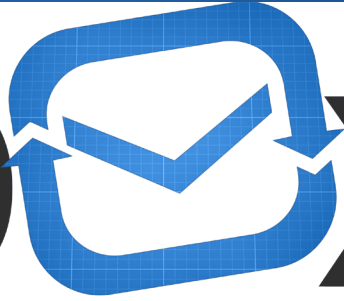


inbox  **x**

SOLUTIONS GUIDE



I DON'T WANT TO INVEST MONEY
RIGHT NOW, HOW CAN I GET
SOME LEADS FOR FREE?

THE BEST SOLUTION UNDER THESE CIRCUMSTANCES IS TO "POST ON OTHER WEBSITES"

You may not have a lot of money to devote to marketing in the early stages of your business, but that doesn't mean there aren't effective ways to promote your website.

Before the Internet, businesses only had a few ways to advertise their services economically, using methods like printing fliers or placing ads in small newspapers. Now there are all sorts of strategies we can take advantage of on the Web...you just need to know where to look.

"DO FOLLOW" FORUM SITES

Every niche has communities online that you can be involved with. Join relevant industry forums and respond to questions with helpful advice.

But just signing up to a forum and posting a short comment with a link back to your site sporadically isn't enough and will likely just get you banned. Make meaningful contributions to conversions to attract the attention of other readers. Actively contribute and build a relationship with the community, while keeping your business out of it. Passively endorse your business by placing a link in your signature or mentioning it only when the situation is appropriate.

Look for forums that are active and have a fair amount of monthly traffic. Keep good track of the forums where you are posting. Create and post to threads only when it's relevant, and only put your URL in your signature if it is permitted. Do not spam or abuse the forum, it is a community.

To find forum sites that are in your niche, expect to do some research. Start with Google and search for "Your Niche" + "forums". You might find what you're looking for in the list below...

- <http://bookforum.com>
- <http://forum.wordreference.com>
- <http://forums.mozillazine.org>
- <http://ozzu.com>
- <http://inkscapeforum.com>
- <http://envirolink.org/forum>
- <http://warriorforum.com>
- <http://gardenweb.com>
- <http://forums.yourkit.com>
- <http://forums.seochat.com>

DIRECTORIES

There are literally thousands of directories on the net that each need filled out manually. Free advertising on [Craigslist](#), [Backpage](#), [Gumtree](#) and all the other free classified services need be refreshed regularly. They are well targeted so you can reach people in lots of countries and different niches.

Use Google to find the relevant directories for your market and then go complete the forms. It's a good idea to track the sites you join and use some sort of form filling software like RoboForm.

Here's a short list of some free directory sites you can get started with...

- <http://Sitepromodirectory.com>
- <http://Highrankdirectory.com>
- <http://Abc-Directory.com>

- <http://Submissiondirectory.com>
- <http://Marketingdirectory.com>
- <http://Siteswebdirectory.com>
- <http://Usalistingdirectory.com>
- <http://Dizila.com>
- <http://Promotebusiness.com>
- <http://Somuch.com>
- <http://A1Webdirectory.com>
- <http://Obln.com>
- <http://Addurl.com>
- <http://Ellysdirectory.com>
- <http://Splut.com>
- <http://Livepopular.com>
- <http://Onlinesociety.com>
- <http://Pegasusdirectory.com>
- <http://1Websdirectory.com>
- <http://Synergy-Directory.com>

FREE BLOGGING SITES

A blog not only helps your company get its name out your readers, but it's a way to connect with your more directly. Remember the principle rule of blogging is to your content. An inactive, stagnant blog is not worth having.

Offer to contribute guest posts to other well-known niche sites. To find blogs to contribute to, do a search for “your niche” + “guest post”.

Install a free social sharing plugin on your site. Using a free WordPress plugin like Share Buttons ensures that your blog content can be easily shared by your readers and potentially go viral.

Also, leave fitting comments on blogs in your niche. It's perfectly acceptable to leave your website URL in the appropriate field, just be sure to use your real name or professional name.

Though there are several advantages to hosting a WordPress website on your own hosting platform, if you are on a limited budget there are several places to create a blog style website absolutely free. Here just a few...

- <http://Blog.Com>
- <http://Blogger.Com>
- <http://Medium.Com>
- <http://Squarespace.Com>
- <http://Wix.Com>
- <http://Weebly.Com>
- <http://Ghost.Org>
- <http://Penzu.Com>
- <http://Contentful.com>
- <http://Jekyll.com>
- <http://Medium.com>
- <http://Svbtile.com>
- <http://LiveJournal>

ARTICLES

Simply writing and publishing blog posts isn't enough. There's so much digital out there today that this isn't just an "if you build it, they will come" business model.

