

Using Chat Rooms in Viral Marketing

Spamming chat rooms or instant messaging systems with undifferentiated marketing messages is certainly not a very good idea. But if they are used the right way, these channels can be great to communicate with the market - especially to establish a dialogue with customers.

Have you ever been to a chat room and posted a message. If you have then you may learn some free web-advertising secrets on how to market your products and service in chat rooms. Chat rooms are usually broken into categories. You will need to find the right chat room where your targeted audience would gather. If there isn't one, then you may need to create one.

It will be of no use to create one that is obviously for the sole purpose of selling your product or service. Rather, it needs to attract people who would be interested in your product or service. For example: If you sell garden products, your chat room should be on the subject of gardening and not the brand name of the products you sell.

Another way to use a chat room to promote your business is to include a chat room on your web site. Host a free online seminar in your own chat room about a subject of your expertise. Use your chat room to meet with your current customers and answer any questions or address and problems they may have. Regularly schedule free events in your chat room and be certain that your customers are made aware of when they will occur.

For example, you might have an expert in the field available to answer questions on a certain day and between certain hours. You might, also, host other people's chat rooms as an expert yourself. You, of course, could charge for this but it might be wise to do it free to gain publicity.

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