

THE AFTERNOON PRODUCT

Free Traffic Directory

Organic traffic sources and practical strategies for getting a digital product in front of potential buyers without starting with a paid advertising budget.

HOW TO USE THIS DIRECTORY

Start where your target buyer already spends time. Choose one or two channels, contribute something useful, and connect that activity to your product or lead-generation path when the platform permits it.

Before you promote: Check the current rules of the platform, community, group, or publisher. Self-promotion rules change. Keep links working, market only to relevant audiences, and avoid dropping sales pitches into places that prohibit them.

VIDEO

YouTube

<https://www.youtube.com>

HOW TO USE IT

Publish tutorials, how-to videos, breakdowns, reviews, demonstrations, and answers to niche questions.

BEST FOR

Education, search-driven discovery, product demonstrations, lead generation.

FIRST ACTION

Create one useful video around a problem your product solves. Link to a relevant free resource or offer where platform rules allow.

Dailymotion

<https://www.dailymotion.com>

HOW TO USE IT

Publish and distribute video content to an additional video audience.

BEST FOR

Repurposed video and supplementary distribution.

FIRST ACTION

Repurpose suitable video content and use your profile or permitted links to direct interested viewers onward.

Vimeo

<https://vimeo.com>

HOW TO USE IT

Host and showcase polished video content, demonstrations, webinars, or educational material.

BEST FOR

Professional video presentation and embedded content.

FIRST ACTION

Use strong educational or demonstration videos as supporting assets in your broader traffic funnel.

SOCIAL

Facebook

<https://www.facebook.com>

HOW TO USE IT

Publish useful niche content, participate in relevant communities, build a group, and engage with an audience.

BEST FOR

Communities, discussion, relationship building, content distribution.

FIRST ACTION

Find where your target buyer already gathers. Contribute useful material before introducing offers, and follow group rules.

X

<https://x.com>

HOW TO USE IT

Publish short insights, threads, examples, commentary, and links where appropriate.

BEST FOR

Fast publishing, networking, topical discussion.

FIRST ACTION

Turn product questions into short educational posts and conversations.

LinkedIn

<https://www.linkedin.com>

HOW TO USE IT

Publish posts and articles and participate in professional conversations.

BEST FOR

B2B, professional services, career, consulting, software, and business education.

FIRST ACTION

Teach around a business problem your product solves and connect the lesson to a relevant resource.

Tumblr

<https://www.tumblr.com>

HOW TO USE IT

Publish niche posts, media, commentary, and curated content.

BEST FOR

Interest-driven communities and visual or fandom-oriented niches.

FIRST ACTION

Use tags and native content to reach communities that fit the product rather than dropping isolated promotional links.

Pinterest

<https://www.pinterest.com>

HOW TO USE IT

Create searchable visual pins that lead to useful content, resources, or product-related pages.

BEST FOR

Visual niches, evergreen search, tutorials, checklists, planning, lifestyle, crafts, food, design.

FIRST ACTION

Create pins around specific problems and outcomes, then link them to relevant content or landing pages.

PUBLISHING

Blogger

<https://www.blogger.com>

HOW TO USE IT

Publish niche articles that can be discovered through search and shared elsewhere.

BEST FOR

Long-form educational content and simple blogging.

FIRST ACTION

Write an answer to a specific niche question and include an appropriate next step.

Medium

<https://medium.com>

HOW TO USE IT

Publish articles, tutorials, opinion, case breakdowns, and educational content.

BEST FOR

Long-form content and content syndication.

FIRST ACTION

Adapt a strong product-related lesson into a standalone article and direct readers to an appropriate next resource.

Substack

<https://substack.com>

HOW TO USE IT

Publish articles and newsletters while building a subscriber audience.

BEST FOR

Email audience building, recurring publishing, expertise-driven niches.

FIRST ACTION

Create a recurring newsletter around the problem space surrounding your product.

COMMUNITIES

Reddit

<https://www.reddit.com>

HOW TO USE IT

Participate in highly specific communities and answer questions where you can contribute useful information.

BEST FOR

Research, discussion, niche communities, discovering exact customer language.

FIRST ACTION

Find subreddits that match the buyer, read each community's rules, answer questions substantively, and promote only where permitted.

Slashdot

<https://slashdot.org>

HOW TO USE IT

Participate in technology-focused news and discussion.

BEST FOR

Technical and technology audiences.

FIRST ACTION

Use only when the product genuinely matches the community. Contribute to the discussion rather than treating it as an ad board.

Q&A;

Quora

<https://www.quora.com>

HOW TO USE IT

Answer questions directly related to problems your target buyer is trying to solve.

BEST FOR

Question-driven discovery and evergreen answers.

FIRST ACTION

Find specific questions your product can help answer. Give a useful answer first, then reference further material only when relevant and permitted.

TUTORIALS

Skillshare

<https://www.skillshare.com>

HOW TO USE IT

Create educational classes and use teaching content to reach learners interested in the topic.

BEST FOR

Creative, business, productivity, design, and skill-based education.

FIRST ACTION

Turn a useful process into a class or lesson and use related free content to build awareness.

Instructables

<https://www.instructables.com>

HOW TO USE IT

Publish step-by-step instructional projects.

