

Tell-A-Friend Marketing

By Polly Hummingbird

Tell-A-Friend Marketing

Polly Hummingbird
whisper@kawartha.com

Home of Printable Ebooks <http://humming.biz.s5.com/home.html>

TELL-A-FRIEND MARKETING

By Polly Hummingbird

One of the most successful forms of advertising with offline businesses is word-of-mouth advertising. This occurs when a satisfied customer tells some they know about a business or it's products. The friend looks into it and they often become a customer too. As the good word spreads so do the sales increase for that business. There are no direct costs involved in word-of-mouth advertising.

How do you do the same thing online? By using tell-a-friend marketing.

For example, you can place a Tell-A-Friend button at the bottom of your best webpage. When a visitor clicks on this button a small form pops up. The visitor then enters the name and email address of their friend, as well as a short note. When they send the message the information from that webpage is sent with it.

Tell-A-Friend marketing is especially successful for relaying information to genuine target markets. In other words, when someone logs onto a website they may not be interested in the offer, but they may know someone who would be.

Marketing-Seek, a popular article directory site, uses Tell-A-Friend marketing to allow visitors to send a copy of an article to someone they know who may be interested in reading it. This handy button is at the bottom of every article that is posted in this directory.

Even if you decide not to be as elaborate as using a special button and form, you can always place a note at the bottom

of your webpage that says something like "Tell A Friend About This Website". You can put this in another color to make it stand out more.

Another way for someone to tell a friend about interesting information is to copy-and-paste the information into an email message, including the URL, and send it to them this way.

Sharing valuable information with friends is a good way to promote online businesses as well as keeping up with your friendships.

AUTHOR

Polly Hummingbird writes and sells printable ebooks.

* Amazing Bestseller

* Super Business

COMING SOON: Cruise Vacations

Homepage: <http://humming.biz.s5.com/home.html>

Email: <mailto:polly@humming.biz.s5.com>

More Articles: <http://humming.biz.s5.com/articles.html>

[Get-Articles.com : 1000's of reprintable business and internet marketing-related articles.](#)

[Submit your article for reprint.](#)