***Marketing strategies for your membership sites***

*Once your membership website is ready to launch its time to market it! Get connecting on the social networks and get your users marketing it for you!*

***# Search engine marketing***

*You need to make sure your membership website can be found on the internet search engines such as Google, Yahoo, Microsoft Bing and others. You need to make sure your following the steps in the Search engine optimisation area of the eBook, this will tell you how to optimise your pages so they can be found higher in the search engines.*

*You need to make sure all your meta tags, keywords are up to standard and you need to focus on pumping fresh unique content onto the home page of your blog regularly.*

*If you place fresh content on your site daily then this will help your websites search engine results, obviously this depends on the amount of time you have to spend on your membership site. Even if you just write a 250-300 word article daily giving a sneak preview into what’s behind the closed door of the ‘exclusive membership site’ then this will help the search engine results.*

*Try get some paid search engine marketing on the go as well, look into a small Adwords campaign, spend maybe $50 and see what works, what keywords are bringing the most sign ups and then start to use these keywords in your search engine optimisation efforts.*

***# Run a referral contest***

*If you have some sort of affiliate program for your membership website then all you need to do is introduce a 1 off contest to build some buzz, say to the users, in a 3 month timescale the user who has recommended the most amount of subscribers will win a lifetime membership or something along those lines. This will really push numbers of the subscribers up and really build buzz on the site.*

***# Social networking***

*You need to get signed up with Twitter to post daily, weekly, monthly updates about your certain subject, also use Twitter to connect with other people who are interested in your niche, have a chat with them and introduce them to your site. You need to also get signed up with Facebook and create a group or a small app promoting your membership site!*

***# Affiliate marketing***

*Again, only if you have an affiliate program script installed on your membership site then you will be able to engage in affiliate marketing for your membership website. You will be able to ask bloggers in the same niche as you to write a review about your membership website and then ask them to link to your program with the affiliate link meaning that anyone who signs up using that link the blogger will then earn a small commission which will cover the costs of writing the review on their site.*

***# Forum promotion***

*Try finding relevant forums on the topic of your membership site and talk to users in these forums, change your avatar on the forums to be a logo for your website and also make your signature a link to your site, you can even leave a little coupon code in the signature link giving the forum user a very small discount, at least this way you know where that user has come from too.*