

5

easy and free
ways to
promote your
stuff on the
Internet.



Hi, thanks for downloading my ebook. I hope it will be useful to you.

Internet marketing can be a very challenging occupation. There are so many things you need to promote, and of course you want to get your products or programs in front of the widest possible audience.

Here are 5 different ways to promote for free on the Internet, to extend your reach to a wider audience.

1. TRAFFIC EXCHANGES

Traffic exchanges are one of the simplest promotional tools which you can use for free, and which reach large numbers of people. In a traffic exchange, you trade credits which you get for viewing other people's sites, in exchange for views on your site. The process is simple, don't worry. You can show your web page, banners and even text ads.

If you have never used a traffic exchange before, you can read all about them at [Traffic Exchanges Explained](#). This ebook will take you through the use of a traffic exchange step by step and will introduce you to 5 of the top traffic exchanges.

If you are promoting something which is not directly related to Internet Marketing, I suggest you use [Traffic Swarm](#), which has a wide variety of categories including hobby and leisure, so your product will not be out of place.

You can find a ranked list of the best exchanges at [Traffic Hoopla](#) .

If you surf several exchanges, I recommend [Soaring4Traffic](#), as they have an excellent surf console to organize your traffic exchange links and make your surfing easier.

Some tips:

- People need to see the same ad several times before they really take note of it. For this reason, promote only a small number of sites at one time. On a large exchange with many members, one site at a time is plenty. On smaller exchanges you can increase that number, but it's best not to promote more than 5 sites at a time unless you have a lot of credits.
- Use Mozilla Firefox for surfing, instead of your other browsers. You can have both on your computer, but Firefox will screen out more popups and viruses, giving you a smoother and safer surfing experience. You can download Firefox for free here: <http://www.mozilla.com/en-US/products/firefox/> .
- Surf several sites at once to make good use of your time. This can be done with tabbed browsing. The latest versions of Internet Explorer and Mozilla Firefox allow you to have multiple windows open within one session. To learn more about tabbed browsing just Google "tabbed browsing" and you'll find directions for your browser.
- Remember that you are surfing to sell, not to buy! Getting sidetracked takes up a lot of your promotion time if you let it!

2. SAFELISTS

Safelists are a safe and easy way to advertise by email to a large number of people.

[GotSafelist](#) is a good place to start. Free members can send one

email a day to 2500 people. In exchange, you will need to provide two email addresses - one for your main contact and a handful of paid emails a day (these emails are worth a lot of credits to you, so take the time to read them), the other one for hundreds of emails from everyone else. If the idea makes you blanch, don't worry... just go to www.gmail.com and create yourself an email address specifically for this purpose. You can then go to that account and browse through these emails when you have time.

GotSafelist is credit based, which means you will get cash, credits, and banner impressions for clicking on the hotlinks (special credit links) in the emails, and you can be confident that others will read your email because they want the credits too.

Not sure what to write in your emails? Many of your programs will have a section which contains promotional materials, including email text. You can copy that, or you can cheat by reading a few of the ones in your inbox, and adapting them to suit your purpose. You'll get the idea after a while.

You can find more good safelists ranked and listed at [Traffic Hoopla](#). Just don't take on more than you can handle. It's better to use one safelist well than to get overwhelmed by too many and just give up.

3. FREE TRAFFIC BAR

Have you heard of [Free Traffic Bar](#)? It is a simple and easy way to advertise. Once you have it set up, no further effort is required. This is how it works:

- You install the Free Traffic Bar toolbar on your internet browser (IE or Firefox).
- You add a text ad about your program or product to your Free Traffic Bar account.
- As you surf the net, the ads on the toolbar change, giving you credits. 37,000 other people have it installed, so they

are seeing the ads too, including yours.

Does it work? Yes. I'm getting about the same click through rate (ctr) as I do on banners in traffic exchanges.

4. FREE CLASSIFIED ADS

I use the ads at [AdlandPro](#) which is a good quality, global service.

You can post links with your ad, place several ads per day as a free affiliate, and receive email notification when anyone looks at your ads. I'm still getting notifications of visitors to ads which I placed weeks ago.

You can target your ads by country and interest category.

Post as often as you can for maximum effect, but change the wording a little each time so you don't get in trouble for spamming!

5. PAID TO CLICK SITES

Have you used paid to click (ptc) sites? They are a bit like a traffic exchange, but people get paid money instead of credits for looking at advertised sites.

Depending on what you are promoting, ptc sites can be a good alternative source of advertising. I've had a lot of signups from ptc sites for one of my programs ([Best Free Home Jobs](#)).

Here are some ptc sites to get you started:

[ClixSense](#)

[LinkGrand](#)

[Paradise Clicks](#)

[Global Cash Clicks](#) (very cheap advertising)

You can buy advertising at these sites, but you can also get it for free by clicking, and then trading in your earnings for advertising.

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I hope these tips have been helpful to you. Don't try to apply them all at once, just add one at a time as you can, and you will see results.

You can get more helpful tips and free resources by signing up for my free email series [Build your list with Ease!](#). This will help you to take your online business to the next level.

Wishing you success,

Carol Walczak

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