

# Fast Track Guide: **MARKETING YOUR** *Hot Selling* **PRODUCTS**



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# Fast Track Guide: Marketing Your Hot-Selling Products

So, you've completed your first product. Congratulations! You worked hard to make sure the quality is excellent. But you didn't stop there. You also solved one of your audience's problems in a way that will leave them wanting more products from you.

However, you aren't finished. You still have some serious work ahead of you. It involves building a profitable and sustainable business, which you can accomplish by using tried and true marketing practices.

In this guide, we will show you how to implement online marketing tactics that will help you:

- Drive traffic
- Promote your product
- Make sales
- Build relationships
- Build a marketing list
- Strategically position your brand

Before you start concentrating on marketing, it's important to set your business goals. Make sure each is specific, measurable, action-based, realistic, and time-limited. These types of goals will help you assess your performance and identify your achievements.

One of the first goals you want to set concerns profits. How much do you want to earn each year? Let's say you want to make \$72,000. If you break that down, it would be \$6,000 per month, or about \$200 per day.

Could you earn \$200 per day, if you had at least one great digital product like an ebook? Of course, you could! But before you count your chickens, you need to start hatching a plan to drive traffic to your sales page. Let's look into how to drive your target market right to your product.

## DRIVE TRAFFIC

If you have a new site or sales page for your new product, you will be starting from zero traffic, which can easily be increased. There are 2 ways to do this. The first is on the page itself. The second is publishing your URL in a variety of places so prospective customers will see the page and might buy the product. This will include a range of free and paid traffic generators.

### On-Page Traffic

The language and elements you add to a page can attract the search engines. This is known as Search Engine Optimization, or SEO. Google is the largest search engine in the world, with about 70% of the search market. Bing and Yahoo! share the other 30%.

Each search engine has their own formula, or algorithm, for deciding if a site, or a web page at a site or blog, is relevant to what the person has typed. Part of it is the search engines guess as to what the person might be looking for, based on general online behavior related to your topic, or niche. Part of it is based on what happens when the search engine robots index your page. The words and phrases on the page give signals as to what the page is about.

The words on your pages, and especially on the sale page, can be the ultimate free marketing tool. Plan your content carefully include keyword phrases and synonyms. Create titles that grab your audience's attention and keep them reading.

Effective content marketing is all about directing traffic to your page. Good content marketing is also about context marketing. In other words, you would not put a product about golf on a pet site, or an unrelated product on an organic gardening page.

If you have created an ebook about natural pest control in organic gardens, the content on the page should be related to that subject. While grow lights are relevant to your overall niche, this page is not the place to talk about them. Keep the focus on natural pest control.

You will introduce your product on a sales page, with a sales letter, image, order now button and other elements that might help you make a sale, such as a video, reviews, and testimonials, and so on.

The sales page should focus on the features of your product, and the benefits a customer will gain if they buy it. Use keyword phrases in the content as well as in descriptions, the names of the images, the headline, subheadings, and call to action (CTA) that will get them to buy now.

Keywords drive SEO. Use the ones you found when you first performed your niche research. If you need more keyword ideas, visit:

- [AdWords](#)
- [Word Tracker](#)
- [Semrush](#)

## **ACTION STEPS:**

**Keyword List:** Make a list of keywords related to your niche and product.

**Sales Copy Text:** Use this list to identify the most relevant words and add them to the copy on your sales page.

**Supporting Content Plan:** Use the keyword list to plan several giveaway items related to the product. You can add one to the signup page on your website give them away on social media, or offer them as a contest prize. The giveaways should lead your target market to the sales page to get more in-depth info on the related topic (i.e. – Get more info in our ebook.)

**Editorial Calendar Plan:** Create articles that introduce the broad product topic and related issues. You can add these on your site, use them as a guest post, or post them on your social media account.

Consider writing a 3-5 article series for your site. For example, if the product contains an in-depth look at organizing your home, you could write one article about each of the following:

helping kids organize, indoor organizing tools, or creative ways to clean-up quickly. Each article should give your readers a small taste of the info in the product and link to the sales page. Post one article every day before your product launch for pre-orders.

