

Niche-10x

"Case Study" Video Training Summary: Forum Marketing

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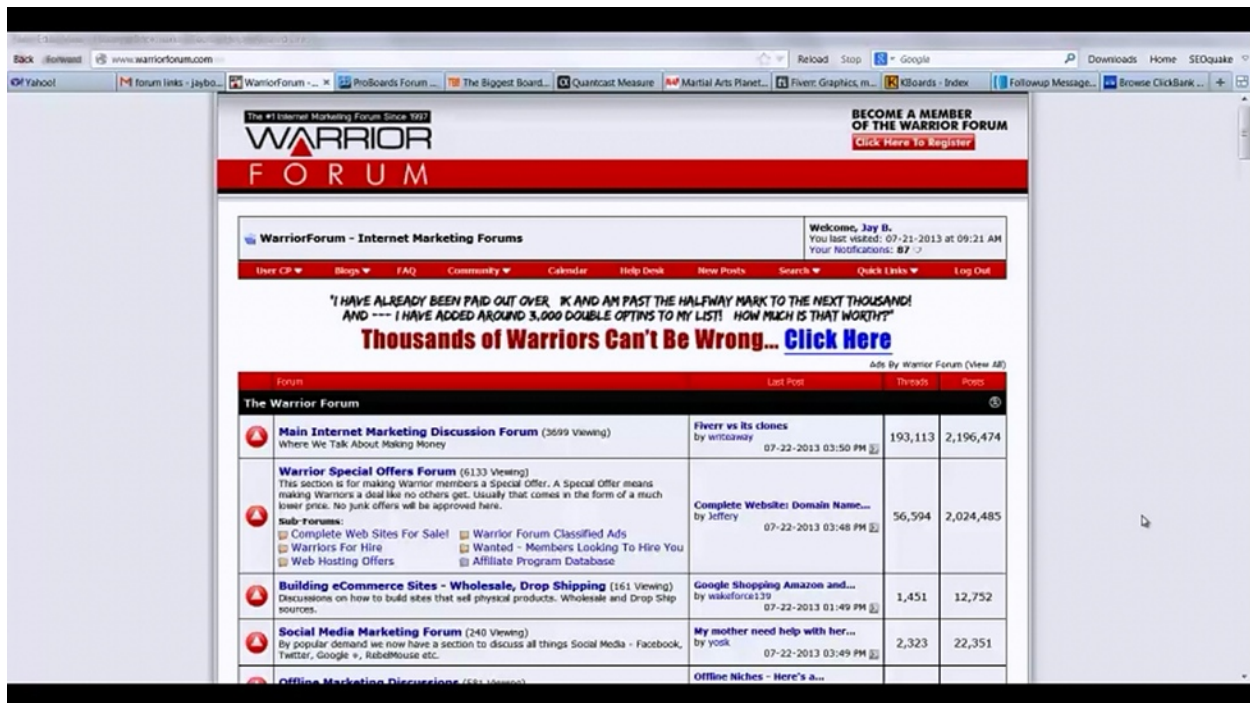
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Niche-10 "Case Study" - Forum Marketing



In this training, you are going to be introduced to 'forum marketing'. Do you know what a forum is? If you have ever been to the Warrior Forum (www.warriorforum.com), you most certainly do. The Warrior Forum is the largest 'how-to-make-money-online' forum. It caters to all things Internet Marketing.

People come to this forum to get their questions answered. They connect with Joint-Venture (JV) partners and to connect with other like-minded individuals. Finally, people come to market to other people within their niche. There is an entire section on the website called 'Warrior Special Offers' which features thousands of how-to information products. Here you can also find a starving audience of people who are more than happy to pay 10, 20, or even 100 dollars to get a hold of the information being offered.

Did you know that there are literally hundreds and hundreds of forums out there? In fact, you can find a forum which pertains to just about any niche under the sun. You can use a forum directory such as ProBoards (www.ProBoards.com) to find

some of them. This site is basically just made up of a compilation of hundreds and hundreds of niche-related online forums. You can find forums related to each of the following categories on this site:

- Art and Culture
- Business and Finance
- Education
- Family
- Games
- Home and Garden
- News and Current Events
- Travel
- Automotive
- Computers and Technology
- Entertainment
- Food
- Health
- Music
- Sports and Recreation

Another very popular forum directory is called The Biggest Boards (www.thebiggestboards.com). The homepage of this website doesn't show a lot of different categories like ProBoards' homepage. Instead, this site lists the biggest forum sites to be found online.

