



# MARKETING GUIDE

*47 WAYS TO PROMOTE YOUR  
WEBSITE*

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 VICTORY ALLIANCE MARKETING

FREE GUIDE

# 47 WAYS TO PROMOTE YOUR WEBSITE

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*"Marketing's job is never done. It's about perpetual motion.  
We must continue to innovate every day."  
– BETH COMSTOCK*

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## INTRODUCTION

If you're like most small business owners, you're probably completely overwhelmed when it comes to taking your business online. It's not uncommon to think that once you've launched your website, the sales and leads start flowing through the door but unfortunately, it's not a case of build it and they will come... or convert!

Once you've got your calls to action pumping, your web copy optimized and your site looking a treat, it's time to tell the world about it.

HERE ARE SOME HANDY TIPS ON  
HOW TO EFFECTIVELY  
GET YOUR WEBSITE NOTICED  
AND SUCCESSFULLY MARKET  
YOUR ONLINE PRESENCE >

## TRADITIONAL MEDIA

1. **Add your website address to all your printed literature** - business cards, brochures, newsletters, letterheads etc.
2. **Advertise your business** using mediums such as – radio, television, newspaper, yellow pages etc.
3. **Make sure that your website address is used in all your traditional advertising** - telephone book advertising, newspaper advertising, television and radio advertising.
4. **If you own a shop front or business vehicle, then invest in having your web address printed on the front window or side panel.** Eye popping signage advertising can be a great way to grab attention and draw interest towards your website.
5. **Send a postcard with your website address to your database of customers and prospects.** Promoting a special offer that is only available on your website will be a great way to attract visitors.
6. **Give away promotional items with your website address on them.** Promotional items can include pens, coffee mugs, mouse pads, desk calendars, fridge magnets, stickers, t-shirts, etc. The choice is endless and it all draws attention to your website address to bring more visitors to your website.

## COMPANY PROCEDURES

7. **Make sure that all of your staff know your website address.** They know your telephone number; they know your postal address - they should all know your company website address too. Make sure that any new staff has this information along with the usual contact details.
8. **Include your website address on your voicemail greeting, or on-hold message.** Let people know that they can find information, buy products or enquire about services via the website.
9. **When potential clients call for information about your company, your company website.**
10. **If your employees wear uniforms, put your website address on them** so every one of your customers sees a walking advertisement of your website.
11. **Develop a 10 – 15 second Elevator style pitch for your prospective clients so that you can engage your potential clients.** Every person you speak to is a potential customer so keep this in mind as a way of broadening awareness of your business and generating leads.

12. **Set aside a certain amount of time every day to do some prospecting.** Prospecting for new clients is a great way of unearthing new clientele, whether it be calling businesses to stock your products/ promote your services or contacting customers directly.
13. **Ask for referrals from your customers.** If you have happy customers they are going to be more than willing to encourage others to buy your products/services.
14. **Establish a set time that you will get back to your website enquiries e.g. 15 minutes** if it is during 9am–5pm and if it is after 5pm ensure that it is answered first thing in the morning the following day.

## WEB DESIGN

15. **Come up with effective Calls to Action that will work on your website and drive your potential customers to buy your products/services.** These Calls to Action can also be included on marketing material e.g. newsletters, advertising, business cards etc.
16. **Create a good impression from the get go.** Once you have come up with the design for your website make sure that you check with friends or colleagues that are design savvy and ask for their opinion. Use images and fonts that are crisp and professional looking.
17. **Get great testimonials from your best customers and include them on your website.** Remember, when you say it about yourself, it's bragging, but when your clients say it about you, it's proof!

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*“A brand is no longer what we tell the consumer it is -- it is what consumers tell each other it is.” – SCOTT COOK*

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18. **Offer a customer feedback section on your website** on how to improve your business so that they feel valued and you can gain insightful knowledge on how to reach your target market more effectively.
19. **Ensure you use a good amount of visual aids** to promote what products you sell or what services you offer e.g. product images, videos of your services, how to's etc.
20. **Search Engine Optimization (SEO)** is an effective way of getting your website into the top Google Rankings and what's even more rewarding is that you can do some of it yourself!

