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# **Viral Marketing as A Free Advertising Tool Using Viral Marketing as A Fr**

Would you be interested in a form of advertising that greatly increases your business exposure and virtually explodes your sales and profits? What if I told you that this kind of advertising requires small or no costs to implement? Advertising is an important feature of any business simply because the more individuals that are aware of the existence of a business, its products or services the larger the possible market is.

You will find numerous effective totally free online advertising techniques for example search engine optimization methods, link exchanges and the use of social networks among other people. Another extremely effective free online advertising technique is recognized as viral marketing. You probably may have heard about it before but know little about it or about its efficacy. It is utilized by online marketers large and small and with a small creativity could be adapted to fit any form of online business. All you've to do is give out a free product or service and encourage others to give them out too. For instance instead of just selling an e-book you can just give it out for free and give people the rights to also give your e-book out.

The e-book should be very informative and related to your product niche. People should actually benefit from it as this would also move them to distribute it and it gives you credibility as an authority in that niche. Make sure to put your website link in all pages of the guide and watch as your website exposure increases as the guide spreads. If the information in the book was detailed and informative sufficient you can make sure that lots of individuals will follow on the link to check out your website. The fact that you already gave them worthy information for totally free will make it simpler for them to pay you for further product or services.

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