## **Off-Page Traffic**

Keep SEO strategies in mind when you create great off-page content. Google and other search engines are watching, as well as your potential readers and buyers. Once you have great pages to promote, you'll need to drive traffic to them using various methods. Promote your product sales page everywhere that makes sense, including:

- Your email signature
- Your signature on forums, discussion boards, and social media sites
- Your social media profiles, related event pages, and more
- Your content in social groups, such as at Yahoo! or Facebook
- Your guest blog post resource box
- Your update emails to your mailing list

The more people you get excited about your product, the more they will spread the word about the valuable resource/product you provide. They might like it, share it, link to it, or write a review about it. Google can see all of these signals and will give some “ranking” credit for it. This means more free traffic for you.

Speaking of promoting and getting people to share your promo info/items, one of the most desired results of off-page marketing is to have a piece of content to go viral. Talk about mass marketing. Let's take a closer look at viral content.

## **“Viral” Content**

Popular content that spreads widely around the Internet is known as viral content. Think of how fast a cold spreads from person to person. Each person, who encounters it, has the potential to spread it around to everyone they know. Viral content works the same way.

For example, the most viral video in the world is by Korean pop star Psy and is called “Gangnam Style.” It has racked up more than 2.8 BILLION views and nearly 13 million likes (and 2 million dislikes). Comparatively few people speak Korean. The success of the video lies in its quirkiness and its appeal to a specific audience segment.

Another of the most viral video in the world is Rick Astley's “Never Gonna Give You Up.” The song came out in 1987 and the video was uploaded by Vevo in 2009. It only has around 306 million views compared with “Gangnam Style,” but that is still a lot. It could be the retro look, the good memories, or the tune/words.

There's no real way to tell what makes content go viral, or even where the “viral” benchmark is. It depends on the opinion of who you ask. And you know about opinions.

When YouTube co-founder Chad Hurley was asked, “How do you make a video go viral?” he replied, “Create a video that's different, unique, emotional, and when in doubt – cats.”



The CEO of Facebook said that most content posted to the site will be video within the next 5 years. They also want people to post memes, rather than plain textual content.

Some of the top memes that have gone viral have something to do with “Grumpy Cat,” or pets in general. It looks like Chad Hurley was right.



Here are a few ideas to help you create content that people can't wait to share with their families, friends, groups, and more:

- Create something useful like a free special report, ecourse, checklist, video or infographic will work well. When you provide a greatly needed resource or solution, people get excited and are more inclined to tell others what they found and where they found it.
- Go with a trend such as tiny Donald Trump memes. Anything with cute pets will work, too. There is a reason we love those cute puppy, kitty, and baby videos. They make us laugh or touch our hearts, both of which tap into our strong emotions.
- Focus on current events and top stories. These are usually big news for a while, such as when the United Airlines passenger was physically dragged off a flight because the airline had overbooked it. Videos of the incident and anti-United memes spread like wildfire all over the world. Again, you see the strong emotional ties.
- Look at [Google Trends](#) to see what's hot. You can see the trends, or search via keywords. Also, check [Google News](#) to see the latest headlines. When we checked, a United Airlines story was big news:

### **Man dragged off United flight has concussion, will file suit, lawyer says**

CNN - 58 minutes ago

(CNN) The passenger forcefully removed from a United Airlines flight earlier this week has a c  
Thursday, adding that the 69-year-old physician will file a lawsuit.

- Check out Twitter trends. Look for trending keywords and hashtags. You can also check the trends on your home page:

Dr. Dao is the United Airlines passenger in the middle of the uproar.

