

ENA Module 4: 25+ Ways To Market Your Niche Product (Video Transcribed)

Carol Mortarotti: Welcome to the Expert Niche Academy module four, the final module. Now that you've researched your niche product, you've got your expert status, you've created your product, it's time to learn how to market your niche product. I'm going to show you at least 25 ways on how to market your niche product.

This is just a little added bonus, a quick pre-launch formula. You should think about offering your product or service for free to about two to three people but on the condition that they use it and they give you an honest review and a testimonial. This gives you more credibility by having testimonials before you actually launch a product and when you're choosing somebody, select someone that has a large email list or is possibly a top JV or affiliate marketer.

This is a very quick launch formula. Step one is you're going to create a sales page and make sure you test your buy buttons. You want to make sure they're working. Step two is to create a buzz a week before the launch to all of your social media sites, all of your groups, everywhere that you have a profile.

Step three is to send out an email blast to your list beforehand telling them to stay tuned, to look out for your launch coming up. Set up your Facebook page and other social media profiles with all of your links. Get it all set and ready to go. Connect with JVs if you're going to partner with any JVs and provide them with the materials that they're going to need.

Step six is add your product to affiliate services if you're going to offer them at any affiliate services. Step seven is to create a webinar presentation. Everybody really should be doing a webinar about their launch, product or service. Then two days before, send out another big blast. Send out an email blast. Put it on all of your social media sites. Tweet about it.

Step nine, write and submit a press release about your new product or your new service. Step 10 is on launch day, send out another blast to everyone. Post it on your Facebook page and on all your social media sites. Step 11 is to hold the webinar and step 12 is to make sure you send customers your product if it needs to be delivered immediately. You don't want them to be waiting for anything. Step 13 is to make sure your customer service is excellent.

Let's get on to marketing ideas!

Marketing idea #1

Join a group or organization or association that needs your product or service. Start engaging with the people within the group and leave comments daily if they have any websites or Facebook pages or any type of sites that you can leave comments daily. This is going to start positioning yourself as the expert.

Marketing idea #2

Write an article about the benefits of your product or service and submit it to the article directories. You can also become a writer for eHow which is a very popular site. Their approval system can be a little stringent but there are the links below. There are two different sites and ways that you can approach it so that's marketing idea number two.

Marketing idea #3

Have a webinar either by yourself or with somebody else that has a large email list and their list is going to benefit from your product or service. Look on the bonus tab for my webinar checklist.

Marketing idea #4

Create a LinkedIn group. Create your own LinkedIn group. This allows you to send them a welcome email and in that welcome email, you can include a link to your niche Facebook page or wherever you have a profile. You can add a link to your product. It really allows you to be informing your group of your product or service as an expert.

It's also important to join LinkedIn groups with similar interests but also groups that can benefit from your product or service. The max amount of groups you can join is 50. You don't only want to join groups that are similar as you. You want to join groups that will benefit from your product or service and after you join them, make sure you comment on discussions often and offer your expert advice. Don't come off as a salesperson. It's really important to just offer your service all the time. If you leave some really great advice, they will check out your profile and start looking at your services and you can definitely get more business that way.

Marketing idea #5

Create a Facebook page around your niche. Customize it. Add an opt-in form. Post daily tips. Perhaps have a Friday highlight. You can hold a contest or take a poll. Add several apps. You can add your YouTube app on your Facebook page, Twitter, Ustream, Livestream are TV and the chat apps. There are a lot of great apps so make sure you take a look at them.

Also comment on other Facebook pages or profiles that need your product or service. Offer some advice because then again, they're going to check out your profile and now you can be on your Facebook page and leave comments as well. You used to only be able to do that on your personal Facebook profile but now you can do it as your page which is great because then you're posting your comments as your niche page.

You can also use Facebook's Advanced Search 2.0 Beta. It's a Facebook app. You can find more fans for your page. I have a little tutorial on this on my carolmortarotti.com blog. It's great. In the tutorial, I'll show you how to get groups but you can also search for profiles and target by city and maybe some interests. So that's marketing idea number five.

