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Suggestions To Effectively Promote Your Membership Site

If you already operate an online business, then you understand how important it is to get the word out concerning your product. You will need to do the very same with your membership site if you want it to be a winner.

Try these steps to begin your campaign. Some of the very same promotion strategies that you utilized for your [Internet business ideas](#) will work, however they may possibly need to be tweaked a tad. You'll understand what we portend in a moment.

1. Target the correct marketplace. This more often than not goes without saying, but your market may have changed a bit with the membership website. If your target market was folks involved in fitness, the group that would pay for a fitness membership site might be a more focused group of fitness buffs who are resolute about staying in shape or who would like to be fitness trainers. You will have to revise your sales offer just a tad.
2. Draw on exceptional content. Your visitors already get the run-of-the-mill stuff everywhere else. Present them with something that is innovative or has a brand new twist on an old problem. Utilize snippets of your articles on the home page so that they get a sample of what they will see if they sign up to become members. Furthermore, do not forget about SEO marketing. Prominent search engine rankings, as you know, bring in additional traffic to your membership website. Make use of [one way backlinks from blogs](#) to boost your rankings.
3. Make contacts like crazy. Exploit every one of the avenues open to you. Guest blog for some of your business acquaintances. In your bio, publicize the membership website. Find your way onto guest spots on online radio shows and business podcasts. Avail yourself of social networking venues like YouTube to establish a viral marketing campaign using video media. It might be a plain video using an animated PowerPoint presentation set to music or with audio.
4. What about an affiliate program? This will be promoted from within the membership. Introduce the affiliate program to your members as a method to make a profit from the membership with your website. Additionally propose incentives at a number of levels as their sales grow, like a second tier affiliate program that gives residuals for referrals.
5. Offer a free trial membership. For three or four days (a week if you want), offer those who will sign up for emails and newsletters restricted access to the membership area. Entice them by giving them access to a few articles, but as soon as they click on links for eBooks, special reports or video for more in-depth information, they are redirected to a page that says those items are only accessible with a paid membership. Or...Offer a trial membership for only one dollar. Potential members can pay just \$1 and be given trial access to the members area for a full 7 days. If they decide not to go on with their membership, they can simply login and cancel their subscription. If not, in 7 days time, they will be billed the standard subscription fee and obtain access to everything in the membership.

To drive traffic and grow your membership, you will have to promote a lot. But, if some of your existing clientele are interested in taking their knowledge to the next level, encourage them to become members and bring their friends. Avail yourself of the abovementioned steps to [launch your own membership site](#) and you will be successful. You can then join the happy group of elite membership site owners. Subsequently, you can relax and feel the excitement rising in you, as you realize that... at long last... you've taken possibly your most decisive steps yet to establishing the type of fiscal independence you long for.

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