[Planned Parenthood](#)

13.4K Tweets

[Dr. Dao](#)

Attorneys, family of Dr. David Dao hold  
press conference

[Brian Williams](#)

2,363 Tweets

- Look at [Twitter moments](#) and check out the current 100 most popular [Twitter hashtags](#). If you can tie your content or product into any of these current events, you could have a viral winner.
- Make a great video. Vary the content at your site to include more than just articles. Videos are ideal. Create an interesting one and post it at YouTube, the world's largest video sharing site. Embed the link at your site. Then share the link. Ask people to share your video.
- Use keywords and tag content strategically. Use your keywords to tap into your niche and into any top trends. They can both help your content get found, and if your content can be found, it can be shared, for even more traffic.
- Connect with authority figures, gurus, and influencers in your niche. Engaging with top influencers in your niche has never been easier thanks to social media. Don't be a mad spammer, but do post helpful content and links as needed. Try [BuzzSumo](#) to see what's hot.
- Launch a contest or great special offer. This will usually attract attention and get people to spread the word. Ask them to Like you on Facebook, for instance, and share.
- Be amusing. People always share funny things online. And no, they don't all have to be cute pet videos, though it does help.
- Be controversial or shocking, but NOT offensive. Don't be afraid to stir things up with different points of view. But do be careful of hate speech or off-color humor that might offend.
- Be visual. Studies have shown that 70% of us learn visually through images and video rather than just words on a page. Be sure to have high-quality images for your blog and social media posts. Use video to tell a fuller story.
- Give them an incentive to share your content through premium content. WordPress offers plugins that will help you "lock" your best content until a person either gives their email address, or shares the content with a social network. [OnePress Opt-In Panda](#) and [OnePress Social Locker](#) are two plugins you might consider.

Now let's put what you learned into practice. Take the following steps to get ready to market your business and your products in off-page areas.

## ACTION STEPS

Set up a business account at each of the top social media sites that make sense for your business:

- Facebook
- Twitter
- Google+
- Tumblr
- LinkedIn
- Pinterest
- YouTube
- Slideshare.net
- Reddit

Create a marketing calendar for your social media postings. If you want to keep it simple, you can create a basic blank monthly PDF calendar at the "[Time and Date](#)" website and pencil in your ideas. Plan to post regularly, at least once a day or more depending on the platform. On fast paced or time limited sites, you may want to add content more often.

Add automation tools to save time and maximize your efforts. Consider using tools such as Hootsuite, Buffer, or Viralwoot to keep your networks fresh, interesting, and consistent across multiple platforms. Find the one that works best for your needs and be sure to use it regularly for the best results.



At [Hootsuite](#), you can post across various platforms, compose, and schedule messages. There is a free and paid version of this tool. The paid version supports multiple team members.



[Buffer](#) enables you to schedule content on Twitter and other networks. It is free for the first 10 tweets in the queue. Upgrade to schedule more messages on various networks.



[Viralwoot](#) allows you to schedule pins on Pinterest. It is one of the few tools that offers to do this. It's also the easiest to use. Start a free account, and if you like it, and find it boosts your traffic, upgrade to one of their paid accounts.

Now that we have covered on-page and off-page content as well as links, going viral, and social media, it is easy to see how your traffic can increase significantly in a short amount of time from virtually, free traffic. But, don't discount the amount of traffic paid ads can bring. Lets check that out now.

## **PAID ADS BRING TRAFFIC**

There are many ways to advertise online. You'll need a budget and a bit of patience to learn how each system works. Fortunately, you've probably heard of the 4 best ad options available. Let's look at each of these briefly.

### **Google AdWords**

If you have a Google+ account, or free Gmail account, you can access AdWords easily. Run ads based on keywords. You Pay Per Click, which is why it is known as PPC advertising. The ads here can be expensive and the system difficult to use.

### **Facebook Advertising**

Facebook ads are more targeted than AdWords, and cheaper too. The system is easier to use as well. You can create an ad from scratch, promote a social media post, or promote your entire account in order to get more Page Likes and followers. You can set up your ads right in your Facebook account. All you really need is a good eye-catching image.

### **Twitter Ads**

Twitter ads are similar to Facebook. Promote a post (tweet) or your entire account to get more likes, shares, and follows. One of the best things about Twitter ads is that they appear in the timeline with all the other good info you read. They aren't shoved to the side like on Facebook. This means the ads are right there in front of your target market, making it more likely that readers will click.

### **LinkedIn Ads**

LinkedIn's system is quite good for targeting the business-to-business community. You can generate leads and get subscribers with this simple system. You can also [advertise](#) using sponsored content, text, and their InMail system.

Lead generation or connecting with potential customers, is the lifeblood of a successful online business. Now that we have discussed how paid advertising can enhance your marketing strategy, let's look at the most effective form of marketing your business and your products.

