

# How To Market Any MLM Online

*“A Guide To Basic Internet Marketing For MLM”*

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Blog: <http://www.MLMHomeBusinessBlog.biz>

## Why Internet Marketing?

Adding Internet Marketing to your Network Marketing efforts can give you tremendous leverage in building your downline that is not limited to your own geographic location.

However, many people feel intimidated by the idea of marketing online, especially if they are not computer or Internet savvy. The truth is that you don't need to be a computer whiz to do Internet Marketing. In fact some of the most successful Internet Marketers can't even put a website together. Many of them hire people to do what they want to do online. This is the very first thing you need to realize in order to get rid of any hesitation you may have in marketing online.

Of course you don't want to go hire people when you are just starting out, especially in Network Marketing. In fact, because of the leverage we get from other people's efforts in Network Marketing, you never have to go hire anybody. Instead of hiring people, you can teach those who come into your business to duplicate your efforts.

Now, you must realize that you are not going to be a sponsoring super star your first week in marketing your Network Marketing business online, unless you are an extremely fast learner. For most people, there is a learning period involved, even for computer and Internet savvy people.

Yes, marketing online is not about how good you are with computers or the Internet, it's about knowing how to **market** using the Internet. The good news is that anyone can learn how to do some basic Internet Marketing that can help them build any Network Marketing business.

You see, in Network Marketing, we have the benefit of residual income. ***So even if you are a little bit successful in marketing online, you can end up growing a very decent monthly income!***

OK, so marketing your Network Marketing biz, online or offline, means presenting it in such a way that your prospects want to join you and work with you. In order to do that, you must 2 things:

1. Offer prospects value in joining with you
2. Get exposure (traffic)

If you can do the above 2 things, you can build a strong MLM business. So we'll be focusing on doing these 2 things in this eBook.



## Offering Value To Your Prospects



Imagine if you were looking for a Network Marketing opportunity and you find a company that you like and you want to get started with that company. But you have found two distributors of that company who can sponsor you. One of them talks about how wonderful the company is and how much money you can make.

The other distributor, on the other hand, not only talks about how good the opportunity is, but also talks about how he/she can **help** you succeed, and offers **benefits** if you join with him/her. This distributor shows that he/she is capable of helping you and is willing to help you.

Which sponsor will you choose? You must get into the mode of offering value to your prospects in joining with you! **Give your prospects enough reasons to join with you.**

Adding value to you as a sponsor is not that difficult. There are many ways to add value to you to become a sponsor that people want to join. Think about what you can do to make yourself a valuable sponsor. You don't need a charming personality. Serious prospects are usually looking for the following things in a good sponsor:

1. Good knowledge of product, company and compensation plan
2. Commitment to the company (are you in it for the long-term?)
3. Accessibility (can you easily be reached by phone, email, etc. Do you return phone calls promptly?)
4. Some knowledge of some form of marketing
5. Your willingness to work with your downline (the people your prospects may bring in)

If you are weak in any of the above, you can definitely work on it and become a better sponsor. There are hundreds of good eBooks written on Internet Marketing and Network Marketing. Download some of those and **make learning a habit**. Your income will reflect the value you offer to your downline.

***One thing I would like to emphasize here is that attending Company conference calls or Webinars is CRITICAL. So many people who join an MLM Company don't think that attending the Company conference calls or Webinars is necessary. Let me tell you, it can make the difference between success and failure. If you want to build a large organization, then ALWAYS attend Company conference calls or***

***Webinars. They will keep you updated, connected, motivated and you will get ideas on how to market your business.***

## **Creating Internet Presence & Branding**

Internet branding is a way to establish your position in the marketplace. This can be done by promoting a concept or an idea and making yourself an authority in that. It is easier than it sounds. Think about what you are passionate about and what is your philosophy. Maybe ***what makes you different from other MLMers***. Then simply incorporate that in everything you do to market your Network Marketing business.



For example, I am passionate about the total personal freedom that a stable Home Business can bring. Also, I believe that any Home Business should be conducted ethically and morally. So that is the message I portray in everything I do. You can think about what you believe in and what you are passionate about and use that message in everything you do.

Of course, that also means that everything you offer has to resonate with what you have decided is your brand. For example, if you establish a brand that conveys that you are passionate about nutritional products, then you don't want to be promoting opportunities that have nothing to do with nutrition.

***So you should give some careful thought on what you want to establish as your brand.***

You can make your brand known by using a tag line, a logo, pictures of you that show what is important to you, etc.

