

Learn the Art of Leveraging **Quora**



**A DEFINITIVE GUIDE ON
QUORA MARKETING**

BY TEJAS RANE

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Why You Should Use Quora???

- To Establish Thought Leadership
- You will get a flow of constant traffic to your website as your answer grows
- To Generate Highly Qualified Leads for your business
- To Generate Brand Awareness or Consideration of your product
- To Research about your competitors or any new ideas in the market
- To Grow your online community
- Best Posts also get syndicated to major publications including the Time and Inc. Magazine
- To show how you are capable of writing high quality pieces
- To Get Content Writing and Content Marketing Gigs (Best for Freelancers and Solopreneurs)
- Making Money by being a Micro Influencer on Quora
- Making Money by Selling your own service/Product
- Running Quora Ads for your clients and run your own Quora Ads Services
- Taking on Competitors by creating Maximum Share of Voice (SOV) by spreading on Quora
- To Hijack Your Competitors Questions for your benefit and driving traffic to your answers
- To Spread Your Goldmine of Knowledge across a wide range of audience
- Share your thought provoking ideas thereby improving Credibility
- To Create your own Personal Brand

I guess this is enough for you to know that How Quora is such an underrated Social Media Channel. I will be explaining each and every point in detail throughout my book so that you will get a much clearer idea about this.

Sample Chapter 1:

If you are a business owner, a startup founder or a solopreneur, want to drive brand awareness and drive high quality traffic to your website, then you must know some basics of Content Marketing on Quora.

Skills that will help you get more traffic on Quora:-

- Storytelling (To attract the attention of your audience)
- Research (To provide statistical data to support your answers)
- Copywriting (To get people to click on your answers & your website)

1) Storytelling

If you search some of the most viewed or shared or upvoted answers you will see a trend. The trend is some of the answers have intense storytelling at the start to attract the attention of the audience and then a call to action at the end to drive traffic to the website or some answers have real nice detailed answers with visuals and stats to support.

I will prefer and recommend you to do both.

If you want more views, upvotes and shares, you got to two things:-

- Storytelling in Answers

- Detailed Answers with Stats & Visuals

Storytelling is a much underrated skill in marketing. This skill can really do wonders. Now I am not a good storyteller to be frank. I like to write answers with detailed information with stats and visuals.

So I would recommend you to have percentage split of your answers towards storytelling + detailed answers.

You decide the percentage by A/B testing which method works the best. After all, Marketing is about A/B Testing. Methods or strategies working for me or any other individual may not work for you or vice a versa. So you need to keep testing between the two and after you got the winning strategy, double down on that. Because your audience is liking it.

2) Research

To write detailed answers, you must do some researching on Google. Without Statistics or Data, which Quora emphasizes on while writing answers, your answer may lack authenticity.

People like to read data and stats.

Suppose you are a Digital Marketer and you want to promote your services as an Email Marketing Specialist. If you write in your answer that the average industry open rate is around 13% and here's how you can increase to around 22% with this simple way.

You immediately attract the attention because you stated some data backed with a screenshot and invoked curiosity too.

Put a call to action at the end and just see how many people land on your website. You will be shocked.

3) Copywriting

I rate this skill as one of the top skillset in the world. Yes, one of the top. If you learn copywriting, you will be unstoppable.

Copywriting will help you get more traffic on your Quora Answers + More traffic to your website.

Why?

Because it will help you understand the customer journey & write accordingly.

I would recommend a Book named "Cashvertising". It is the one of the best books on Copywriting so far.

Here's a PDF link for the book for Free:- [Cashvertising \[PDF \]](#)

Improve your copywriting day by day, because that will help you sell more of your product/service & make more money for your business.

In the next Chapter, You will Learn How to Optimize Your Quora Profile to Get Viral!

Sample Chapter 2: How to Optimize Your Quora Profile for Virality

Let's talk about Profile Bio First.



Eric Siu

CEO at Single Grain, digital marketing agency and founder of two podcasts

I'm the CEO of digital marketing agency [Single Grain](#); we help companies like Uber and Amazon acquire more customers.

