

## Great Ways To Market Your E-books

The ads in an e-Book are the first source of the commercial marketing potential of your e-Book. These ads can bring great revenues from your e-Book. Yes, these are the pay-per-click ads. You should make the most of the pay-per-click ad features available to market your e-Book. The most effective pay-per-click sites available are the best search engines of today, for example, Google, Yahoo, MSN, or online advertising networks such as MIVA. These ads should be small but catchy. Decide the amount required to pay for a click. Create a list of keywords for such an ad. Getting more traffic to your website or e-Book at a fast rate is essential for the successful marketing of your e-Book. Pay-per-click advertising is the most effective way to achieve this objective. You can also recruit affiliates to market your product. In return for a percentage of the profit, such affiliates market your e-Book. With a bunch of affiliates, it is much easier to advertise without investing heavily. The advertising costs can be shared among the affiliates. To draw more affiliates for your e-Book, add your e-Book to different affiliate dictionaries. Enlisting with various marketing forums and at sites for classified ads is also an effective way to attract affiliates for your e-Book. Another way to attract attention towards your e-Book is by article marketing. Informative, useful articles attract attention. Writing such articles and providing a link to your sales page will get more traffic to your product. You can build a team of affiliates from the interested visitors to that page. EBay is also a great channel to market your e-Book. In addition to your e-Book being unique, if you are the sole person with the rights, then it is possible to fetch a much better price on eBay. If you have the private label rights for your e-Book, then adding some unique bonuses can prove to be effective. That way a decent amount of revenues can be earned. If the contents of the e-Book are made available in hard copy such as printed material or on a CD, the uniqueness of the product and the availability in different forms could fetch you a big profit. Providing links to your product from any quick-selling low-priced products can also attract customers for your e-Book. Always remember to provide good, useful and interesting information through your e-Books or the promotional products for your e-Book. The useful content attracts the attention of potential buyers who can be persuaded to buy the product you are trying to sell. Press releases are also effective publicity for your e-Book. Most of the websites that handle press releases charge a fee for their services. There are also some free sites. It will be helpful to combine both.

## About the Author

Victor Epanand is an expert consultant about books. When shopping for books, we recommend you shop only at the best bookstores: <http://www.usedbooksell.com> , <http://www.sellautographedbooks.com> , and <http://www.vedicbooks.info> .

Source: <http://americanahost.com>