## ELECTRONIC MEDIA

21. **Promote your web address in the signature of all the emails you send.**
22. **When you launch your website, immediately send a newsletter/ mailout to your friends, prospects, professional contacts or media** to alert them to your new web presence.
23. **Email Marketing is a great way to promote your website and products and can yield you a 4200% R.O.I!** Set up a mailing list and link this to your website so that visitors can sign up to your newsletter. Make sure though that you do not send spam.
24. **Make your customers feel special by making your service personal.** You might want to send them a Newsletter on their birthday with an attached coupon for a discount on one of your products or services.

## ONLINE ADVERTISING / MEDIA

25. **An important way of getting your website's Google ranking to improve is to ensure that you have incoming links from other websites.** E.g. Yellow Pages, White Pages, Affiliate sites etc.
26. **PPC (Pay Per Click) advertising.** If you have a bit of money to spend this can be an effective way of driving customers to your website. Facebook Ads is a great way to drive traffic to your Facebook page and it's way cheaper in most cases than Google Adwords. You can set it up yourself and target your prospects so highly, right down to the town they live in, their age, sex, etc. It's brilliant!
27. **Getting your business listed in Online Directories** such as Yellow Pages, White Pages, True Local, local directories etc. is a great way to drive customers to your site as it means that when they search for your particular service they will see your specific information and a link to your website.
28. **Running a competition on your website to win a prize** (e.g. a specific product or service) is a great way of getting people to interact with your site and also can provide you with vital customer information to be able to grow your customer database.
29. **Google AdWords** is a great way to get your website noticed so think about what keywords are appropriate when customers search to find your business and approach a reputable AdWords company. Use Google's Keyword Search tool to research popular keywords in your industry.

30. **Article Writing & Distribution.** Sounds crazy but Article Marketing is the ultimate way to get past gatekeepers and have a highly developed, carefully crafted ad for your product given pride of place on their website or blog. Use your keywords, position yourself as an expert and distribute your articles with links pointing back to your website.

## SOCIAL MEDIA

31. **Use social media such as Facebook** to create a group or fan page for your business then link it to your website and vice versa. There's also Instagram, Snapchat, Pinterest and LinkedIn to name a few. Pick the right platform that works for you and where your target audience is.
32. **Use Twitter to keep your customers up to date with interesting news about the business or special offers** which you can then link to your website as well. Be careful not to go overboard with your tweets and make sure they are catchy and likely to be something your customer wants to hear about e.g. "This month everything is ½ price!"
33. **Get involved in forums that are related to your business/industry** and use it as a tool to build up your company profile and get your website address out there. Provide useful information don't sell to them. Include your business name and web address in your forum name. Check out Quora to get the conversation started.
34. **Viral Marketing can be one of the most powerful ways of encouraging people to view your website but it is tricky!** If you can think up a really clever, funny or useful idea and then link it to your website e.g. a YouTube Video or Blog Post, you can drive large amounts of traffic to your site and increase your brand awareness.
35. **If you are using Social Media such as Facebook and Twitter etc. then ensure you are behaving the way you would around a customer even when you're online.** If a customer searches for you online and then finds an abusive blog post that you posted 2 years ago it still impacts the way they will look at you as a business
36. **Podcasts** can be another useful tool in presenting your potential client with valuable information e.g. from industry professionals, experts etc. This builds your reputation as being someone who goes the extra mile to provide people with value.
37. **Blogging is a great way to increase traffic to your site.** Through a blog you can setup numerous lead generation sources and utilize them all at once without spending a fortune on paid traffic.
38. **Creating Webinars** that your visitors can view and gain insightful knowledge into your business while creating that connection with you before you have even met.

