sure to include a promotion inside to get people to your list or product.
- Create keyword optimized content on your website. Use the [Google Keywords](#) tool to find very specific keyword phrases you can write about and are on target with the product you are selling.
- Make comments on relevant blogs. Use tools like Technorati.com and [Google Blog Search](#) to find on-topic blog posts.
- Participate in social media like [Twitter](#), create a [Facebook Page](#) and more.
- Exchange promotions with another online business owner. If you have complementary products, agree to promote for each other. Make sure to use your affiliates links for further mutual benefit.
- Encourage your readers to share articles, blog posts and emails with their friends. Use plug ins like AddThis.com and include a note in your emails that they can be sent to friends. Some autoresponder services will even include social media sharing in your emails automatically if you'd like.
- Write and distribute a press release. Submit to PRWeb.com and your local media outlets as well.
- Signature lines in emails and on message boards. Include a promotion for your opt-in page (promoting a freebie is easiest!) in your signature, wherever allowed.