



FORUMS - THE BUSINESS GOLD MINE?

In most forums registered users are allowed to add a signature line underneath their name. Your signature will show up each time you make a post, which works in your favour, because in this way you will be subtly promoting your business without spamming anyone. It is important that you post to the forum frequently, some forum posters don't bother to look at the websites of users unless they are regular users of the forum, and then they may eventually get curious. You have to build your reputation at a forum as a trusted reputable source, someone who is in tune with the online business world. Another thing is if there was a discussion and you just happened to mention that you have a website, some people may decide to check it out just out of curiosity. It doesn't matter why they chose to do it, the important thing is that you provided enough interest to make someone want to check your website in order to obtain more information. But you must be careful when doing this, some chat forums may consider this to be spamming, your best bet may be to ask the person if you could pm (private message) them the information about your website, this way you won't run the risk of spamming anyone.

Another way a forum may help you draw traffic to your website is to casually weave your business into conversations as appropriate. For example, if you're promoting website domains and hosting, and someone posted that they want to create their own website, but they didn't know where to begin, you can casually mention you know of a place where they can get reasonably priced domains and hosting, you can then just ask the poster to pm you for more information, when they pm you can then give them your website. Also you don't always have to promote your product or website. If you show that you are knowledgeable about business, the other chat forum posters will take note which works to your advantage because now the posters are more likely to want to click on the link in your signature. Posting Blogs and articles are a great way to drive traffic to your website. They create back links to your website. Blogs, articles, and forum posting are all very subtle but powerful forms of marketing. Chat forum posting is a very effective form of marketing, you just have to stick to the rules of the chat forum, especially the main rule NO SPAMMING! Build your reputation of someone that's knowledgeable and experienced, keep your marketing approach subtle but informative, let your signature do most of your advertising, make sure your signature line grabs the people's attention. Just remember subtle yet powerful.

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