

# Promoting

Implementing Successful Strategies That  
Get People To Open Click And Buy.



## **If You Get Behind It THEY get behind it.**

Conversions aren't accidental. You need to get FULLY behind a product launch by treating it as if it was YOUR OWN launch. If you only dip your toe in the water you'll be bouncing to something new before you've seen the results of your efforts.

*Build buzz about your promotion way in advance. Warm them up to what you're going to be doing. Get them excited and get them to want to SHARE what your doing with THEIR friends!*

# Mailing Your List

- ▷ Use the vendor provided swipes to craft your own tailored emails IN YOUR OWN VOICE.
- ▷ Queue your emails in advance and be mindful of the times. I use Eastern United States time to gage my email schedule. Before work - after work - before bed.
- ▷ Check the opens and the click thru rates to determine what's working best - don't be afraid to modify subsequent emails based on what you learn.
- ▷ Mail every single day of the launch. NEVER be afraid to mail your people and don't focus on the unsubscribes.
- ▷ Always test your emails and READ them in a browser as well as on your cellphone. Make sure things line up and that images look good. Don't be the `{!firstname_fix}` guy.

# Posting & Publishing

- ▷ Blogging is a great way to get the word out - especially on an evergreen basis as the search engines begin to pick up the post. Use keywords and write the post as a review.
- ▷ Press Releases are basically “news announcements” of your bonus offer for XYZ launch and there are many syndicated press release sites out there that you can post on
- ▷ Articles are similar to blog posts but should be written to teach about a SPECIFIC topic regarded in the product you’re promoting. Link back to your bonus in the resource box and submit to directories.
- ▷ Forums can be a bit picky about “promotion” type stuff but you can often put a banner or signature link in your signature and then just post VALUE regarding the product subject matter.
- ▷ Social Media is extremely powerful and it extends beyond just Facebook. Remember the “Party Principle” and don’t just spam groups with your offer. Be tactful and use viral angles.

# Videos

- ▷ Reviews or walk through of the actual product serve to establish a great deal of credibility and make a direct connection between you and the vendor.
- ▷ Testimonials are also a really good way to establish a connection, whenever possible you should provide a testimonial for the vendor to put on his page
- ▷ Case Study work because there is no better proof than ACTUAL RESULTS. If you can demonstrate the product in producing results for you then DEMONSTRATE IT.
- ▷ YouTube is a great way to be found because YT videos actually rank very well. Be sure to create a keyword rich description that links back to your bonus.
- ▷ Pre empt and overcome common questions and objections with your demo process. Look for the gasp factor.

# Commit Yourself

- ▷ Follow Thornhill's Affiliate Promo Formula to the letter and start promoting BEFORE the launch even begins.
- ▷ Clear your calendar for EVERYTHING that's going to go on around the launch - prelaunch and post launch.
- ▷ Don't be afraid to mail your list EVERY day and even MULTIPLE times per day. This is perfectly fine as long as the emails make sense and build on each other.
- ▷ DON'T PROMOTE ANYTHING ELSE during the launch because that will only confuse your subscribers.
- ▷ People will look at your offer with a new set of eyes each time, multiple emails allows you to present various angles that may appeal to a broader audience.

# Follow Through

- ▷ Fulfill your bonus requests promptly and accurately. Have canned responses on hand to handle the volume.
- ▷ If you offered prizes for any sorts of pre promo contests then be sure to award them right away.
- ▷ Keep a close eye on the support desk and email inbox for people that had trouble purchasing or getting access to something. respond quickly and address their concerns.
- ▷ Update your bonus page with the number of bonuses remaining and the time left till the promotion ends. Don't neglect to keep things up do date or you'll look careless.

# Remember

In closing.... Take ownership of the launch and the promotion. Leave no stone unturned and let your followers know that you are 100% behind the product.

Don't be afraid to mail your subscribers. You have a moral and ethical duty to sell them the product if it is something that can help them.