Marketing idea number #6 & #7

Create a Facebook group around your niche. Earlier I said idea number five was a Facebook page. You can also create a Facebook group around your niche and this allows you to communicate directly with your group members and notify them of any updates of your product or services, of new launches. You can notify them of a webinar and you can also create a Facebook event around your launch or webinar. Use Facebook apps Livestream or Ustream where you can hold a live video event or a live chat event. That's really fun. Not many people are using it so you will really look like an expert if you do.

Marketing idea #8

Create a Facebook ad campaign. You can use all the research that you use. Use your demographic results from the research and target your ad to people by a particular age, sex, city, state or country, by their education, interests. They could be fans of your competitors. You can really target it down now that you've done all that demographic research and I have quite a few Facebook marketing ideas because that's where everybody seems to be spending their time these days.

Marketing idea #9

Create an affiliate program for your product for free using PaySpree.com. Your affiliates will get paid instantly via PayPal so this gives the affiliates a lot of incentive to promote your product. You might have to provide materials to them to make it easier for them to promote your product. For example, give them the sales page, if you have any autoresponders written out, any graphics or banners. Just make it as easy as possible for them to promote your product.

Marketing idea #10

Sell your product on one of the additional affiliate services that I provided on the VIP Rolodex. Also at the sites search for other sellers with a similar product as your and see if they want to do a JV partnership.

Marketing idea #11

Find JV partners to promote your niche product. Go to the WarriorForum launch board, Facebook launch page, LinkedIn launch group, launch blogs. I have a lot of them listed on the VIP Rolodex and find other JV partners. See who's really doing the best, who's rated very high and is having the most success. Start building a relationship with them and once you have a relationship with them, offer your product for free to them so they can try it out and give an honest review and testimonial.

Also give them a summary of the product. If it's very lengthy, they're not really going to want to take the time to review your product. So if you kind of give them an outline of what your product or service is, that will make it a lot easier for them. Then have a webinar with the JV partner and you might have to give them 100 percent of the profits and if you do that, create an upsell for

you. For example, you might be promoting your book on the webinar and the JV partner will get 100% of those profits but the upsell for you will be an hour of coaching.

Marketing idea #12

Sell your product on the Warrior WSO at WarriorPlus. You can be the WSO daily special and you can also have them promote your product and you can also approve other affiliates. There are a lot of people that don't want to create a product, that are looking to promote other people's products. That's a great site. It's \$19 to sign up for their program but it's fantastic.

Marketing idea #13

Sell your book, your eBook on Kindle or list your niche blog. I have all the resources in the VIP Rolodex.

Marketing idea #14

Join forums and write a post about the benefits of your product or service. When you sign up for the forums, you get to create a profile and it's very important to include your URL in your signature and comment on discussions often. Take the time.

In the beginning, yes, it's going to be a lot of work but the more people see you commenting on things, the more exposure you're going to get and then the more you're going to sell your products so you won't have to be doing this as often. Also see if you're allowed to sell your product on the forum. Some of them allow them. Some don't. A lot of the forums have JV opportunity sections so make sure you look for that section on the forums.

Marketing idea #15

Invite authors to write a guest post on your blog and then submit the article to submission sites or you could have a weekly guest writer and also search for blogs that allow you to post an article on their blog as well.

Marketing idea #16

Record an interview with an expert in your niche and give it away for free to build your list. You could also sell it if it's with a really popular or really famous expert or you could sell it for free and then attach your ebook as the upsell. This site is really cool that I have listed there. You can be a guest on one of their radio or TV shows or you can also find an expert to interview at that site.

Marketing idea #17

List your niche profile on Biznik.com, StumbleUpon and/or MerchantCircle.com. These sites are starting to get a lot of traffic and getting a lot of exposure. Everybody would just post a profile on Facebook and LinkedIn so if you do these other sites, it will give you more exposure where other people aren't going. Start making some connections and then offer your expert advice there.

