

# 6 WAYS TO PROMOTE YOUR RESELLER BUSINESS



## PAID ADVERTISEMENTS

One of the easiest ways to market your business is by using paid advertising. This includes search engine ads like Google & Bing as well as social media ads. Make sure to highlight the features that your target market may be most attracted to. You can also do some A/B testing to see which features or ad styles get more clicks.

## SEO

A cheaper alternative to advertising is search engine optimisation (SEO). Make your website easily discoverable on search engines by including keywords as well as valuable information on your site. Search engines care mostly about user experience when ranking sites, so they want to make sure that your website is friendly as well as relevant to those searching for your service.

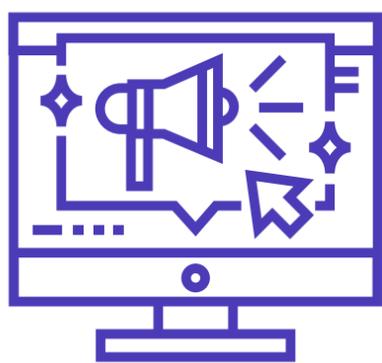
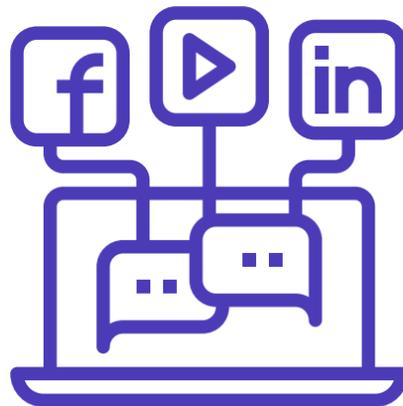


## REFERRAL/AFFILIATE PROGRAM

Another effective way to market your business is by offering a referral or affiliate program to your existing clients. You can offer a cash reward or discounted hosting services to those who refer clients that successfully sign up. You can set terms such as a required amount of time someone must be signed up for in order for the referring party to be paid out, this way you don't lose money on a client who just signs up and cancels.

## JOIN SOCIAL MEDIA GROUPS

One of the best ways to meet your niche market is by joining Facebook or LinkedIn groups. There are generally rules against self-promotion in these groups, but that is only when it is irrelevant or unprovoked, if someone asks a question or for a recommendation you are allowed to promote yourself. This is also a great way to make connections and start networking.



## CROSS-PROMOTING

You can make partnerships or just short-term relationships with people in a complimentary business (i.e. web design or marketing) and do cross promotion. You can set up deals and bundles that if you purchase a web design plan with your hosting package, you get X% discount for Y months. You can also exchange leads with your partners, someone who purchases a hosting package may need a web designer and vice versa.

## SELF-PROMOTING

This is essentially the same as cross-promoting, but you're doing it with yourself. If you offer another service like web design or development, you can offer a hosting package as well in a bundle. You can also send email campaigns to your established list of clients promoting your new service.



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