

QUORA MARKETING

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WHAT IS QUORA?

Quora is a site that allows its users to ask and answer questions

These questions can range from hypotheticals, business related, or story requests

It's a lot like Reddit in the sense that you've got an upvoting system and the higher ranked your answer, the more people will see it

There is a subset of your audience that you never imagined that is hanging out on Quora

What is the best channel to do a online product launch? I was thinking about Google Hangouts, but it would be cool if people could subscribe for the event in advance.



Morgan Timm, works at Teachable

Written Mar 30

Google Hangouts is great for launching! If you want people to subscribe in advance you can set up a lead page saying, "On this date and this time I'm hosting this hangout to launch this product! Si... [\(more\)](#)

Upvotes | 0

Comment



What are the best tips for a successful online product launch?



Morgan Timm, works at Teachable

Written Mar 30

Product launches are kinda my jam at this point. I work as a content marketer at Teachable and each week I write content helping people take control of their lives and earn a living online through ... [\(more\)](#)

Upvotes | 0

Comment



How long did it take you to make \$1,000 per month with your side hustle? What was the timeline for that?



Morgan Timm, I've been making 3k+/month online blogging since I was 18.

Written Mar 29

Right now my side hustle is my blog. I've been at it since I was a freshman in college, and it started as a hobby but a few months in I started partnering with brands and making money. By the sixth ... [\(more\)](#)

Upvotes | 1

Comment



THE ANATOMY OF A QUORA POST

Question

How many People are Interested

Your Name + Tag Line

Your Engagement

The screenshot shows a Quora post titled "Where do I get money to travel?". Annotations with arrows point to various parts of the post:

- QUESTION**: Points to the question title.
- HOW MANY PEOPLE ARE INTERESTED?**: Points to the "Follow" button and the number "2" next to it.
- YOUR NAME + TAGLINE**: Points to the user's profile picture and bio: "Morgan Timm, I write words on the internet for a living. Written Jul 1, 2016".
- YOUR ENGAGEMENT**: Points to the "Upvotes" and "Comments" buttons at the bottom.

The post content includes a sponsored link for Shopify, a detailed answer by Morgan Timm about making money while traveling, and engagement metrics at the bottom (1 upvote, 2 comments).

HOW TO GET TRAFFIC FROM QUORA

Answer Questions in Main Feed

Answering a popular question will get you a ton of views

Questions under a specific topic

Answering questions here gives you a better chance of gaining followers, upvotes, and views

When
you first
log on to
the
website,
it'll look a
little
something
like this

The screenshot shows the Quora homepage for a user named Morgan. The top navigation bar includes the Quora logo, a search bar, and buttons for 'Ask Question', 'Read', 'Answer' (with a notification badge), 'Notifications', and the user's profile. The left sidebar shows the 'Feeds' section with options like 'Top Stories', 'New Questions', and 'Bookmarked Answers', along with a list of interests including 'Blogging', 'Websites', 'New York City', 'YouTube', and 'Entrepreneurship'. The main content area features 'Top Stories For You'. The first story is a question by Morgan Timm: 'What is your question?' with the math problem 'If $a^2 - b^2 = 21$ and $a^2 + b^2 = 29$, then what is the value of ab ?'. It has 100+ answers. The second story is an answer by Dylan MacIntyre, Quora's Edgy Gaylord, dated Mar 13, titled 'Should we compare our lives to people that have it harder when feeling sorry for ourselves?'. The answer text begins with 'All lives equally suck in their own unique ways.' and is followed by a truncated sentence and a '(more)' link. Below the answer are upvote and downvote buttons, with 899 upvotes and 20 comments. At the bottom, there is a section for 'Upcoming Sessions' featuring two speakers: Max Gladstone, a writer of serials, games, and novels, and Francis Fukuyama, an author and professor of political science at Stanford. Both sessions are scheduled for the following week.

Quora Ask or Search Quora Ask Question Read Answer Notifications Morgan

Feeds Edit

Top Stories
New Questions
Bookmarked Answers

- Blogging
- Websites
- New York City
- YouTube
- Entrepreneurship

Top Stories For You

Morgan Timm

What is your question?

