

Knowledge Genie Quick List for Promoting Your Genie

You have created a Genie and are ready to publish for public consumption. Ensuring that your Genie receives the attention it deserves is now the next, and more than likely, most challenging step. This document will provide an initial list of ideas and actions that you should consider when ready to publish your Genie. **DISCLAIMER:** The information here will only graze the surface of the vast options, insight, and readily available resources on the topic of promotion. Deeper knowledge and resources on each of these topics can be discovered through a quick online key-word search.

1. Integration with Social Networking and Social Bookmarking sites. In your Genie profile page, add links to popular social media sites such as Twitter, Delicious, and LinkedIn. Simply by clicking on this link, you or your readers can share your Genie with friends. **Key-word search terms:** “social network sites.”
2. Create a blog, Create a Twitter account / Update your Blog, Update your Twitter account. Talk about your Genie. **Key-word search terms:** “free blog,” “blog,” “Twitter.”
3. Add links to your social network pages that direct your network to your Genie’s Public Profile page.
4. Email announcements and marketing – your clients, friends, family, associates, and those who need-to-know. Communicate to them what your Genie accomplishes, why they should check it out, and request that they share this info with others who could value from knowing about your Genie. **Key-word search terms:** “email campaigns,” “effective email.”
5. Write and launch a Press Release. There are a number of excellent services for developing and managing Press Release Campaigns. **Key-word search terms:** “press release,” “PR tools.”
6. Complete your Genie’s Public Profile page. The more details, the better your customer can make an informed decision. Your Public Profile page is optimized for search engines. Adding specific key words and clear description will increase its rank.
7. Create lots of Genies — The more Genies you create, the more tracks you have across the Internet.
8. Participate in relative online communities, blogs, and groups. Share your expertise and, where appropriate, reference your Genie and Public Profile URL. **Key-word search terms:** Enter in a topic followed by “communities,” “blogs,” or “groups.”