No matter what site you decide to use, a forum directory is a great place to go and discover underground niches, niches that you have never heard of before and

that you probably never even knew held such a big audience. For instance, on The Biggest Boards homepage, you will find a site called D2jsp. This is a social gaming community. This site also lists 'Digital Spy Forums' which, according to the website, features 'Entertainment and digital TV news discussions'.

Another popular forum listed by this site is 'PB Nation'; this is a paintball forum. This paintball forum is the seventh largest forum according to The Biggest Boards website. People who play paintball are going to this forum to learn how to play paintball better, connect with other people who play paintball, etc.

The sixth largest forum on this list is Martial Arts Planet. 'Martial arts' is a big buyer's niche. This is exactly the kind of thing that you should be looking for. You are looking for the kinds of niches where people are willing and able to pull out their wallets and purchase a how-to information product or some other product that's related to that niche.

If you know someone that takes martial arts classes of one form or the other, you know that this kind of thing can be expensive thing to get into. Not only is it expensive to enroll in these classes in the first place, but a lot of these classes require you to buy a lot of expensive gear as well. There are lots of information products already out there which are related to all different forms of martial arts. Now, if this is the largest martial arts forum out there, it must be really, really big. This makes it all the more useful to you. You can visit this forum by visiting www.MartialArtsPlanet.com.



When you choose a niche such as this, one of the first things that you will want to do is research it. A great way to begin is to profile the people who come to a forum site such as this. To do this, you would simply copy the URL of the forum site, and then head over to another site called Quantcast.com (www.quantcast.com). When you get to Quantcast, you will see a search bar on the site's homepage. This is where you would want to paste your forum URL.

When you perform this search, the Quantcast will provide you with some demographic info about the site you are performing the search on. This will help you to paint a picture of the type of person that visits your chosen forum. According to Quantcast.com, the visitors to Martial Arts Planet are predominately male and between the ages of 24 and 35 years old. The data also shows that most of the visitors to the Martial Arts Forum have kids, which makes sense because lots of parents will actually take martial arts classes with their kids or have their kids enrolled in martial arts programs.

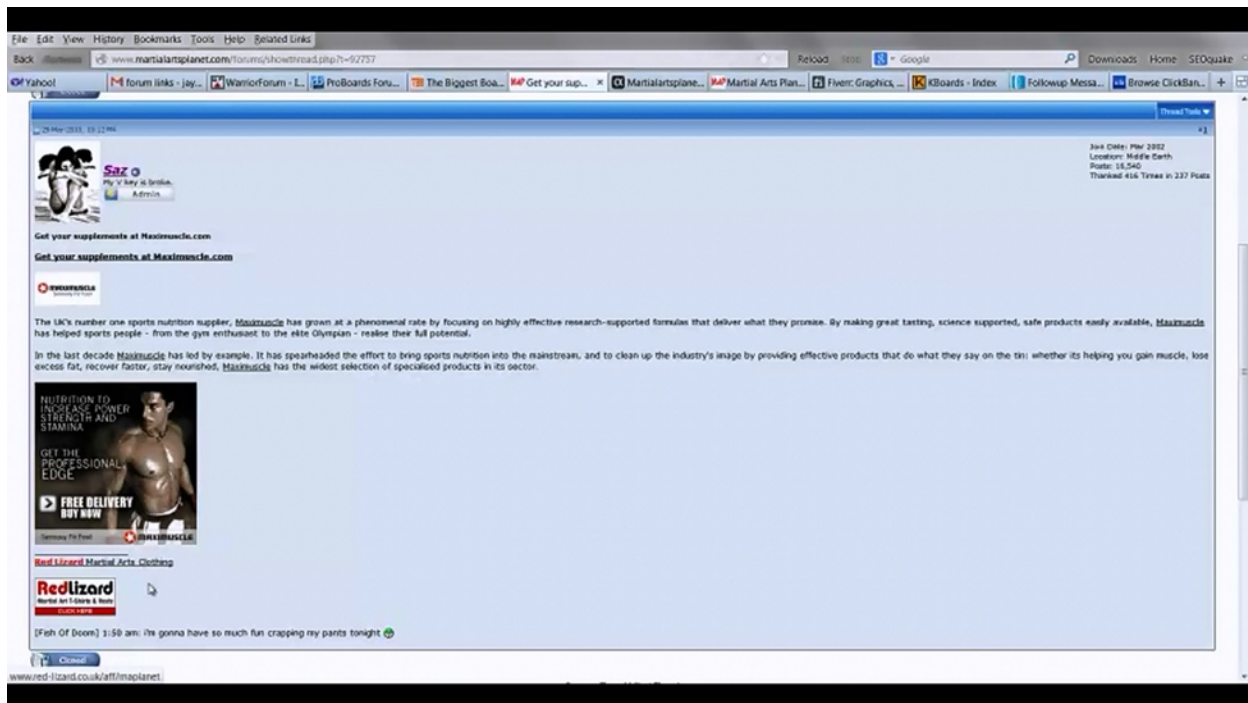
The data on this site also shows that visitors to the forum are often fairly well-off financially. It shows that your average visitor to the forum makes \$50,000-\$100,000 a year. The data also shows that they are typically college educated and pretty ethnically diverse. According to the data, this site is most frequented by African Americans, Asians, and Hispanics.

