

Online Software Marketing

- You can quickly create or take existing software that has rights and distribute it online for viral traffic and incoming backlinks.
- Create a special software file for submission to the software directories.
- You submit the software to the software directories.
- The software directories publish your software and link into your website.
- The software is branded with your links and information on them.

Turn Article To Software

- You can take an article and convert it into a software format that will work.
- Download WebsiteZipPacker 1.3 (Free Software)
<http://www.spadixbd.com/wsz/>
- Install WebsiteZipPacker 1.3.
- Download Free HTML Editor Kompozer
<http://kompozer.net/download.php>
- Install Kompozer Software.
- Open both software programs.

Turn Article To Software

- Open article on your computer.
 - The article can be an article you wrote or PLR content.
- Open HTML Editor (Kompozer) and Copy and Paste the article into the file.
- Add in a link to your site at the top of the article and a good call to action.
- Add a link and a call to action at the end of the article.
- Save the HTML file.
- Open WebsiteZipPacker 1.3

Other Software Ideas

- Use PLR (Private Label Rights Software)
 - You can buy it for a fairly low cost online.
 - You can find free PLR software online.
 - **IM Buzz Software**
 - Search for PLR software, free PLR software, or rebrandable.
- Have the software created for you.
 - You can outsource this part for a low cost.
 - www.getafreelancer.com
 - www.elance.com
 - www.guru.com
 - Think of software applications that would help people in your niche market.

Prepare Software for Submission

- Create a software PAD (Portable Application Description) file.
- Download PAD file generator file.
<http://www.asp-shareware.org/pad/padgen.php>
- Install and open PAD file software and follow instructions to setup your PAD file.
- Upload files to your hosting company with FTP.
- Test links and start submission of software.

Submit Software to Directories

- ASP Pad Repository
<http://asp-shareware.org/pad/repository/user/index.php>
- PadExpress – Free Trial
Dummysoftware.com/padexpress.html
- PromoSoft – Free Trial (Paid Version – 800 Sites)
DeveLab.net
- List of Software Directories
ZapperSoftware.com/submit-pad.html
- Google the following phrase:
“submit software pad”