

How to promote your newly launched website to a target audience

So you just launched your freshly made website.

Now you have new trouble... how to promote so that other people can see it

Here is few methods that you can use to bring traffic to you new shining website

SEO

Search Engine Optimization is the process of improving your site's organic traffic and ranking on search engines such as Google, Bing and other search engines

Content Marketing

This is a strategy that you can use to attract, engage and keep an audience by creative and sharing valuable types of content that they would benefit from. For example

- Writing Articles
- Creating Videos
- Podcast
- Social Media Posts
- And any other media that can be shared online

Paid Advertising

Simply put this is a marketing model where businesses pay for their ads to be displayed to their target markets.

Paid advertising can also mean TV and Radio Ads, BillBoards, Magazines and so on.

Most people when they say "paid advertising it usually means digital advertisement

Email Marketing

This is a method that requires a list of email subscribers to send them out a focused marketing. The point of email marketing is ability to directly communicate to your audience

Influencer Marketing

This usually involves your brand collaborating with an online influencer to promote your product, or in this example website

Partnership

This type of marketing represents a collaborative relationship with another business or an individual that will be mutually beneficial to both partners and helps both reach their goals.

Networking

This is the method in which you should establish both online and offline connections with possible clients and partners

By applying these 7 methods you will be able to bring traffic to your new shiny website.

It's up to you which you want to start with first.