Quick Strategy On Discussion Board Marketing

By Caleb Galaraga

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1. Be Sincere

Whenever you post to answer a question or comment on an issue in a discussion board (also called forum) always have an attitude of helping the person in need. Remove any profit motive when you try to assist someone who need some valuable input in a discussion board. This can make your posting more effective and helpful.

2. Be Consistent

This is a valuable tool especially if you desire to brand yourself as an expert in your field. Always be around the discussion board (or forum) of your choice, but make sure it falls under your expertise or niche market. Just pick a handful of them and try your best to be the person posters will receive assistance from whenever they post. Through this you are able to gain their trust and confidence for your work.

3. Go Beyond the Forum

Don't limit your discussion board marketing inside the board itself. You may email the person in need of an input (which may even be a recommendation of your product/service). You can even offer a chat session to assist the person in a greater degree. A phone call from you may even be possible. A person in need will allow himself to be contacted in order for him to receive the assistance he requires. So just make the discussion board your starting point, but don't limit yourself to the site itself. This is also a great way to develop wonderful business relationships.

4. Offer Doable and Practical Help

Put yourself in the shoes of the one posting and offer the

best help you think they need. However, make sure it's doable and practical- not a complex or difficult strategy that may require sophisticated assistance. Be as simple and straightforward as possible in your replies.

5. Give the Right Recommendations

Here's where your marketing starts. If you think that what you're offering will greatly help the person in need or is relevant to his needs, then recommend it. As always, be sincere when doing your recommendations. Don't go for the hard sell. Just plug-in your product/service when you think it's the best thing the person can have to fulfill his need.

6. Take Advantage of the Signature

Reward yourself for posting! Always utilize the signature or link that the discussion board system provides. Some systems even allows you to upload an image for your promotion, this can be a banner/button linked to your site. Don't hesitate to do so since this is the token that moderators provide you for participating in their board. Also, remember that one of your purpose for posting to discussion boards is to take advantage of the free exposure.

Happy Posting!

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Caleb Galaraga is the editor of the Interactive Marketers Journal, the ezine that gives you AT LEAST ONE effective, doable and practical internet marketing strategy bi-monthly. You can subscribe by emailing ">mailto:imj@parabots.com
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