No Cost

- GUIDE TO -

ONLINE MARKETING



HYBRID CHEAT SHEET

Check List

Mark every step of the process as you consider / complete them. That will help you to keep track of things you need to do. Include additional steps if necessary.

☐ Your Game Plan

- ☐ Who are you trying to reach? Determine your audience.
- ☐ Do thorough research on every approach to form a plan.
- ☐ Write down ideas and take notes on what works for others.
- ☐ Don't buy into the hype of shiny objects and new products.
- ☐ Products Determine what you're trying to achieve with your marketing.
- ☐ Practice due diligence with every purchase or investment (time and money).
- ☐ Use social networks to promote your brand or business. ***important**
- ☐ Avoid spreading yourself too thin with plans and work. Pace yourself.

☐ Favor For A Favor

- ☐ Guest Blogging – Write articles for other authority sites in your niche.
- ☐ Article Exchange – Swap articles with other websites in your niche.
- ☐ Link Swapping – Exchange back links with quality sites in your niche.
- ☐ Directories – Submit your site to directories relevant to your topic.
- ☐ Cross Promo – Promote other websites with ad space for the same.

☐ Important Things To Avoid

- ☐ Avoid direct promotion and looking spammy in your efforts.
- ☐ Steer clear of link farms and black hat tactics for promotion.
- ☐ Don't use credit based traffic exchanges where people click and idle.
- ☐ Baseless promotion with no value to viewers or your audience.
- ☐ Buying likes or traffic from websites (very low quality and bots)