By now you should have a pretty good idea of what your typical martial arts forum member should look like. So, why is this information important? Well, you can use this information to help target the promotions and offers that you put in front of the people within this forum.

There are a couple of other things that you should check on before moving forward. The first thing you should check for is whether or not the forum is being monetized at all. You can tell that the forum owner is monetizing it because there is a banner up at the top of the forum's homepage. That is a good thing. Another thing that you will want to check for is whether or not people in this forum are allowed to promote their own stuff.

If you go to Martial Arts Planet, you will find a category that is titled 'Nutrition and Supplements'. Nutrition and martial arts? That sounds like a winning combination. Not only is nutrition a very popular niche in itself, as is martial arts, but it is likely that someone who is interested in martial arts is interested in staying fit as well. For example, someone interested in martial arts would probably also be interested in some kind of protein powder, or some sort of energy supplement, or other products like this.

If you click on this 'Nutrition and Supplements' you will be directed to a new page. Some of the threads on this page have 'Sticky' in the title, and they are commonly referred to as 'sticky posts'. These sticky posts are actually designated by a moderator, or maybe even the person who started this forum, and they always show up at the top of these categories. These sticky posts include information that the people who run the site feel is important for members to see.



If you were to click on the thread labeled 'Sticky: Get your supplements at Maximuscle.com', you would see that there are links in this thread which lead users to a supplement supplier's website. This is most likely an affiliate product being promoted by the person who created this thread. At the top of the thread, you can see that this person's username is Saz and that this person is an admin member. This means that the moderators on this site are allowing people to monetize their forum posts one way or another.

If a member of this forum clicks on one of the links in the picture above, they are going to be led to whatever sales page or website that is being advertised. If that member were to buy something there, then the person who posted this thread will likely get some kind of affiliate commission from the purchase. At the bottom of the page there is a signature, which is essentially a footer that is attached to every post that the person leaves on this particular forum. This particular person has had 16,540 posts, and each one of the posts that has a signature is essentially a billboard for another product.

The 'Red Lizard' link shows that another product is being promoted. This looks as though it is a brand for martial arts clothing. Again, if someone clicks through this

link and buys something, the person who promoted this link is likely to receive an affiliate commission.

For you, this is a very good thing. At this point, you can go ahead and consider this forum to be a money forum. It is being monetized by banners, and it allows users to promote things within their posts and with these signatures. So, that is really cool.

Now, are admin members the only ones posting affiliate links or are the sticky posts the only ones with ads in them? Down below the sticky notes on the previous page, there are a lot of different threads to be found which were not left by admin members. One post, for example, is titled 'What supplements do you take?' If you click on this link, you will find that there is a signature within one of the first few posts within this thread as well. At the bottom of this signature is a link, which is assumed to be an affiliate link.