Creating Internet presence means putting your name, info and your brand out there where prospects can find you. Just like a company puts billboard ads in different locations, so that you see their ad when you drive by. Similarly, you want to put your name and brand out there on the Internet where it can be seen.

Of course, you want to put your website address and phone number wherever you can so that people can see what you do. But your goal should also be to make your name known as an expert.

***If you create an image of yourself as someone who knows what he/she is doing, you will have prospects coming to you!***

Here are some of the ways you can create Internet presence and brand yourself:

- Using Social Media
- Blogging
- Writing Articles
- Video Marketing
- Free & Paid Advertising
- Participating In Forums and Discussion Groups

Let's discuss each of these individually.

## Using Social Media



Using Social Media for marketing normally refers to using networking sites like Facebook, LinkedIn, Twitter, MySpace, etc. There are many of them out there and new ones are popping up every now and then. These are great for meeting people and interacting with them. Most are free and the ones that charge a fee don't really offer anything better. You can get excellent results from free ones.

Social Media Sites have worked extremely well for many Networkers. If you enjoy interacting with people on Facebook and other Social Media Sites, then this method could work very well for you.

The advantage in using Social Media is that there is no cost involved and you can get some very qualified leads from it. However, it does require time and patience. But it can be a fun way to build your business.

***When using Social Media to find people for your Network Marketing business, it is important to remember that you don't want to blatantly advertise your business. It will turn people off. It is NOT an advertising media, it is Social Media. As long as you focus on building relationships, you will do well. Build relationships first and then talk business when appropriate.***

## Blogging



This is perhaps one of the best ways to create a strong Internet presence. It is easy and it can be fun. Google loves Blogs. A Blog is like a public diary of your thoughts and ideas. They are informal and people enjoy reading Blogs.

If you start a Blog based on a certain theme and post regularly to it (at least once every few days), it will start showing up on Google and some other search engines.

But your Blog must be focused on a certain

theme and a few keywords. If your Blog talks about several different things, then it will be hard to get results.

***So you must choose the concept of your Blog and stay focused on that concept.***

You can also put links to your business on the Blog, so that your visitors can be converted to customers or distributors. However, you must not over-advertise, it will turn off your visitors. A good balance of interesting content and some advertising is the best way to go.

There are several different Blog Platforms available but most popular by far is WordPress. This is free Blog software that can be installed on the hosting of your choice. It is important to note here that ***WordPress Blogs are extremely easy to set up***. There are hundreds of free WordPress Themes available that you can install with just a few clicks.

### Steps in Setting up your Blog:

1. Choose a WordPress Friendly Hosting. I recommend [HostGator](#). You can install your WordPress Blog from their Control Panel with just a couple of clicks. They have excellent customer service. You can call them to help you install your Blog.
2. Choose your Theme after you have installed your Blog. When you install your Blog, you will create a separate Blog log-in area where you can choose your Theme from hundreds of available Theme.

Now, it may take you a little bit longer to figure things out if you haven't set up a

WordPress Blog before, but it's not difficult and anyone can learn to do it (as long as they know how to use the computer).

### How to get your Blog noticed by the Search Engines:



Usually if you put good unique content out, Search Engines will find you. But in order to get noticed quickly and effectively by the Search Engines, you need to do the following:

1. Focus on a few keywords. I like to focus on 4 to 6 keywords. Use those keywords often in your posts.
2. Keep your content unique. Do not use PLR (Private Label) articles. The Search Engines will recognize them and not give importance to your Blog. Create your own posts.
3. Get some regular and consistent traffic. Use services like [TrafficSwarm](#) and [Explosive Traffic](#). They will help you get noticed by the Search Engines.
4. Get Back Links on a regular basis (websites with links back to you). You can do this by writing articles, posting on Social Media, doing Press Releases, giving out testimonials with your Blog link, participating in forums with your Blog link in your signature tag, etc. There is a service called [SubmitEdge](#) that can help you get back links quickly (I have used them and they do an excellent job).

### Writing Articles



If you like to write and/or are good at writing, this can be a very productive use of your time. Your articles should be between 400 to 800 words long. Anything shorter is too short and anything longer is too long to keep the reader's attention.

You can write articles on just about any subject. But it is best to choose topics that are of interest to you. At the end of the article, it is a standard practice to put a resource box where you put information about you in the form of a few sentences and put a link to your website. It is important to say something in the resource box that will inspire people to click on your website link.

