

# Ways Consultants With Corporate Websites Can Promote Too



Are you wondering how many promotional tips I list on my article, "**Top 20 Ways To Promote Your Website**" you can use to promote your corporate website on the net?

If so... then you are asking a terrific question! Whether you can participate in the **ALL** of the web forms of promotional tips depends solely on which kind of website you have.

**There are two kinds of websites...**

**Privately Owned Websites** - Privately owned websites are websites that are owned specifically and completely by the owner. If you own your website, this is your type of

website. The owner is allowed (because they are the owners) to place link exchanges, blog buttons or links, top 100 buttons or links, networking group buttons or links, & anything else. If this is your kind of website.... then you can use all of my **Top 20 Ways To Promote Your Website** tips!

**Corporate Offered Consultant Websites (or Etsy Shop users)** - Corporate websites are websites that are owned by businesses or corporations (like Scentsy, Avon, Just Jewelry, Mia Bella Candles, The Gourmet Cupboard, etc) that create the products but allow you to sell their products as consultants or distributors. Most corporate websites offer what is called an affiliate website or a consultant website. This kind of website typically looks just like the company website but with slight changes and often an about me page so that the website can be personalized to your liking. Some corporations (like Scentsy, etc.) allow their consultants to have external websites as well but they will **NOT** allow you to promote or link back to others. **PERIOD.**

**Ways Owners Of Consultant Websites Can Promote For FREE Or Low-Cost Too...**

**1.) Email Signature Line** - Add your website link, blog link (if you have one), social media links and any advertisements you have going on to your email signature line! Adding this information to your email signature link is one of the greatest forms of promotions you can do for your business! Every time you send emails... the people who receive them have access to your links... This is very important especially if you are new to having a business website.

**2.) Join Social Media Networking Groups** - Social Media Networking Groups (also known as social networking communities) such as ning, facebook, linked in, twitter, match up, etc) are great ways to network! Networking is truly a brilliant way for people to get to know your business, what you sell or offer, and get to know you one on one on the inside (where it really matters)! **What a great way to make friends... and when your friends need something... who do you think they are going to come to? That's right... YOU!** There are literally a trillion reasons why your business should have an online social media

presence! A business owner can use networking to connect on a personal level with their viewers or clients and to show the personality behind their business! Please be sure to talk about your business and products without pushing what you offer onto your friends. If they want to buy... they will... but if they don't... then that's their choice. Friends are friends... and should be appreciated for who they are... not just what they can do for you. : ) Networking and communicating with your potential customers or clients will ultimately lead to sales but not immediately and not directly. Your online social networking presence is only a small component of your marketing strategy!

**3.) Join Yahoo News Networking Groups** - Yahoo News Networking Groups are a great way to get your important information out to a large group of people quickly and make long lasting friends. I have gained a ton of business and gained some absolutely amazing friends from networking groups! The members in these groups are usually always so welcoming, kind and very helpful!

**4.) Product Reviews** - Product reviews are a great way to get someone else's opinion about your products out there for lots of people to see. It's also a great way to get a **one way link** (which is like gold in google) in there as well! Product reviews often show off pictures of your product... and they tell their readers what they think of your product! I do product reviews for most of the small business I purchase from as a special thank you... when I either received outstanding customer service or exceptional products! There is no better advertising than word of mouth advertising... so get some product reviews going so that more people can see more of you and what you offer!

**5.) Host Or Sponsor Contests or Giveaways** - Hold a contest or giveaway yourself or sign up to sponsor as many contests and giveaways as you can! What better way to get a new product into the hands of someone who might tell everyone they won something... tried it... and loved it. Again... word of mouth advertising... nothing is better than that... and you might even get a new customer.

**6.) Leave Blog Comments** - Millions of people have blogs... and they love to hear what other's think about their latest blog post.... or a post that really catches your eye. It's natural to leave a comment on blog posts that you enjoy... so why not place your website or blog link under your signature... which incidentally is a one way link. You get to tell your blog friend was a great job she did on the post or how it relates to you and you also receive a **one way link** too. What a great idea.