Here is the million dollar question: If you were inside the martial arts training niche, how could you make money inside a forum like this? Well, one way has already been discussed. You can monetize your posts with a signature, just like in the examples shown above. You would think that the more posts you have, the better off you are, which is partly true. However, it is not recommended that you post a million and one spammy posts like this just in the hope that someone will click on your affiliate link. It doesn't work that way. This is a social place. To someone that is really into martial arts, this is like Facebook. You come here to make friends, not sell somebody stuff or hit people over the head with your affiliate links.

If you were an affiliate marketer on this site, it would be a bad idea to just post link after link. That has already been established. Instead, when you come here, you will want to introduce yourself and start adding value to some of the threads. So, you will want to come here and ask questions. You will want to start offering advice.

You can also gain a good reputation on this site by offering people encouragement, stories, antidotes, etc. They don't have to be particularly long,

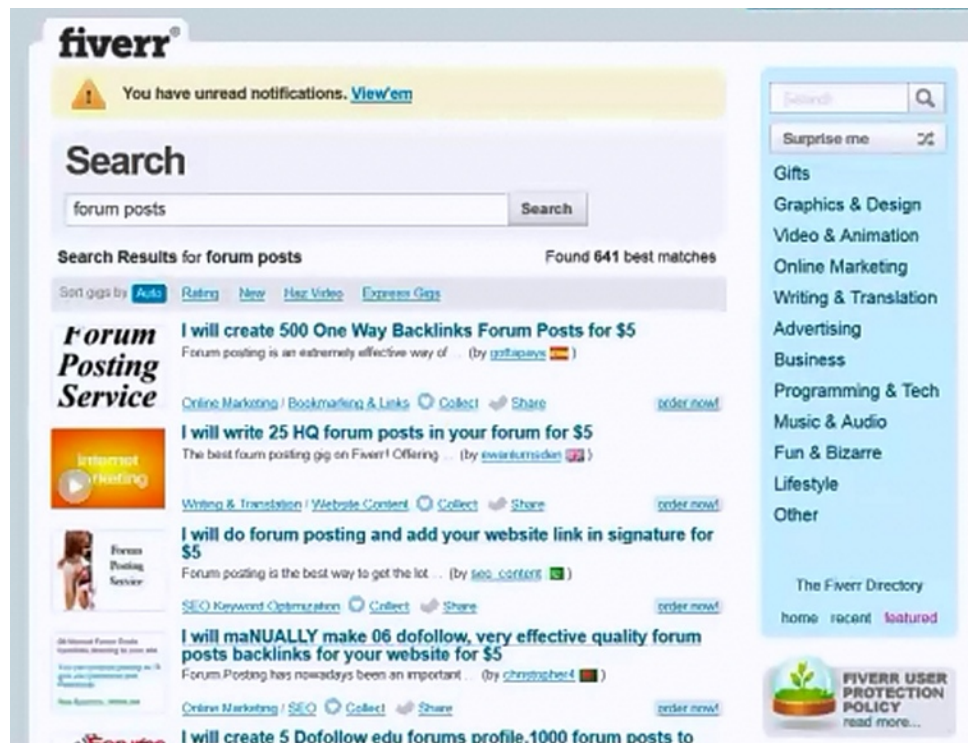
but you need to be a group member, not just someone who wants to sell things all of the time. Who would want to talk to you then? And even more importantly, who would want to purchase the products from your threads. You are going to be able to sell a lot more if a salesman is not all you are to people.

So, you want to come here as a group member and not just somebody that is here to make a quick buck. However, you can certainly come here and make it a daily project to spend 10 minutes at this forum and create 10 new posts a day. That's very doable. If you do, you'll have 300 posts by the end of the month, and by the end of the year you'll 3-4 thousand posts.



The guy in the picture above has had over 3,000 posts, and he has been thanked for his posts over 1,200 times. That's what you're looking for. You want people to acknowledge that you're here to provide value, and you want to be considered one of the tribe. When people actually thank you at the bottom of your posts, you know that you are doing something right.

Now, did you know that you can also outpost forum posts? There are many sites that you can use to outsource work very cheaply online. One such site is Fiverr.com (www.Fiverr.com). If you search for 'forum posts' on this site, you will find that there are people who would be happy to do the hard work for you. So, if you don't have the time to do all of this, you can come to Fiverr.com to get it done.

