

3d Internet Marketing Action Plan

iMAP #4

Getting Plenty of People To See Your Promotions



3d Consulting Services

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Magnify Your Mission : Multiply Your Reach

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3d iMAP Series

(Internet Marketing Action Planners)

Getting Plenty of People To See Your Promotions

Action Planner



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Introduction

If you want to make a lot of money with your online business, then you're going to have to learn how to generate a lot of traffic.

But here's the problem...

A lot of beginning marketers spread their efforts too thin. They try this method, that method and the other method. But they never give any one method enough focus, time and resources to work.

So that changes right now. Because in this report, you're going to find out how to start getting better results from your traffic generation strategy by 1) Choosing a traffic source, 2) Mastering that traffic source, and 3) Rinsing and repeating.

Let's get down to it...

Step 1: Choose a Primary Traffic Source

There are three main types of traffic that we'll focus on for this report:

1. Paid Traffic
2. Partner Traffic
3. Personal Traffic

Let's take a closer look at each of these three main categories...

Paid Traffic

As the name suggests, this is traffic that you purchase. Here are some of the most common paid traffic methods:

Pay per click advertising. Two of the most popular platforms include Google AdWords and Facebook's PPC opportunities. Just be sure you choose narrowly targeted keywords for best results.

Paid press releases. While it's free to send your own press releases, it's time consuming. You can save yourself time by paying for a press release distribution service. You'll find one of the most popular services at www.prweb.com.

Co-op and bulk mail ads. This is something you can do offline with other marketers in your niche. What you do is get together to create a mailing. Each marketer gets to include a piece in the mailing, and everyone splits the cost for the postage. It's a way to reach a wide audience at less cost than if you took on the entire cost of sending out a mailing yourself.

NOTE: You may have seen these sorts of mailings end up in your own mailbox. The ValPak mailings are a good example.

Print advertising. Here's where you buy advertising in newspapers, magazines and other publications. Just be sure the publication is relevant to your offer.

TIP: Want to save some money on print ads? Call up the newspaper and ask about "remnant advertising." When newspapers don't fill up their advertising spots, they offer lower-cost ads at the last minute. If you do remnant advertising, you'll need to have an ad ready to go when you make the call.

Ads on YouTube. You can play your video ad at the beginning of YouTube videos. Learn more at <https://www.youtube.com/yt/advertise/>.

Joint venture networks. A JV network is a place where there are dozens or even hundreds of potential JV partners in your niche, who are all looking to work with others. Generally, you'll need to pay a fee to become a part of the network. In some cases, you may need to pay a fee to place ads on the site. You can find an example of this type of site at www.jvnotifypro.com.

Postcard advertising. This is where you send out a postcard to a highly targeted mailing list. The reason why postcards work so well is because they cost less than envelopes, and they often get a good response rate. You can send postcards to your own mailing list, you can buy mailing lists from others, or you can rent mailing lists. You can learn more at www.srds.com.

Product review ads. This is where you pay professional bloggers to read and review your product on their sites. Take note: by US law, bloggers and other paid reviewers need to acknowledge that they were paid for their review.

Banner ads. Here's where you purchase banner ads on popular sites in your niche. You can directly approach site owners to inquire about banner advertising rates, or you can check an ad broker such as www.buysellads.com.

Buying email leads. Sometimes you can rent or buy someone else's mailing list directly. In other cases, you may engage in what's called co-registration. This is where someone joins your list at the same time that they're joining another marketer's list.

TIP: This is an advanced strategy that should only be used by expert marketers. That's because you need to be absolutely sure that the leads

you're receiving are legit. You need to do your due diligence. One problem is that you may get an outdated list of leads with a lot of email addresses that are cold or not checked any more. Even worse, you might be accused of spam. Proceed with caution.

TV and radio ads. Just as with print advertising, the key here is to place your ad in a relevant slot. For example, if you sell sports-related products, then you might place your ad on talk radio during a sports wrap-up program. Check with your local media to find out more about their offers.

Popular blog ads. Here's where you find popular blogs in your niche and purchase advertising on the site. Even if a popular blog doesn't specifically say that they accept advertising, you can still approach them with an offer. You can also check broker sites like www.blogads.com.

Blog network advertising. Instead of purchasing an ad on one block, you can purchase an ad across a network of blogs or other websites. You can find one of the most exclusive and high-quality networks at www.decknetwork.net.

Social media ads. You can place ads on the big social media sites (such as Facebook and Twitter), as well as on the niche social media sites (such as Dogster.com). It's probably best to start with Facebook, which has an incredibly powerful ad platform that allows you to narrow your audience by demographics, interest and behaviour.