The resource box is written in the third person as if someone who knows you well is talking about you and your accomplishments in a few sentences, and inspiring the reader to visit your website.

One important thing to remember about writing articles is that you should never try to sell in your article. The selling part should only be in the resource box. You should be willing to "give" in your article without asking for anything in return. The resource box is your opportunity to "take."

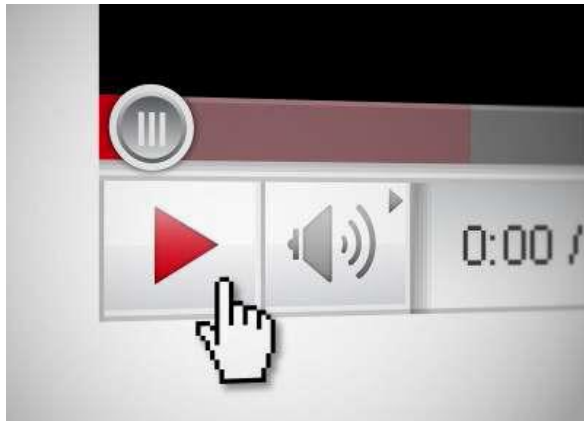
Once you have written an article, you can submit it to the many article directories on the Internet. The more articles you write, the more traffic you will get to your website.

***Writing articles also establishes you as an authority on your subject matter.***

Visit the article directories and read other people's articles to get a good idea of how articles are written. You can find many directories just by doing a search on Google.

A fantastic thing about writing articles is that once a directory accepts your article, it is there forever (unless it is removed for some reason). You can get traffic from it for years to come.

## Video Marketing



Video Marketing has become an extremely popular way of marketing online. Many Internet Marketers have become hugely successful just from making videos that get people's attention and submitting them to sites like YouTube.

People love watching videos, and if you can make an interesting video, you can get tons of traffic.

There are many free video-hosting services where you can submit your videos and get free traffic. But the most popular and most used by far is YouTube. You want to make sure you get your videos on YouTube first. The more videos you make, the more traffic you can get. Videos are also search engine friendly and can show up in search results as long as you put your keywords in the Title, Description and Tags when submitting your video.

Your videos should not be very long nor very short, about 3 to 4 minutes gets the best results. Be sure to ask the viewer to visit your website somewhere in the video.



Your video could be about you talking about your business and the benefits of joining you, or it could be about something that interests you, or it could be a wacky fun video as long as it is interesting and/or fun.

There are also services you can use that can create animated videos for you. There is one that is called [XtraNormal.com](http://XtraNormal.com), it can create animated videos for you. There is another one that I use called [Animoto.com](http://Animoto.com) that allows me to create short advertising videos.

Here are examples of videos I have created using the above services:

Using XtraNormal: [Click Here](#)

Using Animoto: [Click Here](#)

## Advertising



When most people think of advertising, they think of placing an ad somewhere. While that is definitely one way to advertise, but advertising can come in many different forms. For instance, if you give a testimonial and place a link to your website below your name, you have just advertised your site! And how about giving away a free eBook with your website link in it? You see advertising can be

anything you do to promote your business. The more innovative you get in your advertising, the better.

Remember, when you are in business, you are ALWAYS advertising, at least you should be :)

But let's talk about advertising that we normally think of as advertising.

## Free Advertising

There are numerous sites on the Internet that offer free advertising like Craigslist, USFreeAds, etc. Often times these sites are highly ranked on the search engines, when placing ads with them, focus on 2-3 keywords related to your business. Repeating these keywords several times in your ad will make your ad show up on the search engines.

Also, people actually visit these sites and read your ads. Usually they will do a search on what they are looking for and that is the reason why you want to focus on keywords. They are more likely to see your ads if they search by the keywords you are focusing on.

## **Paid Advertising**

This takes a lot more sophistication in marketing than free advertising, simply because mistakes can cost you. And if you don't use the proper method of testing your ads before you spend your money, you could lose your shirt. So when you are first starting out, it is best to try and utilize advertising that doesn't cost anything.

Now with that said, many people have successfully used paid advertising from the beginning, so it really depends on how quickly you can learn, how methodical and how much time you are willing to spend on doing the proper research and testing. But for most people, it is best to test advertising that doesn't cost anything first.

One thing I love about Network Marketing is that you can build residual income while you learn to market. Even if your advertising campaigns fail, you will end up sponsoring some people that will produce residual income for you month after month.