Question asked · Education · Topic you might like · 22h

If $a^2 - b^2 = 21$ and $a^2 + b^2 = 29$, then what is the value of ab ?

Read 100+ Answers

Answer Pass Follow 1.3k Downvote

Answer written · Understanding Human Behavior · Topic you might like · Mar 13

Should we compare our lives to people that have it harder when feeling sorry for ourselves?

Dylan MacIntyre, Quora's Edgy Gaylord
Written Mar 13

"All lives equally suck in their own unique ways." That's what my dad said the first time that I expressed resentment about living in a tiny, messy apartment in a dangerous area while other kids (li... (more)

Upvote 899 Downvote Comments 20

Upcoming Sessions View All

Max Gladstone
Writer of Serials, Games, Novels
Answering Thu at 2:00 PM
View Session

Francis Fukuyama
Author & Professor of Political Science at Stanford
Answering Wed at 1:00 PM
View Session

ANSWERING QUESTIONS

The questions you see in your main feed will either be relevant to either the interests you follow or previous questions that you've looked at or the most popular questions on the site at the time.

Answering questions like this more often than not will result in your answer being buried, but every now and then you'll strike gold and answering a popular question will get you a ton of views.

If you only want to see questions under a specific topic, you can click the options that you pre-selected during sign up on the sidebar. This will give you a selection of questions that range from very new to very popular. Answering questions here gives you a better chance of gaining followers, upvotes, and views.

What's the easiest way to make money online?



Morgan Timm, I've been making 3k+/month online blogging since I was 18.
Written Mar 20

It depends on how you're looking at the question. Making money online is *super* easy. Making *good* money online is a little trickier.

You can set up a blog with ads and expect to make 50 dollars a month if you're getting a small amount of traffic, but if you want to make consistent income that's more impactful you'll have to look to other methods.

I've been blogging for over 3 years now and at this point I make a good income through that, but it's taken a lot of time and energy to get to the point where I am.

If you're looking for a simple way to make good money consistently you'll have to put in a few hours of leg work. You could go my route and start a blog, but that's not necessarily "easy" because you'll be working daily/weekly to create content and grow your audience.

I work at Teachable, a platform that allows people to create and sell online courses. Online courses are the best way to make money online because you can create the course once and then launch it again and again. (Work smarter, not harder.)

[We just published a report of epic proportions walking you through exactly how you can become a successful course creator.](#) ☞ This report looks at 100k+ schools and dives into how they found their success and how *you* can replicate that success.

Really, I recommend looking at that resource - there isn't a more in-depth or thorough one in existence. But, if you're looking for more of a walk through, you can [check out this series](#) ☞ where I walked you all through the online course creation process with me.

You can fight through creating a blog or trying to become YouTube famous, but really your better off following tried and true methods that work.

ANSWERING QUESTIONS

Wrong
Way

Quora didn't originally work for you?

- You are answering questions wrongly

Right
Way

Quora works on linking

- Answer questions and link back to your websites will bring great success

GIVING YOUR ANSWERS THAT EXTRA “OOMPH”

Add an image to your answer.

- If you can back up your answer with a chart or a graph or a hysterical meme, you're going to do a better job capturing attention.

Use sources.

- Quora's linking allows you to add links as footnotes so you can easily source your information in an organized way.
- Without sources, their answers won't look as legit as yours.

Long and Well-sourced

- Piggybacking off the last point, if your answer is **long and well-sourced** you'll definitely be a contender for the highest slot on the answers page.

Become a thought leader in a specific subject.

- If people are consistently seeing you post valuable answers in a topic they follow, they're going to be more likely to start engaging with you and following.

