

Learn the five key steps to getting free publicity for your internet site and products

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By D. Beiermann

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For many of us, the idea of getting free publicity can be a confusing and daunting task. So why do it? Because free publicity really works and if you are looking for ways to attract new customers to your internet business, free publicity is by far one of the best ways to do it. I am going to share with you five key steps to getting free publicity for your products. They go as follows:

1) Website Focus

Make sure your site is focused on a specific category of products. I cannot stress this enough. The editors will often check to see if your site features products that are in the same category as your product press release. This is one of the key ways you can get free publicity for your products. Because when you send out a press release on a new product, the editors will check your site to make sure that you offer similar products. Once they see that you offer a wide range of products in this same category, you will greatly improve your chances for getting free publicity for your products and website.

2) Target the right magazines for your products

I have talked to many people who are tempted to send out their press releases to every magazine available. I strongly advise against doing this. It is simply not effective and can even upset the editors when you send them information unrelated to their audience. It also reduces your chances of getting in the magazines if you are sending out press releases to every magazine category. The key is to stick with the most targeted magazines for your products and only email them with your product announcements.

3) Be consistent and patient while emailing the editors

It is very important to be consistent when you email the editors. Try to introduce a new product on a monthly to bi-monthly basis to the editors of the magazines. If you do it on a consistent basis before you know it, one of your products could be picked up in one of the magazines. It is also important to be patient with the process. You may not hear anything for a few months and then all of a sudden you will find out that a magazine picked up your press release and is running it. On average it takes print

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magazines a month to three months to print your press release. For online magazines you could have your press release picked up within days or weeks. That is why it is important to target both.

4) Be prompt to an editor's request

Be prepared when the editors contact you. Many times an editor will want to contact you and ask some basic questions about your company. Another reason they might contact you would be to include your product in their next issue. When this happens the editor will ask you for a 300 dpi photo of your product to be e-mailed to them so they can put it in the magazine. Through the years of doing e-mail press releases, I have learned to contact my suppliers before I send out a press release and ask them

for a 300 dpi photo. I keep the photo(s) on file in a computer file folder marked "editor's photos." They are easy to retrieve, and since I already requested the picture ahead of time, I can just retrieve it from my file and send it to the editor within minutes of the request.

5) Follow up with a thank you note whenever you receive free publicity

Whenever you receive free publicity send a thank you note to that editor to let them know how much you appreciate the write up. This is also a good opportunity to let them know how the ad is working for you. The editors love to hear about the success you are having with their magazine. To find out more about getting free publicity for your products and site visit <http://www.productpressrelease.com>

Web Site Promotion – Getting Publicity

By Sinnge Eeyune

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Publicity, if handled properly, can get your web site the kind of promotion that cannot be bought, or at least not afforded. As a marketer, that is always the goal of my publicity and PR efforts.

Here is a good example of web site promotion that the site itself could not afford but managed to accomplish through publicity. A new web site is burgeoning to make it easier on those of us who have to deal with the horrors of parking at any one of the nation's airports, www.AirportParkingReservations.com. This web site is designed to let people reserve a parking space at one of those little parking areas that always surround a major airport. Instead of renting advertising space in the country's newspapers their clever marketing and promotions people instead issued press releases to the newspapers and other media. Several newspapers ran a short story about the web site in their travel section, the Houston Chronicle being one of them.

Advertising in the Houston Chronicle is expensive, and worth it, if you can afford it. The Chronicle charges approximately \$162 per square inch per day for ads. Since the parking reservations web site story took up about 10 square inches they effectively received \$1620 of free advertising in The Chronicle. This was not the only paper that picked up their story either. If just 10 newspapers ran their

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story, we can estimate that they saved \$16,200.

These kinds of savings and press coverage are the reasons why Houston Web Developers encourages its clients to avidly seek publicity. An easy way to get started is writing. Write press releases and articles about you, your company, its products, and services. Write about their benefits and use. Write about how they differ from your competitors and emphasize their strengths. Then send the press release and articles out and watch the magic happen.

For specific help with your marketing and publicity campaign contact HoustonWebDevelopers.com.

Sinng Eeyune is a Solutions Designer and Copywriter for HoustonWebDevelopers.com. His award winning designs and insightful articles make him a true HoustonWebDevelopers.com treasure.



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