

# EBook Promotion Secrets - EBook Online Marketing Tips

Contributed by William Blake  
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Congratulations, you have written your ebook also known as a digital or electronic book and the time has come to get the word out on the worldwide web. The key benefit about using an e-book for self publishing is that you do not have to spend the money on printing and shipping expenses. This also allows you to test various markets and advertising options without costing you a lot of money and heartache.

## Ebook Promotion Secrets

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After spending tons of money, several years and many-many hours online with my websites and ebook projects, I have gone through the ups and downs of the learning process of trying to sell ebooks both for myself and for others. One important choice you can make when just starting out is are you going to sell the ebook or are you going to offer it for free to get your name out there with all your links and contact information. This is called "viral marketing" with the purpose of having as many people as possible sharing and downloading your ebook. You can even offer your free ebook to websites as a joint venture for them to offer your ebook as their free bonus with their sales.

The key things that you will need to sell your ebook online are:

- A website or webpage of your own or offer your ebook to an ebook website that may take a small fee and / or include your ebook in an affiliate program-
- A good sales page about the ebook -
- A quality ebook Cover Image - Graphics are key! -
- A "Thank You" Download page from where your ebook is downloaded-

Other Marketing Considerations may include:

- Offering a Free Bonus EBook - very important in this e-business to over deliver for the price!
- Set a budget to test some PPC (pay-per-click-) Advertising such as Google Ads to drive traffic to your sales page-
- Exchange related links with quality websites with a good search engine ranking-
- Process a Press Release such as with PRWEB -
- Join ebook Forums and post messages with your ebook link-

- Take advantage of your email "Signature" to include your ebook Title and sales page link in addition to telling friends and family-

- Start a BLOG about your ebook topic and include the link to your ebook sales page-

The important factor is not to go wild with over-spending on marketing. Test-test-test and research online for many more ways to promote your ebook. The best advice I can give if this is your first ebook, is to start another ebook right away that either expands on the chosen subject or another topic that you have a passion for.

Remember, you can either try to do all of this publishing and promoting yourself, you can share the tasks, or you can have a professional guide you and produce a satisfactory product for you while you spend your time and energy writing your next ebook!

Kind Regards and best of luck!