## **EMAIL MARKETING**

Many marketers have become so excited at the prospect of free social media marketing that they have forgotten or abandoned one of the most successful ways to build relationships and market effectively online – email marketing.

Social media is valuable, of course, but it can be difficult to measure its impact and turn those connections into sales. Having your own in-house mailing list can be one of the best ways to drive traffic and market your products consistently.



Email marketing is competitive, but subscribers tend to be very responsive. Studies have shown that people who received an email about a product were much more likely to buy it than those who did not. Those who received the email were also more likely to spend more per purchase than those who did not, by an average of 25%. Would you rather have \$100, or \$125? Consider the difference per number of customers you have, and you can see how list building can significantly grow your sales and profits.

Email marketing helps you achieve many, if not all, of the goals you identified when you researched your business, niche, and product options. When you have your own list and email regularly, you can get more responses, better results, and profit more when you:

- Announce new content
- Mail useful content to show you care
- Build relationships with subscribers
- Launch new products
- Create specials offers
- Offer product pre-ordering
- Survey your audience for customer insights
- Establish an instantly recognizable brand
- Develop and enhance your authority status...and more

When you incorporate email marketing in your overall marketing plan, you add a more personal touch to your business and communications. Just as with other forms of marketing, your success hinges on the content you provide as well as the relationships and trust you build.

### **Quality Content Pays**

Your email marketing content should be high quality, interesting, and valuable. Your subscribers should look forward to receiving and reading every message you send. Good subject lines that create curiosity and a desire to find out more will motivate readers to open the message. This gives you another opportunity to convince them to take the action you suggest in your call to action, which can drive traffic to your site and generating sales for your product.

Email marketing through your mailing list is so powerful. It has been compared to having an ATM in your computer. When done correctly, your email list continually generates a stream of cash for you every single time you send out an email.

This sounds great and you probably can't wait to get started. However, you have to build your list before you begin making withdrawals from that ATM mentioned earlier. So, what's the best way to start building your email-marketing list? Let's go over list building tools and strategies to get things in place so you can market your business and products successfully.

## **LIST BUILDING**

The first thing you will need to build your list is an email marketing and autoresponder tool. These specialized programs provide you with the functionality needed to send email, set up autoresponders, segment your list as needed, and more.

The tool you choose should also integrate easily with a variety of platforms such as your shopping cart, website, and other platforms you use. In general, the more platforms it is compatible with, the better off you are. This helps to ensure that if you need to change shopping cart or website platforms, your email/autoresponder will still work and you won't have to change your mailing list program as well.

## Email and Autoresponders

There are many email options available to you. However, standard, free email programs such as Gmail, Yahoo Mail, and Outlook are not among them. These are inappropriate, inefficient, and often unreliable for email marketing lists. This is partially due to the huge number of spammers that use these sites to send spam or phishing emails. Because of these high numbers, emails and addresses are often blocked or filtered as spam by users and marketers, alike. They also look unprofessional to your customers.

Choose a specialized mailing list program/service that is reputable, efficient and has the functions/features you need. There are three, popular email-marketing tools you may want to investigate and consider using. These stand-alone tools are:



[AWeber](#) has become "best in class" because of its ease of use and high-quality templates. You can sign up for a free 30-day trial. After that, the cost will be \$19/month for up to 500 subscribers and unlimited mailings. The next level is \$29/month, with a maximum of 2,500 subscribers.

There are 4 larger packages beyond this. AWeber apps include Facebook, WordPress, LeadPages, and PayPal, among others.

## Social Media For List Building

To gain the best results from your social media marketing, use it in conjunction with your email marketing. Create an offer that your followers won't want to refuse. Drive them to a landing page where they can give their email address in order to get the free offer. It is commonly referred to as a squeeze page. Once they are on your list, you can market to them whenever you wish.

Integrate your squeeze pages with forms from your [Aweber](#) autoresponder account. I highly recommend it and provide training on it for all my subscribers.

So, what kinds of offers will your niche find attractive? Typical offers include a free newsletter, special report in PDF format, or ecourse. These days, everyone offers newsletters, so they are not that exciting any more.

