

Are you interested in finding large groups of people that are potentially interested in what you have to say through your marketing messages? In this article I want to show you 5 great sources of such treasures and thus give you tips on how to find people to promote your content to efficiently. Using these free sources you can promote your content on large scale by making contact with thousands of people a time over and over again. Interested?

## **Where can you find large groups of people**

The answer to that question is simple as always with good things. Think about Internet - what do people like most of all apart from looking for information? They like to associate with other like-minded people, don't they? Here is a list of places that people like to hang around:

1. Forums
2. Groups
3. Facebook
4. Twitter
5. Other social sites

Let's take a look at some of the above right now.

### **How to promote through forums**

Forums are, on my opinion, one of the greatest assets on the Internet. They are invaluable to their members and guests in many aspects, since at any time one can view the entire history of the forum in an easy and accessible way.

Forums are grouped by common topics and each forum has its subject clearly written out. Then each thread on a forum has its full history of conversation recorded and fully accessible to all. This allows very easy navigation and location of forum and threads that might be of your interest.

As for using them as a means to promote your content to relevant people - it's just as easy as finding the forums that talk on the same or close subject to your content and then posting simple and relevant messages to the forum, adding the marketed link in your signature. Voila!

One last but by far not the least workable tip - check a thread view count before posting to it. Larger counts on relatively recent threads mean a lot of interest and so can potentially bring more exposure to your marketing message.

Now, let's continue to the groups.

### **Promoting through groups**

Groups are similar to forums because they too allow finding the appropriate group based on its subject to promote your content to. And again, like forums, you can see just how popular a group is by checking its members count. You can essentially filter out and locate only those groups where a lot of people interested in your subject spend their leisure time.

Then, you sign up for the group, read a couple of messages and post one of your own. Small advice - try to blend with the style and spirit of the group so that your messages do not get banned by the group moderators. Again - your link can be in your signature or even in the body of your post. Cool, isn't it?

As for Facebook, Twitter and other social sites - I will leave this for my other articles. Don't forget to follow me to get posted as soon as they appear.

I hope you found the information in this article on how to find people to promote your content helpful. There is always more to learn in these and other areas of online marketing. I wish you good luck and a lot of success.