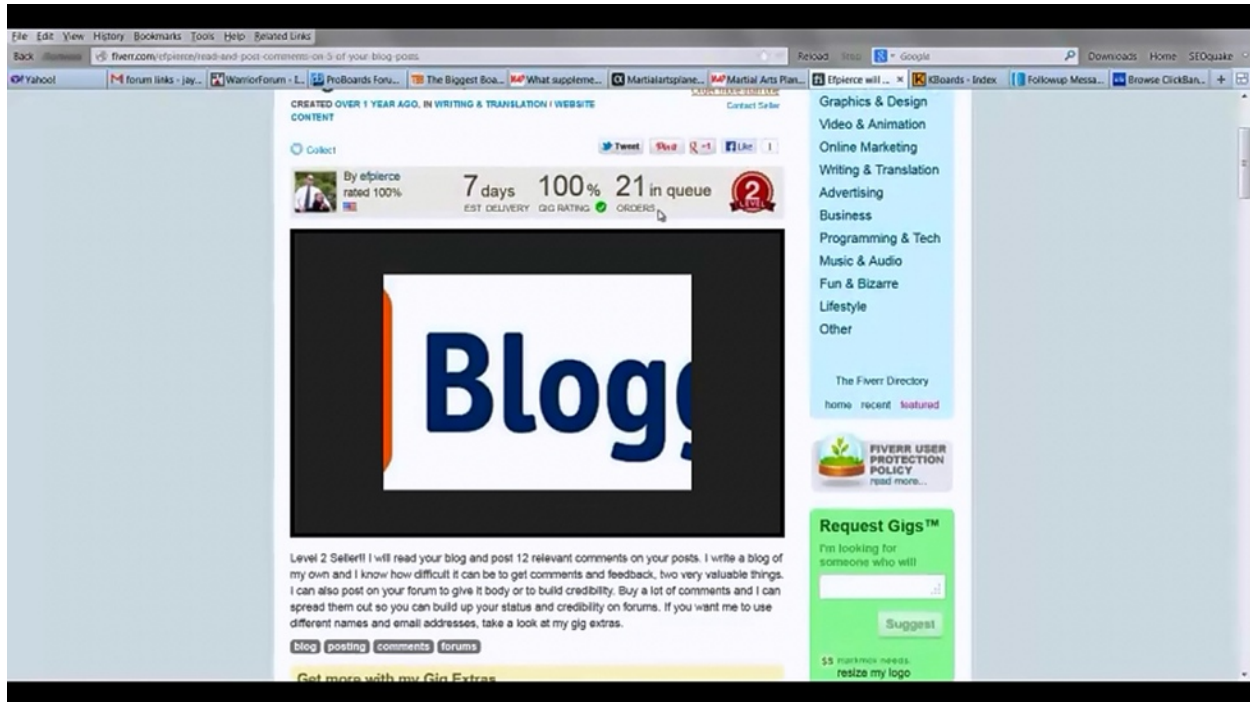


In the picture above, you can see that there are already people there that are looking for this type of work. The following are some examples of what some of the people on this site are offering to do:

- I will create 500 One Way Backlinks Forum Posts for \$5
- I will write 25 HQ forum posts in your forum for \$5
- I will do forum posting and add your website link in signature for \$5

Not everyone who claims to be an expert is going to do a good job for you. So, when you perform this search, it is a wise choice to sort your results by rating. This way, the ones with the best ratings will float up to the top. When you do

this, one of the offers that come up is 'I will post 12 comments on your blog or forum for \$5'. If these are high-quality posts, these are absolutely worth \$5. By clicking on this link you can find out a little bit more about this contractor.



You can see in the picture above that this contractor currently has 21 orders in queue. That's a good sign. He also has a 100% gig rating and 85 positive reviews. If you scroll down the page, you can read some of the comments to see if this person is qualified. One person commented on this worker saying:

'Very thoughtful, articulate comments. This seller really took the time to even click on my links and go the extra mile to understand the message I was conveying. He went well above and beyond! I'd order again in a heartbeat.'