39. **Join Online Forums and build up your reputation as an expert in your field as this will garner trust and again aid in creating your public profile.**  
Customers are more likely to buy from someone they trust and this is a great way of building that relationship.
40. **Pimp up your Facebook page!** Your fan page is your Facebook shop front, your Facebook boardroom, sales presentation and drinks after work all rolled into one – so don't mess it up!
41. **Integrate your Facebook** with your website so you can collect people's details to market to them later. It could be a newsletter signup option or a link to download an eBook or report from your website.

## COMMUNITY & EVENTS

42. **Network locally to bring people to your company website.**
43. **Join clubs or attend networking events** related to your area of business and let people know about your business and website.
44. **Create strategic alliances with other websites or businesses to increase your customer base and sales.** If you stock a particular brand that you have contacts for get in touch with them and see if you can arrange some form of cross promotion.
45. **Attend Expo's and Business Events** in a stallholder capacity so that it allows you to showcase your products and build up your public profile.
46. **Join a Meetup, or better yet, create your own Meetup and host events** for the people you want to target.
47. **Partner with the local Chamber of Commerce.** You can sponsor events, host drinks at your office, become a keynote speaker at one of their events or do a joint venture where you offer something of value to their members. E.g. a special member's only deal or tickets to a training event you host.

## CONCLUSION

So there you have it. 47 ways to promote your website. It's a good idea to create some kind of content plan to stay on top of things. You might have daily, weekly, monthly and quarterly tasks you set for yourself. E.g.

**Daily:** Facebook/Twitter posts

**Weekly:** Blogging, forums and directory links

**Monthly:** Networking events, article writing, email newsletter,

**Quarterly:** Video production, eBook creation, expo, host an event, competition or promotion etc.

The main thing to remember here is to have a plan and stick to it. Don't try and be too overambitious in the beginning or you'll only end up spreading yourself too thin. Your website is a living breathing asset to your business. It needs taking care of on a regular basis if it's going to compete in today's competitive online world.

Just do one thing at a time and see what works for you. You will get in a rhythm when things become familiar and it won't take long before you start to see real results.

Thank you so much for downloading and reading my guide. I hope you enjoyed reading it as much as I enjoyed creating it for you.

Remember, do only what you're good at and delegate the rest. And have fun! Oh, and check out the cool bonus on the next page. (It's only free for a limited time.)

Wishing you all the online success you deserve,

**GRANT RICHARDS**

**PROJECT MANAGER/OWNER**

Phone: (208) 495-5965 | [www.VictoryAlliance.us](http://www.VictoryAlliance.us)

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- SPECIAL OFFER -

## CLAIM YOUR FREE WEBSITE AUDIT TODAY!

ARE YOU WONDERING WHY YOUR WEBSITE ISN'T  
MAKING THE SALES IT SHOULD?

I get how frustrating it is when you've built a website for your business and it's just not doing what it's meant to; supply your company with new leads and sales.

*At times it feels like your web visitors are just being stubborn. They've found your website, they're looking around, so WHY on earth aren't they buying?*

Well today is your lucky day, because **I'm giving you a FREE Website Audit**, and together we can figure out what you can do to improve your website and have it not only churn out daily leads and sales to justify your website, but also help grow your business this year.

**Seriously.... give me 30 minutes with your website and I'll:**

- *Tell you WHY your website isn't making sales.*
- *Share with you the top 3 tactics YOU can do to get more online enquiries.*
- *Show you how you can finally get together a website that WORKS.*

**This Audit is FREE and comes with NO STRINGS ATTACHED.**

We usually charge \$197 for this service, but this month I'm offering it free to the first three businesses that need my help.

Why? Because we find it's the best way to not only help people get the most from their website, but it also helps us learn what potential clients need from their website.

**It's a great learning experience for both of us; a real win win for everyone. :) Click the button below and let's get started!**

CLAIM YOUR FREE AUDIT!