If you plan to blog, your work has only begun once you hit the "Publish" button. Now, it's time to promote your work. The first step is to share your content on Facebook and Twitter. But if all you're doing is syndicating your blog posts on these sites, you're missing out on the thousands of potential views that could come from sharing on other platforms.

Here are 12 additional article submission sites you should be adding your posts too...

- <http://www.newsvine.com>
- <http://ezinearticles.com>
- <http://www.zimbio.com>
- <http://hubpages.com>
- <http://letsbefamous.com>
- <http://www.articlecity.com>
- <http://www.articlesbase.com>
- <https://www.isnare.com>
- <http://www.articlecube.com>
- <http://www.articlesfactory.com>
- <http://www.amazines.com>

SOCIAL MEDIA SITES

Social media isn't just a tool to gain exposure, it is a necessary . You can present offers on your Facebook page, have a direct channel with your customers on Twitter, and network both at the personal and company level on LinkedIn.

Use social content websites such as Digg, Reddit and Stumbleupon. These can generate huge amounts of traffic if a story or blog post catches on.

Join several Facebook and LinkedIn groups. Become a valued member of two or three groups in your niche by offering advice and support. This will help to establish you as an expert in your niche, and ultimately builds your reputation and drive sales.

Create a free Facebook group for customers or prospects and offer help or support with a problem related to your niche.

Monitor brand or current events using a social listening tool like Social Mention to display and then contribute to conversations happening in your niche.

- <http://Twitter.com>
- <http://Facebook.com>
- <http://LinkedIn.com>
- <http://Google+.com>
- <http://Tumblr.com>
- <http://Reddit.com>

VIDEO SUBMISSION SITES

Sites like YouTube and Vimeo provide a free way to distribute creative promotional videos, but to succeed you must put up content that people want to view and relevant to your niche. Uploading a simple ad to “buy your stuff” will not work.

Create content that answers questions or demonstrates results. Consider making a series of FAQ videos that all can be displayed on your own private channel. Keep the videos relatively short, perhaps one to three minutes. Be sure to brand them with your logo and have a strong call to action at the end of each video asking them to either subscribe or visit your website.

Most video submission sites allow you to include clickable URLs in the video's description area so take advantage of them. There are over 100 video submission site you can take advantage of with this strategy.

Here are just a few...

- <http://YouTube.com>
- <http://Vimeo.com>
- <http://Metacafe.com>
- <http://Dailymotion.com>
- <http://Veoh.com>
- <http://Videosift.com>
- <http://Videobomb.com>
- <http://Vube.com>
- <http://LiveLeak.com>

PHOTO SHARING SITES

Create and share an original infographic. Tools like Piktochart or Canva require no design or coding skills, and cost nothing to use...much cheaper than hiring a designer to do the work for you.

Use images to offer discounts and then share them on Facebook or Twitter. Using images to offer discounts or coupon codes is a great, non-threatening way to promote your products without being too "salesy."

A profile at the sites listed below can also help by giving you one place to compile all the photos for your business, and they allow you to link back to your website.

- <http://Instagram.com>
- <http://Pinterest.com>
- <http://Flickr.com>
- <http://www.photobucket.com>
- <http://picasa.google.com>
- <http://www.photobucket.com>
- <http://www.shutterfly.com>
- <http://www.smugmug.com>
- <http://www.imgur.com>
- <http://www.weheartit.com>

PRESS RELEASE SITES

There are lots of free press release services, [Free Press Release](#), [ClickPress](#), [Fastpitch](#) and [Pressbox](#), for example. Write a press release and place it on a few of them.

Every time your business does something newsworthy, don't hesitate to shoot off a press release—maybe folks will pick up on it. They're a powerful media tool to use to help generate publicity, and having free distribution of them is a bonus.

There are dozens of websites online where you can submit your press releases...

- <http://npr.org>
- <http://prnewswire.com>
- <http://prweb.com>
- <http://businesswire.com>
- <http://prlog.org>
- <http://pr.com>
- <http://directionsmag.com>
- <http://prleap.com>
- <http://newswiretoday.com>
- <http://free-press-release.com>
- <http://theopenpress.com>

PDF SHARING SITES LIST

PDF submission is now becoming very popular in the field of online promotion and submission. High page rank PDF sharing sites are extremely valuable in eyes of search engines because most these websites allow you to link back to your website. It is also a great way to present your products or services using these document sharing websites.

- <http://issuu.com>
- <http://scribd.com>
- <http://docstoc.com>
- <http://en.calameo.com>
- <http://authorstream.com>
- <http://mediafire.com>
- <http://zippyshare.com>
- <http://adrive.com>
- <http://fliiby.com>
- <http://sharesend.com>