However, you should always remember that while it is great to be excited about your business, you don't want to spend money and time irrationally to market your business. Overall, you want to test your ads, whether paid or free, to see what works and what doesn't, so that you minimize wasting time and money.

## **What To Avoid**



***I must mention here that you want to stay away from the following:***

1. Any kind of automated marketing and advertising gimmicks. There is no such thing as automated marketing. There are a lot of big name Scammers on the Internet that will try to sell you one-click type of marketing programs. **DO NOT FALL FOR THOSE.** The only thing you will get out of them is disappointment for your hard-earned money. The funny thing is that these scammers call each other scammers :)
2. Automated or bulk traffic that you can buy for a certain amount. For instance, 10,000 hits for

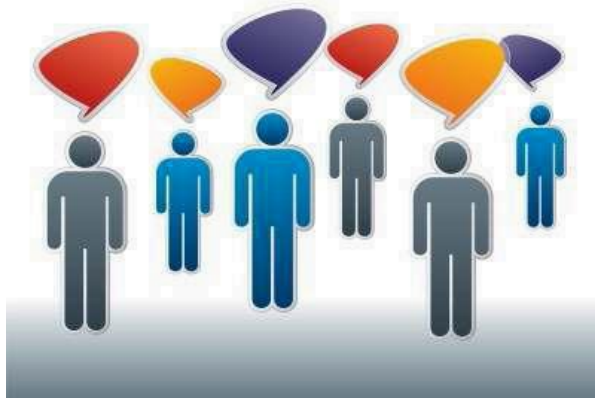
\$10 or something like that. Whether highly priced or real cheap, they are completely useless. I don't care who offers them. They have NEVER brought in any results for me, save your money, never buy those.

3. Any kind of marketing programs that make ridiculous claims. There is no shortage of such programs on the Internet, if it sounds too easy and too good to be true, then there is a very good chance that it is a scam.

***It is a good idea to get into the mode of looking for and investing in real marketing tools and resources that can help you do your own marketing at no cost.***

Once you develop your advertising skills, it becomes much easier to succeed in your Network Marketing business.

## Participating In Forums and Discussion Groups



There are many Forums and Discussion Groups on the Internet on almost any topic. You want to take some time and figure out what interests you enough to participate in these Forums and Groups. Most of these will allow you to put your profile where you can put your phone number, website address and a little note about yourself where you can mention that you have a part-time business. Some of these services will allow you to put a signature tag below

your posts where you can put your website address and phone number along with your name.

One thing you have to remember is that you have to go into these Forums and Discussion Groups with the intention of participating instead of just advertising. If you just try to advertise, then your entries may be removed and you won't get any results.

***People just resist blatant advertising.*** You want to get into the mode of giving and adding value to the discussion, and before you know it, you will start pulling good leads.

There are, however, Forums that are just for advertising. There you can advertise all you want as long as their policy allows you to do so. Although, people don't normally go into these types of forums to look at the ads there, but often times, the entries in these forums can be picked up by the Search Engines, and you can end up getting leads that way.

Finding these forums and discussion groups is easy, just Google "MLM Forums" or "MLM Discussion Groups" or other similar key words and you will find plenty of them.

Participating in Forums and Discussion Groups is time intensive. So if you choose this method of promoting your business, you will need to be prepared to invest a lot of time into it. Of course, like anything else, if you do enough of it, you will become more efficient and good at it and you will be able to get better results from it.

## Using Signature Tags



This is something that everyone in any kind of business should be using. Your Signature Tag in your outgoing email is one of the best tools to let people know what you do and promote. It is one of the best FREE tools you can use.

A signature tag is a short advertising line about your business followed by your website address after your name and phone number. Most email services will allow you to preset this so that whenever you send out an email, it is automatically placed at the bottom of your email. This is free advertising that does not require any effort once you set it up.

The one line ad should be short and should arouse enough curiosity in the recipient of your email to visit your website. It will also make you look more professional.

Well, this concludes this eBook "How To Market Any MLM Online". I certainly hope that this eBook helped you to gain some knowledge that can help you in marketing your business online.

*Aziz Jangbar*

NOTE: For the latest version of this eBook [Click Here](#)

### Additional Resources:

Blog: [www.MLMHomeBusinessBlog.biz](http://www.MLMHomeBusinessBlog.biz)

Marketing Resources: [www.AzizJangbar.com/resources](http://www.AzizJangbar.com/resources)

### Recommended Reading:

Magnetic Sponsoring: [Click Here](#)