

# Fast Track Guide: Marketing Your Hot-Selling Products Checklist

There are four key ways to drive traffic in order to market your hot-selling products. Use this checklist to ensure you cover all four areas.

## On-Page Traffic Drivers

Search Engine Optimization (SEO). I've studied Google's formula, or algorithm and understand how they determine if a site, or a web page at a site or blog, is relevant to what a person is searching for.

- ☐ I have made a list of keywords related to my niche and product.
- ☐ I have used this list to create an editorial calendar for content to add to my web site.
- ☐ I have added my keywords into:
  - ☐ My page content
  - ☐ The names of files such as images, video and audios.
  - ☐ My web page names
  - ☐ The descriptions of pages
- ☐ I have interesting content to add to my site. I have determined how I will market my products and services through interesting content on my site.
- ☐ I have created a robust sales letter for my product page. It includes:
  - ☐ Headline
  - ☐ Image
  - ☐ Order now button
  - ☐ Keywords
  - ☐ Description of the product, and the benefits the customer will get
  - ☐ Reviews and testimonials
  - ☐ Video (optional)

## Off-Page Traffic Drivers

- ☐ I have added my URL and keywords to:
  - ☐ My email signature
  - ☐ My signature at forums, discussion boards, and social media sites
  - ☐ Content published off site such as at Yahoo! or Facebook
  - ☐ In my guest blog postings
- ☐ I have checked for latest trends, current events and top stories and created a list of viral contents I can create.
- ☐ I have created viral content including:

- Videos
  - Memes
  - Infographics
  - Useful Reports
  - Informative Articles
- ☐ I have connected with authority figures, gurus and influencers in my niche.
  - ☐ I have or plan to launch a contest or great special offer to encourage others to share my content.
  - ☐ I have created a business account for each of the top social media sites that make sense for my business. These might include:
    - Facebook
    - Twitter
    - Google+
    - Tumblr
    - LinkedIn
    - Pinterest
    - YouTube
    - Slideshare.net
    - Reddit
  - ☐ I have created a marketing calendar for my social media postings
  - ☐ I plan to use an automating tool like Hootsuite, Buffer or Viralwoot for social content

## **PAID TRAFFIC FOR YOUR SITE**

- ☐ I am/will be advertising in the following area:
  - Google AdWords
  - Facebook Advertising
  - Twitter Ads
  - LinkedIn
  - Other \_\_\_\_\_

## **LIST BUILDING AND EMAIL MARKETING**

- ☐ I have an email marketing service such as MailChimp.com or Aweber, or online store service with messaging/email capability, such as Gumroad.
- ☐ I have created a new list for prospects to sign up for
- ☐ I have created a free offer related to my niche to get them to sign up for the list. This could include:
  - Ecourse
  - Report

- Checklist or worksheets
  - Images
  - Other \_\_\_\_\_
- ☐ I've added high-quality, informative evergreen autoresponder emails to the prospect list.
- ☐ I've included promotions for my products within the autoresponder messages
- ☐ I also plan to:
  - Survey subscribers to find out what they need most
  - Send out special offers
  - Give subscribers previews of new products
  - Ask them to test a new product and offer feedback, reviews and testimonials that I in turn use in my marketing material

#### Resources:

1. [BlueHost](#): hosting your domain, professional email and WordPress blog.
2. [Aweber autoresponder](#): for your professional autoresponder.
3. [The Conversion Pros](#): for all of your professional marketing tools
4. [My Best Lead Sources](#): These are all proven to work to build your list and make sales (if you are good to them of course.)
5. [Resell Rights Weekly](#) is a great source for PLR material from which you can create your own products. Highly recommended source!