BEST FOR

DIY, making, crafts, technical projects, hands-on niches.

FIRST ACTION

Create a complete useful tutorial around a problem that overlaps with your offer.

Udemy

<https://www.udemy.com>

HOW TO USE IT

Publish courses for audiences actively looking to learn a subject.

BEST FOR

Structured skill instruction and educational products.

FIRST ACTION

Use a focused course or free educational content as an audience-building path where it fits the product.

DOCUMENTS

SlideShare

<https://www.slideshare.net>

HOW TO USE IT

Publish presentations and visual educational documents.

BEST FOR

B2B, presentations, frameworks, professional education.

FIRST ACTION

Convert a useful framework or tutorial into a presentation that stands on its own and points to an appropriate next step.

Smashwords

<https://www.smashwords.com>

HOW TO USE IT

Distribute ebooks to readers and use publishing as a discovery channel.

BEST FOR

Authors, ebooks, informational publishing.

FIRST ACTION

Publish a useful book or sample that naturally introduces readers to related resources or products.

Calaméo

<https://www.calameo.com>

HOW TO USE IT

Publish digital documents, magazines, catalogs, and presentations.

BEST FOR

Visual documents and publication-style content.

FIRST ACTION

Repurpose a polished guide or presentation into a browsable publication.

Amazon Kindle

<https://www.amazon.com/kindle-dbs/hz/subscribe/ku>

HOW TO USE IT

Publish books that can expose your ideas and brand to an established reader marketplace.

BEST FOR

Book-length education, niche authority, fiction and nonfiction audiences.

FIRST ACTION

Use a focused book to solve a real problem and connect readers to your broader ecosystem where Amazon rules permit.

PRESS

PRLog

<https://www.prlog.org>

HOW TO USE IT

Publish press releases about legitimate news such as a launch, study, event, partnership, or initiative.

BEST FOR

Announcements with an actual news angle.

FIRST ACTION

Write a factual release around a genuine event rather than disguising ordinary promotional copy as news.

OpenPR

<https://www.openpr.com>

HOW TO USE IT

Distribute press releases and company announcements.

BEST FOR

Business announcements and public relations.

FIRST ACTION

Use when you have a defensible news hook tied to your product, business, research, or event.

PR.com

<https://www.pr.com>

HOW TO USE IT

Publish company information and press releases.

BEST FOR

Business announcements and PR distribution.

FIRST ACTION

Create a concise factual release and connect it to a useful public page.

STRATEGY

Guest Blogging

HOW TO USE IT

Publish useful content on another publisher's site to reach an existing audience and earn relevant referral traffic.

BEST FOR

Authority building, SEO, niche audiences.

FIRST ACTION

Search for publications in your niche that accept contributions. Pitch a useful article tailored to their readers.

Niche Forums

HOW TO USE IT

Participate in established discussion communities where your target buyers already ask questions.

BEST FOR

Specialized niches and high-intent problem solving.

FIRST ACTION

Search for your niche plus forum, discussion, or community. Learn the rules, answer questions, and use permitted profile/signature links carefully.

Email List Building

HOW TO USE IT

Offer a useful lead magnet in exchange for permission to follow up by email.

BEST FOR

Turning borrowed traffic into an audience you can contact again.

FIRST ACTION

Create a free resource tightly related to the paid product, collect opt-ins with permission, and follow up with useful emails and relevant offers.

Affiliate Program

HOW TO USE IT

Let other marketers send buyers to your offer in exchange for a commission.

BEST FOR

Digital products with trackable checkout and affiliate infrastructure.

FIRST ACTION

Create an affiliate offer, provide promotional assets, and recruit partners whose audiences overlap with your buyer.

Joint Ventures

HOW TO USE IT

Cross-promote with complementary businesses or creators that serve the same buyer.

BEST FOR

Audience sharing and complementary offers.

FIRST ACTION

Identify a partner with a non-competing audience overlap and propose a promotion that creates value for both audiences.

Free Tools & Resources

HOW TO USE IT

Create calculators, templates, checklists, reports, or other genuinely useful free assets that attract prospects.

BEST FOR

Lead generation and shareable utility.

FIRST ACTION

Extract one useful tool or shortcut from the product's problem space and make it available free with a logical path to the paid solution.

Webinars & Live Streams

HOW TO USE IT

Teach a topic live and interact with potential customers in real time.

BEST FOR

Education-heavy products, demonstrations, higher-consideration offers.

FIRST ACTION

Teach one valuable outcome live, answer questions, and introduce the product when it is a logical continuation.

Content Repurposing

HOW TO USE IT

Turn one strong idea into multiple formats so it can reach audiences on different platforms.

BEST FOR

Small teams and creators who need consistent output.

FIRST ACTION

Turn one tutorial into a short video, article, email, social post, presentation, and Q&A answer instead of creating every piece from scratch.

SEO

HOW TO USE IT

Create pages that answer searches your target buyers make and improve their discoverability in search engines.

BEST FOR

Evergreen questions and recurring problems.

FIRST ACTION

Research the language buyers use, create the best useful answer you can, optimize the page clearly, and earn relevant links over time.