A PDF is of more interest and should be related to the paid product you are trying to sell. However, the danger is that they will subscribe, grab the PDF, and unsubscribe right away.

The ecourse is the best option because it will be multiple emails, with multiple chances to sell your product, and all without being a pushy salesperson. This is because the links will be very discreet, at the bottom of each email you send. Each email will be a chance to offer useful content and build a relationship with your subscribers. The free content about their pain point will lead to the paid product you have created about the topic.

An ecourse of 7 lessons, for example, has seven opportunities for the people on your list to get to know who you are, what you represent, and how your products can help them.

## **Mailing List Best Practices**

Once you have your list, treat it like gold. Studies show that 80% of your sales come from 20% of your customers. So what do you do when the ecourse is over? Keep offering great content.

[Aweber](#) is my autoresponder of choice. I highly recommend it and provide training on it for all my subscribers.

Your ecourse can go into your Follow-up or autoresponder area. As the name suggests, you copy and paste your content into the interface, set when the email is supposed to go out, and the email marketing software sends it automatically for you. You can create as many follow up emails as you like. Just remember to set the number of days between emails. For example, the ecourse delivery schedule would be 1 day apart. If you wanted to follow up with your list once a week, you would set the emails 7 days apart.

Evergreen autoresponder emails tend to work well because the content is not based on “current fads” or practices. The niche-related content will be useful no matter what year a person reads it. This information is based on long-term, proven practices that rarely changes over time.

Your other option is to send out Broadcast emails. A broadcast is like a news flash. It is time-sensitive. For example, if you were going to run a 12 Days of Christmas sale, you would send a broadcast email, not put it in a follow up series.

A combination of autoresponder and broadcast emails can keep you in touch with your target audience on a regular basis without getting too annoying. It also automates your marketing in a relatively hands-free way.

## **Maintaining Your List**

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Once you have a list, do not neglect it. Make your subscribers feel special. Let them know every single time you publish a new piece of interesting content on your blog or website. Inform them of every new product launch. Consider allowing them a beta or insider sneak peek at your new product. Offer it at a discounted price or even free, in exchange for a review or testimonial, or feedback about it.

Take their feedback seriously and improve the product in the ways suggested before you launch it for prime time. In this way, you can be sure that you will not be launching a bad product, and will be assured of sales.

Create an email-marketing calendar in the same way that you have created a website content editorial calendar and social media marketing calendar. Mail regularly, with a link to your new product.

As your product line grows, you will have more and more products to recommend. In this case, you can mail promotional information about each product from time to time. But the majority of your emails will be content emails.

You can create the content from scratch, but this will take time. Another option is to buy Private Label Rights or PLR content. [Resell Rights Weekly](#) is a superb source for PLR. This is pre-written content you can buy a license to so you can use it at your site, blog, or as part of a digital product. It is an affordable shortcut to creating content for websites, marketing, and products.

One of the main reasons PLR can be so handy for emails is because the search engines will not be able to see your email marketing content. You don't have to worry about any duplicate content penalties because 100 licenses have been sold and 98% of people who buy will never bother to change the content at all.

Search for your "niche topic" and tack on "PLR" in Google, such as "dog training PLR," and see what comes up. In many cases, you will find packages of topic related PLR articles for a reasonable price. Break them up into emails as needed, check for spelling punctuation and grammar, and create a series or an ecourse of interesting evergreen emails that can keep building your relationship with your subscribers over time. Upload once, add your product link, and that email can keep earning profits for you repeatedly.

Social media helps people get to know you, boost your brand, and share content, but email marketing can be your most powerful marketing tool if you mail regularly and encourage your subscribers to share the emails, or an associated website page, with friends and family. All of this activity can lead to consistent sales of your product and eager customers who can't wait for your next product launch.

## FINAL THOUGHTS

Marketing your product isn't rocket science, but it does require organization, regular and consistent effort, and persistence. Fortunately, it has never been easier to sell products online and market them effectively using free or very inexpensive methods and tools. If you know your niche, you should have no trouble connecting with the right audience for your product, for a steady stream of profits and a successful business.

### 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!