

# Blancminge

## Make marketing part of your daily routine

If you want to sell your ebook, you have to market it. Selling stuff online is just as challenging as selling it offline. There aren't any short cuts. And the internet isn't magic.

So... marketing. There are countless things you can do to market your ebook and promote your ebook sales site. Unless you get organised you'll soon be *completely* lost in space. The best thing to do is make marketing part of your daily routine. That way it's relatively painless and much more effective than having a feeble stab at it now and again, or having a two day full-on marketing frenzy every month or two. Spend an hour every working day on marketing, at the same time each day, and eventually you'll enjoy a rock solid cumulative effect. Here's a short list of some of the things you can achieve in an hour:

- write one long blog post or two short ones
- if you don't have a blog yet, add a simple wordpress blog to your url so your site as a whole benefits from regular, fresh content
- create a powerful press release, include a link and upload it to good free press release distribution site
- make your own database of journalists and editors to send your press release to across your local papers, the national press, consumer magazines and trade press
- write an article, include a link and upload it to a good free article distribution site
- use easysubmits.com to build 20 good quality directory links
- find two good quality blogs on your subject and comment into them, including a link back to your site whenever you can
- submit your ebook website to dmoz (read the rules first or you'll be wasting your time)
- research a few good niche directories and submit your site
- find deep link directories and submit links to the deeper pages within your site, to help make them more visible
- check to make sure your keywords and key phrases are still appropriate and relevant
- make small but intelligent changes to your content to keep search engines and visitors interested
- dream up a special offer and ways to promote it
- test social media marketing, trying out one social network at a time
- check your web stats for emerging patterns
- do simple conversion analysis and try to identify improvements
- research the latest SEO wisdom, processes and procedures
- identify good quality, free, time-saving SEO tools
- add Google AdSense to each site page and make money every time someone clicks through
- consider direct marketing, including direct mail, to a small but highly targeted database that you create yourself
- once you've built up a decent online presence, think about selling advertising space on your site
- join forums and get active in your sector
- ask your alumnus for a link from their website
- freshen up the description tags in your page headers and refresh your meta data
- rewrite page content so it's sharper and more effective
- make sure all your customer communications are fresh, polite, plain language, professional and friendly
- make the most of every prospect or customer contact point, encouraging sales at every stage
- add a page at the back of every ebook including sales text about - and links to - your other ebooks