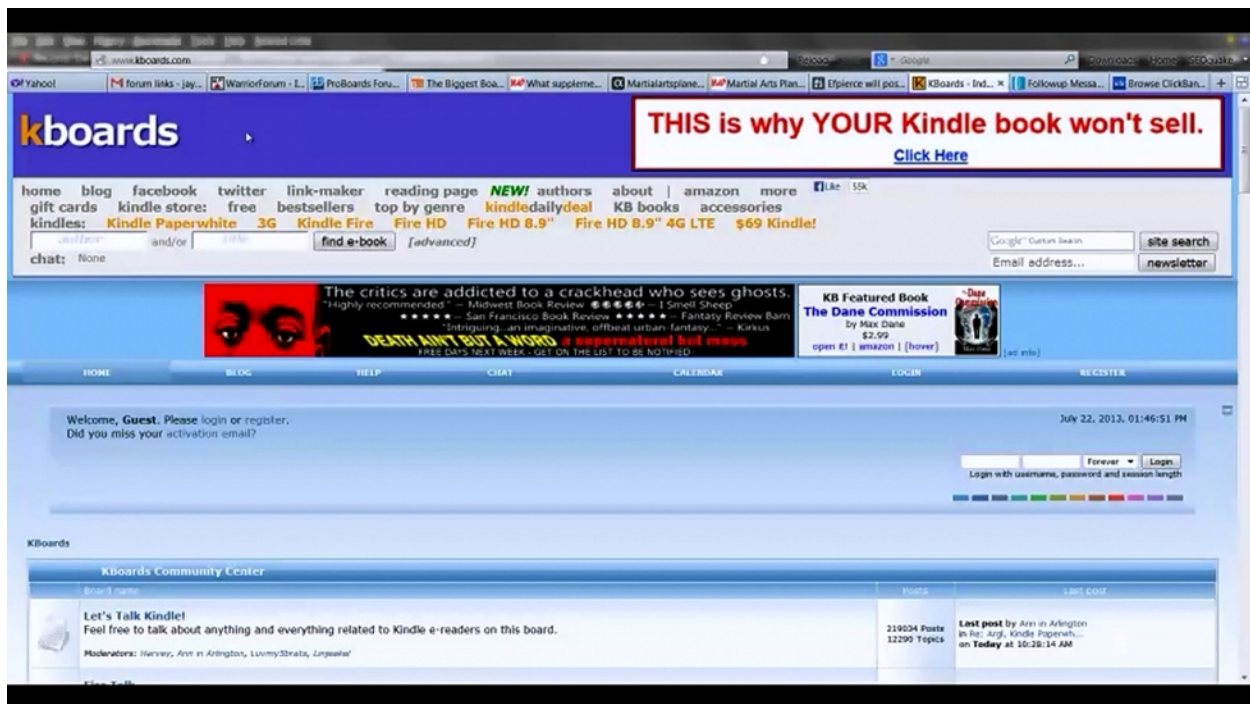
Another stated:

'Great! Personal and real. Engaging and natural. Thanks!'

So, this contractor looks as though he would be a good choice. So, if you were going to hire someone to seed your profile on a site like MartialArtsPlanet.com, this is someone whom you might consider. After you have 50 or 100 posts under your name, people are going to look at you a little differently than they would if

you were brand new with no posts to your name. They would also be a lot more willing to click on the affiliate link that they find underneath your signature.

So, how else can you make money with forums? One thing you can do is rent a banner inside of these forums. There is typically a link that says something like 'Advertise Here' or 'Purchase Banners'. The banners on the martial arts site are available and very likely for sale. A forum like this is likely getting thousands of page views per day. That is a lot of eyeballs on a banner, especially if it is placed on the top of a page. A banner like this would probably result in a fair amount of traffic.

