

# Membership Site

## PROMOTION TACTICS



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.

### ☐ **Membership Site Promotion Tactics**

- ☐ Sell Ad Space – Within the member's area, relevant to your niche.
- ☐ Renewals System – Different tiers with different benefits per tier.
- ☐ Affiliate Program – Varying commission for every referred sale a member makes
- ☐ Email Promotions – Granted your members are on a list, you can promote there
- ☐ Recommended Products – This is self explanatory, based on your niche though.
- ☐ Poll Your Members – Discover what they're interested in and go for that.
- ☐ Incorporate A Forum – Interact with members and create a sense of community.
- ☐ Gold Tier – Integrate different paid tiers for better content and benefits.

### ☐ **Driving Traffic**

- ☐ Back end offer – Offer membership as a back end to product launches, etc.
- ☐ Social Networks – Promote your membership with free content on these.
- ☐ Paid Ads – Run ads for your site on relevant websites with high traffic.
- ☐ Forum Signature – Promote your membership in the signature.
- ☐ Free Offers – Offer free content for registration and then upsell your members.

## Resources List

### ☐ **Membership Site Software**

- ⤴ aMember
- ⤴ WishList Member
- ⤴ MemberSonic
- ⤴ InstaMember
- ⤴ MemberPress
- ⤴ EasyMemberPro