**7.) Pass Out Business Cards** - Passing out a business card to someone you are talking to about your business is a very important promotional tool. If you go to dinner... leave a business card with the tip you leave behind for the server. Not only did they make a bit of money for your appreciation of them... you just might score a customer. Food for thought... : )

**8.) Send Out Newsletters** - Sending your customers a newsletter is a very important way to promote your business! **Newsletters** are a great business internet email marketing resource and a must-have for building your business! So many other successful businesses participate in email marketing campaign and you should too! Newsletters allow you to promote your business with style by providing useful information that your newsletter subscribers want, need, and appreciate! Newsletters are typically designed to match already existing websites!

**9.) Van or Car Business Decals** - Using your van or car as an opportunity to advertise for you is such a great idea! I had someone about 2 months ago... see my business sign on my van and ask for a business card because her father was looking to create a website for his new business! You never know who might need your products or services so why not use

your van or car as your own personal billboard! Once paid for it's free to advertise.

**10.) Craft Shows, Flea Markets, School Bazaars, etc** - There is truly no better way to get your finished product into the public's hand than craft shows! They come by your table... look and see what you have! They physically able to check out the quality and craftsmanship of your products personally which matters and if they like what they see.... they buy it! A lot of people like to see the product first before buying... so this is a great advantage. Once they purchase you can slip your business card in the bag as they take their new product home so that they can purchase from you online. Make sure you offer a discount coupon code on your business card so that you can thank your repeat buyers... with a 10% savings on their next order! **FYI** - If someone stays at your table for more than just a few seconds... it's a 95% chance they will buy something.

**11.) Start A Blog** - Starting a blog is such a great way to talk about your business products or services... contests... or discounts out to wear people will find you! Blogging is a great way to make friends, show your personality, and express your passions out there for everyone to see. I blog about just about everything. I try to keep my personal life out of my business blog as much as I can; however, I do let a little bit of personality come through. Blogger is free... where word press is not.... and I fully believe that blogger is easier to design and operate especially for a novice blogger.

**12.) Write Articles** - Writing articles about the things you know most about is a great way to get people's attention, make them see your value in what you offer, and it can also give someone a chance to get to know you from the inside out. Become a "in the know" kind of person... and share your knowledge!

**13.) Buy Advertising Space** - Purchasing advertising is a great way to promote your website and gain a **one way link** to your website all at the same time. There are thousands of work at home mom businesses that have high traffic sites that offer paid advertising to those who are looking to promote their sites. Take advantage of this affordable chance to get your website in the face of more people than you would without it.

**14.) Join Online Directories** - There are literally thousands of online directories on the net. Do a Google search and find some and add your business to as many as you can. Obviously, I can't recommend any... but free ones would be preferred.

**15.) Press Releases** - Write your own press release or ask a professional writer to create a press release for your business website so that you can tell a larger web wide audience about your website and products you offer. It's a great way to get traffic to your site.

**16.) Become A Guest Blog Writer** - There are very well established blogs that are always asking for guest writers. The blog owner has gotten so bogged down with work that they don't have time to write sometimes and publish their blog enough... so they ask those who have something to say to write for them. Signing your blog article with your business name and links to your website, blog, facebook, twitter, etc... is a great way to not only get people to your site.. but it allows you to give people a glimpse of your personality and it offers... you guessed it... a **one way link**!

**17.) Respond To Yahoo Answers** - Yahoo always has people asking tons of questions. Sometimes when I see a yahoo answers response in the search engine I will click on the profile of those who answered... and guess what... most of the time they have web addresses right there on their profile. It's a great way to get people to come to your website... depending on how you answer the yahoo question!

As you can see from this list... there are still many ways to promote your corporate website!

**ALL** of these suggestions are truly **GREAT WAYS TO MARKET YOUR BUSINESS.**

Thanks so much for viewing this post... I wish you all great success!