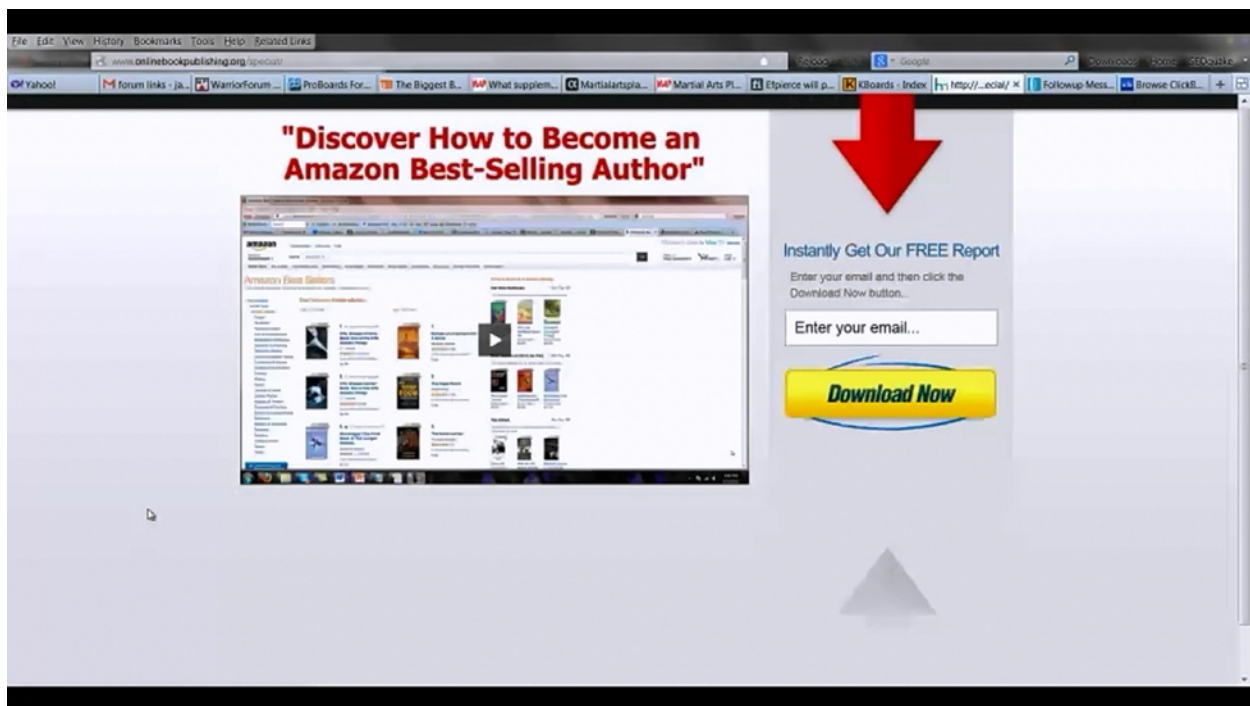


Let's look at an example of how you can leverage the power of these little niche forums using a paid banner. If you look at the picture above, you will see a forum called kBoards. This is a forum for kindle authors. This is one of the most popular and profitable niches that Jay Boyer of JJ Fast Publishing is involved in.

People that come to this forum are trying to learn how to make money online and how to make money as a Kindle publisher. Like all great niches that you can monetize, this particular one has a robust forum. There are several banners on

the homepage. Jay's banner can be found on the top-right corner of the page (see above). He rented this last year, and it continues to pump out leads for him.

As you can see, this is just a plain-Jane banner. It consists of a plain-white background and a few words that say 'THIS is why YOUR Kindle book won't sell. Click Here.' Still, this banner is generating at least a half a dozen leads for him per day, according to Jay. If you were to click on this banner, you would be directed to one of Jay's squeeze pages. He uses this squeeze page to pull these Kindle forum members onto his email list.



If you notice, to get them to opt into his list, he is simply offering them a free report on how to become a bestselling author. Once these kBoards members are on his email list, he can put more how-to Kindle-related offers in front of them. Some of these are Jay's own offers and some are offers from affiliate partners of his.

Jay uses an auto-responder site called Aweber (www.aweber.com) to manage his email list. When people opt in to his list by giving him their email, they automatically receive a series of emails, starting with the free report offered on his squeeze page. Then, Jay has the auto-responder set up to send out four more

emails to the people on his list. Some of these emails consist of other offers. Jay sees sales from this roll in every other day or so.

So, that's just a couple of different ways that you can monetize these online forums. These forums are full of people who are interested in these underground niches and would be perfectly happy to purchase an affiliate product from you. Many of them would also be more than willing to opt into your email list to receive a free offer much like the one that Jay offered to those who were interested in becoming successful Kindle authors. The bottom line is that these online forums are an amazing source of highly targeted traffic for almost any niche under the sun.