BECOMING A THOUGHT LEADER

Choose a niche

- Related to your business as a whole
- You're business is online marketing, you probably don't want to become a thought leader in the gardening

TIME SAVING TRICK

Same version
of questions
and answers
are shown
differently

Put a good
amount of
thought and
effort into
everything you
answer in your
target niche

Then people
are asking you
to answer
specific
questions

ANSWER SPECIFIC QUESTIONS

Questions

Questions For You 3

Answer Requests 1

Answer Later

Drafts 15

Answer Requests

Chidera Nnaji requested your answer to · 14h ago

How do I blog? Where can I learn how to do it?

Answer

Pass

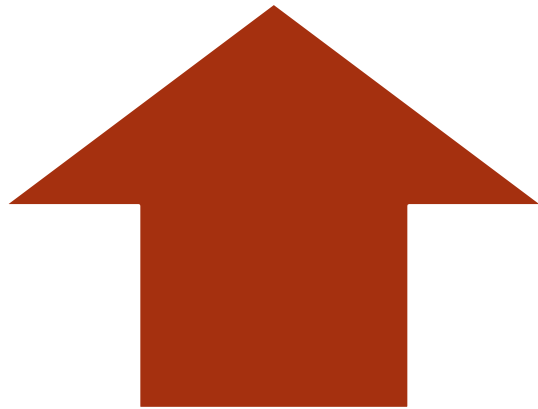
Answer Later

Follow 1

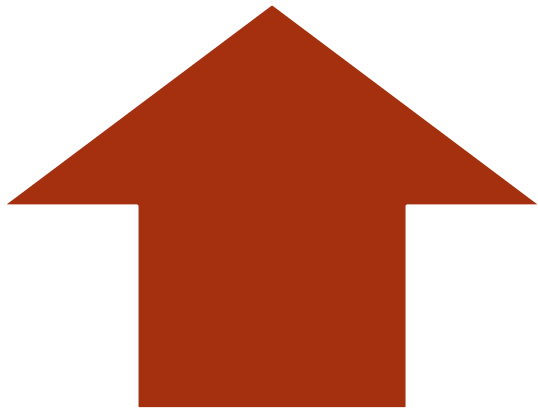
...

Top This Week / All Other

FORMULA



More
Followers



More Up Votes

GETTING FEATURED



1,000+ people were sent your answer in the Quora Digest. Fri

Are there many sites like thinkific.com that provide online course creations?

Quora features one of your answers in their newsletters

GROWING YOUR ACCOUNT

Connect to Facebook

Be active in one community

Engage with other people

Be active in general

QUORA BLOGS

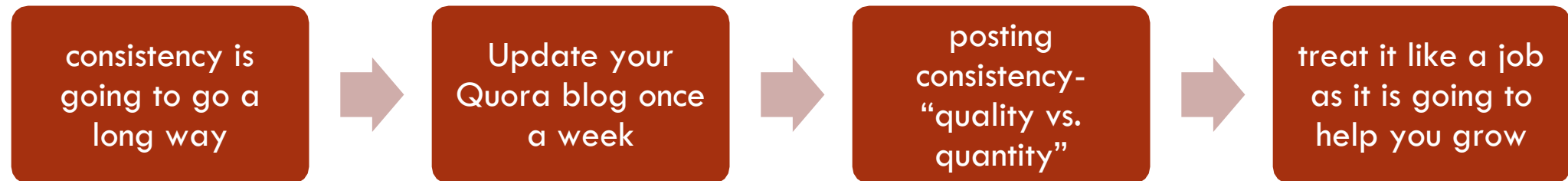
You actually have the capability to create a blog on Quora where your followers can keep up to date with you, and you can further establish yourself as an authority

WHY CREATE A QUORA BLOG?

It eliminates the legwork of finding an engaged audience for your own blog

It's also great for SEO purposes because Quora already has plenty of Google Cred

HOW OFTEN SHOULD YOU POST?