I also interview entrepreneurs on the [Growth Everywhere](#) podcast, and team with Neil Patel to share 5-minute digital marketing tips daily on the [Marketing School](#) podcast.

Check me out on the [Single Grain blog](#) and [YouTube](#).

[Following](#) · 1.2k [Notify Me](#) [Ask Question](#)

Here's a Look at one of the Great Marketer **Eric Siu** Quora Profile Bio.

Notice how succinct it is.

Headline says it all. CEO of an Agency and Founder of Two Podcasts.

See how he perfectly links his call to action.

If you write great answers, there's a very high chance, people visit your profile bio and hit any of the CTA you have mentioned.

I would also recommend you to A/B Test any sign up form or a squeeze page to get leads.

For Example: -

Let's say you are a Digital Marketing Consultant. You have been writing lot of good quality answers. What you want to do is to add a Google Form that asks people if you want me to devise a Digital Marketing Strategy for you, fill up this form and I will get back to you in less than 48 Hours.

Or

Try linking your Bio with a Calendly Link where you can directly set up a potential meeting with the client for your consultation. There are innumerable ways you can do A/B testing with.

Another way you can optimize this area is by doing this:



Samantha Kannan

Formerly Known as Samantha Ryan

On 10/16/19 I founded Unga English [↗](#) for inexpensive conversational English practice.

On 5/15/19 we got married :D [Samantha Ryan's answer to How was the experience of doing marriage in a traditional South Indian style?](#)

On 11/21/18 we got engaged :) [Samantha Ryan's answer to What is the coolest tradition you've ever taken part in while in another country?](#)

What is my connection to India? Is it all just for clicks? [Samantha Ryan's answer to What is Samantha Ryan's connection and history with India?](#)

What advice do I have for first time India travellers? [Samantha Ryan's answer to What advice would you give to a first time tourist to India?](#)

Am I a missionary? [Samantha Ryan's answer to What is the n°1 taboo topic a foreigner should avoid in India?](#)

Please note that I don't get notifications for comments. If something is important, please message me.

You can also find me on Twitter [[Samantha](#) [↗](#)], Instagram [↗](#), and YouTube [[Samantha Jo Goes](#) [↗](#)] in descending order of activity.

This is the profile of Samantha Kannan. She has around 51.3m Content Views as of January 2020.

Ever wondered, how she is racking up her views?

She is linking some of her best answers inside her Profile Bio.

Good Strategy! You can do this too.

Think of this link interlinking. If you are a blogger, you might have done this. You interlink your articles with other articles, so that you divert traffic and keep your audience inside your website.


Same concept applies to Quora too.


Add Credentials to boost credibility


Edit credentials ×

Credentials add credibility to your content


[+ Add a credential](#)

 Author of the Job Search Guide For Indian Youth · Default · Edit

 Digital Marketing Analyst at Grow X (2019-present) · Edit

 B.E Computer Engineering (2018) · Edit

 Lives in Mumbai, Maharashtra, India · Edit

 Blogger at unveilmycareer.com · Blogging · Edit

 Intra Day Trader at Indian Stock Market · Stock Trading · Edit

See how I have filled up all my credentials up here.

Quora emphasizes on Expertise. What I mean by this is if you have interest in multiple niches or has multiple different businesses, you must have some sort of expertise while writing the answers too.

So, here have written in my bio as a Writer, Author of the Job Search Guide, Digital Marketing Analyst, A Computer Engineer, and Stock Trader.

So whenever I write about any of the above categories I am not going out of my zone.

Because I like to do different things and love to write and share with everyone.

Similarly, don't worry to fill in different credentials.

Guess what? You can also change your credentials each time you answer.

So if I am writing about the Stock Markets, I change my credentials to Trader and vice a versa.

Now that you have filled up everything along with your professional photo, it is time to pick up your niche on Quora and write quality and winning answers.

In the next Chapter, I will be talking about how you can pick up a niche on Quora and write winning Answers throughout.

If you are a Business Owner, this chapter is particularly important.

As in this chapter, you will get to know whether your audience is on Quora or not, How much interaction or how curious your audience is about the product or any service.

So let's dive right into Chapter No 3...

To Unlock all Chapters, Kindly Download the Entire eBook from [here](#).