

The Twelve Days of Viral Marketing

We all want to explode our traffic, and there are many ways to do that, including PPC and other paid services. Here are 12 fairly simple and straight forward ways to maybe go viral and tear up the internet. And not from seriously embarrassing YouTube video.

1. Mult-tier affiliate program. You can receive targeted traffic if you hook up with experienced, motivated affiliates. If you want to attract the best, you need to provide two or three tiers of compensation. This motivates affiliates to promote your product, but also recruit new affiliates.
2. Create and distribute a Free Report that can be branded. Your report or ebook does not mean that you can't keep your name and website inside the material. It simply allows others to promote themselves a bit, while they promote your report. When others distribute your ebook or report you will get a new traffic source.
3. Use directories. Submit your ebook or report to directories to get added traffic and exposure.
4. Pay super affiliates. You can select webmasters who have well visited sites, with large and responsive lists, and offer them compensation for becoming an affiliate, and they'll be promoting your URL in no time.
5. Stay connected with JV partners and your affiliates. You want to provide these folks with advertising, sales support, text emails, anything you can to support their efforts in promoting you. Ask them for their feedback and find out what is working and what needs help.
6. Cross promote and/or endorse. Find a product that you like and offer to endorse it, if the other guy promotes your stuff. Promote-promote. Win-win.
7. Don't ignore your thank you pages. When a customer makes a purchase and is directed to a thank you or download page, use that valuable real estate to promote additional services or products.
8. Become a co-author or co-creator of an ebook and promote it with the other author. Again, cross promote. Promote-promote. Win-win.
9. Hold a contest. Everyone likes to win something. Form a partnership with a handful of other marketers and put together a handsome prize. Gather email addresses and set a date to announce the winner. Use social media tools to announce the contest.

10. Host a free teleseminar. These are wildly popular and are promoted (and attended) all the time on FaceBook. People are seeking free information and they love to be part of a social community. If you can joint venture with others, you can share the information with both lists. At the end of the call, you can promote a product or service, or a URL with more information.

11. Provide a toolbox of materials. People like to get their information bundled together. Offer a number of helpful resources all in one place. Remember, your URL and/or business name will be on the materials.

12. And the last tip: Promote your blog, links, and articles on Twitter. You've got 140 characters, people are listening, and people do click the links inside of tweets.