MAKING MONEY ON QUORA



PROMOTING A LAUNCH WITH YOUR QUORA BLOG

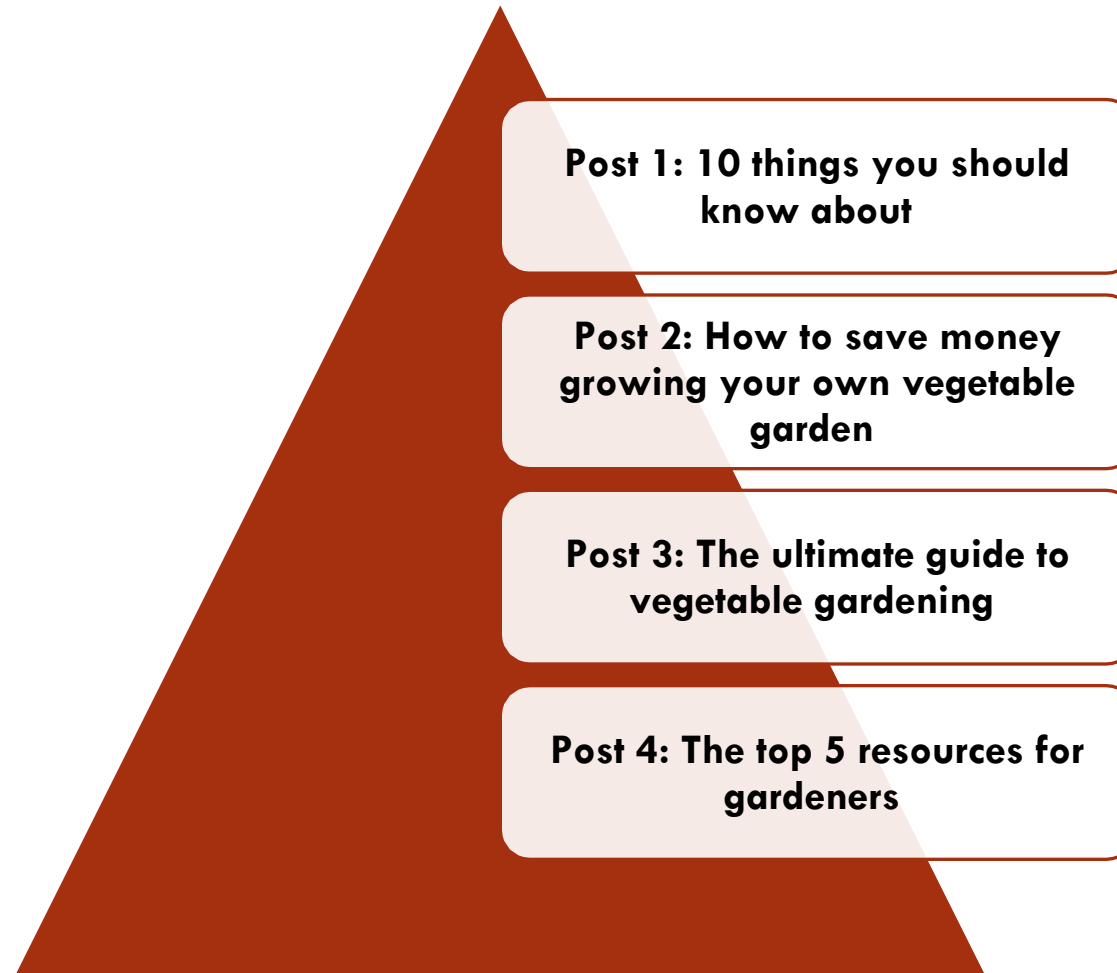
Education

- your goal is to make your audience want your product before they even know that you have a product
- pique their interest. Make them want to know more about your course topic through engaging and valuable blog posts

Selling

- they get them excited to buy

EXAMPLE



THINGS TO KEEP IN MIND

Don't be spammy

Don't create upvote groups

Be careful with copying and pasting answers.

I've heard urban legends of people being banned simply for posting well-intentioned but inaccurate answers.

DON'T GET DISCOURAGED

It took a few weeks more my Quora account to pick up momentum, but once it did I see consistent notifications and traffic from it. Take the time to build your account and establish yourself in your niche before deciding whether or not Quora will be worth it for you and your business.

Any questions answer them!

THANKS😊

