

Forum Marketing

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Getting Traffic from Forums

Marketing forums cater to people interested in Internet marketing, which is exactly the crowd you want to target as an affiliate. To find forums in your niche, search Google this:

“[niche keyword] forum”

Most forums will either show you information about their membership activity, or let you poke around to find it. For example, here’s a forum I found when I Googled “affiliate marketing forum”:

The screenshot shows the homepage of the 5 Star Affiliate Programs Forum. At the top, there is a navigation menu with links for Home, Blog, Forum, Directory, News, Advertising, and About. Below the navigation, there is a login section with fields for User Name, Password, and a Remember Me checkbox. To the left of the login section, there are links for Register, FAQ, New Posts, Recent Posts, and Search. The main content area displays a list of forum threads under the 'Affiliate Forum' category. The threads include 'Introduce Yourself - We're Friendly!', 'General Topics Affiliate Forum', and 'Newbie Affiliate Forum'. Each thread shows the number of views, a brief description, the author, the last post time, and the number of threads and posts. A sidebar on the right lists featured 5 Star Programs such as Google Affiliate Network, Advaliant, and Video Professor.

Forum	Last Post	Threads	Posts
Introduce Yourself - We're Friendly! (2 Viewing) Tell us all about you. No link drops. Links in Sigs OK. Please read the rules before posting.	Hello Everyone! by Arthur71 Today 04:01 AM	1,905	8,458
General Topics Affiliate Forum (1 Viewing) General and More Advanced Topics. -- NO ADS, affiliate links or self promotion in any discussion forums! Sub-Forums: Niche Marketing	Paid Traffic by MyDubli Today 01:30 AM	1,034	5,468
Newbie Affiliate Forum (3 Viewing) How to get started and beginner topics. There are no dumb questions. Ask and we'll try to help.	Question about country... by adam7one 12-25-2008 04:28 PM	778	5,423

Notice that the forum’s home page has a list of the thread categories on the forum, and each thread category has some basic information about the threads inside.

You’re looking for forums that meet a few big criteria:

- **Lots of posts.** You want a forum with lots of activity. If the forum has 11 posts, that means nobody’s interacting, and the search engines

probably don't view this forum as a happening place. Your link won't do you any good.

- **Lots of recent posts.** If the last activity on the forum was back in 1999, that won't help you much. Nobody's looking at the forum, nobody's posting there, and your link won't do you much good.
- **Lots of members.** If a forum has only three people, who's going to see your link? Those same three people. That's unlikely to get you much traffic from any link you post there.
- **Good content.** This is a judgment call. Open some threads and see if the people contributing are providing good information. If they are, this is probably a forum where savvy folks are interacting, and your link is likely to bring you some traffic.
- **Signatures allowed.** These are the bits at the bottom of posts that show up in every post a given forum member makes. For example, your signature might look like this:

[Your name]

Visit my [link to your blog] for a free gift.

You'll see why finding forums that allow signatures is so important in a minute.

When you find some good forums, here's how you can get back links from them:

1. **Answer questions.** If you're an expert on the topic, you can easily help people who ask questions in the forum.
2. **Ask a question.** If you're not an expert on the topic (such as affiliate marketing in the example forum I showed you) there must be a lot of things you want to know. This is a quick and legitimate way to add a lot of posts to any forum.
3. **Ask for a critique.** Say you write an article and post it in your blog. Make a quick post to ask what people think. You'll not only get exposure for your signature. You'll also get a good back link to your blog.

4. **Ask for an opinion.** If you come across a product or service and want to research it first, forums are a great place to start. For example, you could make a post that says, “Has anyone had any experience with this product...?”
5. **Offer an article.** You can write an article, publish it to your blog, and then ask for a critique in the forums. People will visit your blog to read your article and click on your affiliate links or sign up to your ezine.

The way you'll get back links is by having a link to your site in your forum signature. Sign up, log in and update your Profile. This is where you can add your signature, which will appear at the end of every post you make.

Read the rules about posting. Basically, you either ask specific and relevant questions or you answer questions by replying to posts that other members make.

Start by looking at what others are posting and how people are replying to those posts. Once you get a feel for it, post as much and as often as you can. Never advertise in your posts (except where permitted). Let your signature do the work for you. And don't forget to leave your affiliate link in your signature!

Note: Forum posting is something you can outsource. You'll have to find a writer who can “speak with your voice” well. Once you do, you can probably pay that person by the post or by the word and get traffic from forums without spending any time doing it yourself.

Here are some marketing forums you'll want to check out for linking possibilities:

- <http://warriorforum.com> (doesn't allow affiliate links in the signatures, but you can certainly link to your blog or Squidoo Lens)
- [Digital Point Forum](#)
- [eWealth.com](#)
- [Internet Based Moms](#)
- [Money Maker Group](#)

Derrick VanDyke, Todd Gross, and Ewen Chia present:

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