Marketing idea #18

Create a niche blog and after you create the blog, write a review on your product and include the link or an affiliate link that you have. Make sure when you're writing your review that you add images and a video and on your blog, you can also add AdSense or banners to make additional

cash if you want to. Personally I think it's nice to have a very clean blog without all the banners and the AdSense but it's up to you. Contact me if you want me to design your blog.

Marketing idea #19

Create a Meetup.com group in your area based around your niche and when you have your meetings, provide a lot of free content. Then at the end of the meeting, let them know that they can hire you if they should need more help.

Also join other groups that can benefit from your product or services and email the group leader. Ask them if you can speak at one of their meetings. Meet-ups are great. They're very popular and they're a really good way to connect with other people that are looking for your service or your product and it's also a great way for you to have your own meet-up and connect with local people as well.

Marketing idea #20

Write a press release about your niche product and submit it to the PR sites listed in the ViP Rolodex. You can also Google free press release templates or search for a competitor's press release to view an example if you want more suggestions.

Marketing idea #21

Join ExpertClick.com. It's a great site because you can join as an expert, a journalist or both and get a lot of great exposure that way.

Marketing idea #22

Create a Hubpages or Squidoo page. These again get a lot of exposure on Google and you can create a niche profile. Write a review about your product or service listing all the benefits and including all the links of where to get it.

Marketing idea #23

Join your local Chamber of Commerce and your local library. Ask them if you can give a speech based around your niche product or service. Always provide lots of great free content during your speech or seminar that you give and at the end of your presentation, offer your services should they need further help. Remember don't come off as a salesperson; give a lot of great advice. Of course you don't give away all your golden nuggets. Inform them to see you after the presentation should they need further assistance.

Marketing idea #24

Join your local Toastmasters. Toastmasters is a great way to improve your speaking skills because you have to give a speech and other members evaluate one another's presentations. It's also a great way because you're going to introduce your product and service to all the other members of Toastmasters.

Marketing idea #25

Buy a targeted email list at Lists.NextMark.com. It's really great because you can target it down to cities, niche categories so it's a very highly recommended resource. A lot of people, when they're starting out, they don't have an email list so this is an alternative to that.

Send out an email blast listing the product/services benefits in the email and include the information or a sales page link at least three times. They always say if you can put your links at least three times in your email, you're going to get a higher conversion.

Marketing idea #26

Post an ad on Craigslist and post the ad about your product or services under the services or gig section. You have to make sure you follow their guidelines. Just keep it really simple. You don't want it to look spammy. I don't even think you can put your link in there so you would just put WWW space then your domain name space com. You have to follow their guidelines but a lot of people are on Craigslist and looking for help.

You can also post an ad on Backpage.com. I believe it costs about \$10 per city. Some of them are even less but you can target a city that you know is looking for your product or services because you've already done the research. You've done the demographics research. You know exactly what cities are looking for your product and service so you can go and post an ad on Backpage in that particular city.

Marketing idea #27

If your service can be done quickly like really fast, say it will only take you about 5-10minutes, and you don't mind making only \$5 for it, then you can post your service on either Fiverr.com or IMGz.com. IMGz is for internet marketers but that's probably about the same price range. Those are two sites that are very popular especially in this economy.

Marketing idea #28? TBA

Well, that's it. If you have a great marketing idea you want to share, then please send an email to Support@ExpertNicheAcademy.com. I will add any new marketing ideas that people share to the bonus section.

So that's it for module four. I hope you've really enjoyed the course. You can stay tuned at Facebook.com/ExpertNicheAcademy. I'll be putting updates there but I want to thank everybody for buying the course and I hope you're ready to start marketing.

Send me the end product. I would love to take a look at them and give you any critique if you would like. Thank you again for purchasing the course. I hope this has helped you to create your own niche product. I look forward to connecting again real soon.

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