CPA and CPM. This is where you purchase advertising that's based on ad impressions (CPM) or based on whether a visitor takes a specific action, such as filling out a form (CPA). You may find these opportunities directly on niche websites. Otherwise, you can visit ad broker sites like www.maxbounty.com.

Online classified ads. There are many classified ad sites that allow you to post your offers. You're likely to get the best results if you focus on niche sites with a classified ads section. You can use Google to find these sites by searching for your keywords alongside search terms such as "classified ads." *For example, "gardening classified ads."*

Is this an exhaustive list? Of course not. There are other advertising opportunities available to you, such as posting ads on Amazon.com, eBay.com and many more. However, this list will give you a good start.

Basically, paid advertising is a numbers game. One good strategy is to find a low-priced, high-converting product to offer. You can break even on the front end, and then make your money on the backend.

For example, let's suppose you have a \$7 offer that's converting like crazy at 25%. That means that for every 100 visitors you get, 25 of them buy the product. So, 25 customers X \$7 = \$175 in profits for every 100 visitors. That means you can spend up to \$1.75 per visitor in advertising costs and still break even.

So here's what happens:

First, you build a list of proven buyers who've purchased a \$7 product.

Second, you build a list of subscribers who opted to receive a free lead magnet on the \$7 product sales page.

Third, you now follow up with both of these lists. You create a wide variety of products to sell at a variety of price points (\$97, \$197, \$297 and more). You offer cross-sells, upsells, one-time-offers, memberships, coaching and more to both lists for weeks, months and years to come.

End result? Big profits!

Next up...

Partner Traffic

The idea here is to partner up with others and let them send you their traffic. Often this traffic comes to you very warm and even pre-sold on your offers, which makes it some of the most high-converting traffic you can get your hands on.

So where can you find potential partners to send you traffic? The answer: all over the place! Check out these sources for potential partners:

- Bloggers
- Advertisers
- Networkers
- Podcasters
- Leaders
- Competitors
- Forum owners
- Affiliates
- List owners
- Managers
- Authors
- Video producers
- Facebook Group owners
- Prospects and customers

In other words, look around and you'll find prospective marketing partners everywhere in your niche.

Now maybe you're wondering how you get these partners to send you free traffic.

Take a look at these ideas:

- Create your own affiliate program. You can do this through a platform such as JVZoo.com or Clickbank.com. Just be sure to offer an attractive affiliate commission and other perks.
- Organize a product launch. Product launches tend to create a lot of excitement and sales, which attracts good marketing partners.
- Provide incentives for referrals. You can provide incentives to marketing partners, as well as to customers who refer their friends. For example, you might offer a discount coupon for every referral someone sends to you.
- Launch a viral marketing campaign. Then let your prospects and customers naturally send traffic to you. Be sure to put your content on a platform like Facebook, where photos, videos, memes, infographics and other content is super-easy to share.
- Participate in joint ventures. For example, you can do an ad swap with your partners in your respective newsletters, on your blogs or on your thank-you pages.
- Host a time-limited sales contest for affiliates. This is a great way to generate lots of sales and excitement. Be sure to offer attractive prizes (cash is always a good bet).
- Create a giveaway promotion. For best results, rebrand the content for each partner. This means you'll put your partner's affiliate links in the freebie. That way, your partners can make money by giving something away for free.
- Syndicate your content. The idea here is to give other publishers free content. You get to include links in your content to help drive traffic back to your site.

So as you can see, there are a whole lot of different ways to get people to send you traffic for free. Here are additional tips for optimizing this strategy:

- Raise the commission rate for a limited time. For example, if you're offering affiliates a 50% commission, then bump everyone up to a 75% commission for two weeks.
- Host a three-day fire sale or special offer. This works even better if you combine a fire sale with a bumped-up commission.

- Manufacture some “news” for your partners to pass on. In other words, send press releases to your partners about product launches, retiring products, new offices, charitable events, and so on.
- Promote others first to get their attention. This kicks in a sense of reciprocity. People are more likely to do a favor for us if we do a favor for them first.
- Show them why it is a big win for them to participate. Whenever you approach any sort of potential partner, let them know the benefits they get if they work with you. For example, let affiliates know what commissions and other perks you’re offering.
- Offer 100% commissions to build your list. This is a great way to attract more affiliates so you can build your list fast. Your affiliates make more money. You break even on the front end, and then more than make up for it on the backend.
- Create exclusive bonuses for individual partners. For example, give the customers coming from your best affiliates an extra bonus, such as a free report or access to a membership site. You can also give extra bonuses to your best affiliates, such as a cash bonus.
- Serve them and their community in a significant way. For example, you can donate a portion of your profits to a local cause that’s near and dear to your top partners’ hearts.
- Provide them with customized resources to use. For example, you can give your best partners customized landing pages, which will further boost their commissions.
- Have an amazing product, sales process, and reputation. If prospective affiliates know you have a high-conversion rate, a quality product and good customer service, they’re much more likely to promote you over your competitors.

Now before we leave the topic of partner traffic, let me offer you one last tip. If you want to get great, hands-free results with partner traffic, then hire an affiliate manager or joint venture broker. This person can recruit, train and motivate your affiliates, as well as manage your other partnerships. In exchange, you give them a cut of the profits generated by those they recruited into the program.

Now let’s look at the third category of traffic...

Personal Traffic

If you've already generated some traffic in the past, then you can recycle and reuse this traffic. This is a great way to build on your existing traffic, as well as introduce your visitors to new offers.

For example:

- 1.** Use your email list to direct subscribers to your blog, affiliate links, social media pages and other sites. You can even retarget your existing subscribers and segment your lists by sending them to your other opt-in pages.
- 2.** Use your blog to send visitors to other posts, as well as to external sites. In some cases, you might even use a WordPress plug-in to show your visitors related posts.
- 3.** Use social media to drive traffic to your list and your blog. You can even use list-building apps on sites like Facebook, which make it easy for you to build a list from your Fan Pages.

Now, one of the keys to making this strategy really work for you is to activate "built in" traffic from things you are already doing. For example:

- Create content that is likely to be shared. Then post this content on a viral platform like Facebook.
- Repurpose and syndicate your content. You can easily turn videos into reports, turn reports into ecourses, or even turn ecourses into articles. Always be looking for ways to repurpose content, and then syndicate and distribute it.
- Frequently reference your various content pieces. For example, link to a blog post from within your newsletter. Then link to a YouTube video from your blog. In other words, cross-promote all your content pieces to redirect your existing traffic.

Now, one of the keys to building traffic is to take consistent steps every day. Below you'll find examples of way to leverage and redirect your existing traffic on a daily basis. Best of all, each of these tasks takes 20 minutes or less:

- Create a freebie.
- Create a 15-minute YouTube video.
- Interact in a community.

- Design an infographic.
- Record a short podcast.
- Post to social media.
- Write a guest post.
- Recruit affiliates.
- Comment on other people's blogs.
- Interview someone.

In short, you can piggy back off your existing assets and efforts to create even more traffic!

Now the next step...

Step 2: Master a Primary Traffic Source

It's better to master one traffic source and get excellent result, as opposed to getting mediocre results by trying to do too many traffic methods at the same time. So what you want to do is choose ONE traffic source and master it using these six steps:

- Research options for effectively learning how to generate traffic through the chosen source. Depending on what you're learning and your preferred style of learning, your options may include an ebook, video, ecourse, personal coaching, membership site and similar resources.
- Find one training resource that breaks the process down into manageable steps. Don't get overwhelmed at this point. Stick with a training resource created by a reputable expert.
- Keep your focus on the next step in the process rather than the outcome. People often give up if they don't see immediate results. Be patient, as some methods take time to deliver results.
- As you complete the process, evaluate your progress and make appropriate corrections. It's easier to make corrections as you go, rather than getting to the end of the process and not knowing how to fix bad results. A good way to do this is by carefully tracking and testing your campaigns so you're clear about what works and what doesn't.
- Outsource any step where you get stuck to a qualified freelancer or other expert so you can keep going. For example, if you're getting bogged down

in the process of building relationships with potential joint venture partners, then hire a JV broker to introduce you to prospective partners.

- Watch what the freelancer does so that you can complete the task yourself next time. You may even hire the freelancer to directly train you on the task and/or write out step-by-step instructions. Not all freelancers will do this, but some will for the right price.

Now the final step...

Step 3: Rinse and Repeat

Once you have mastered a particular traffic source and are getting results from it, then choose another method and focus on it until you get results. Meanwhile, keep taking daily consistent steps on growing your traffic using the methods you've already mastered.

Here's the big picture: multiple mastered traffic sources.

If you keep mastering and adding traffic sources to your overall traffic strategy, you'll see your traffic (and your business) grow exponentially!

Now let's wrap things up...

Conclusion

So there you have it: a three-step process for mastering traffic generation. These three steps include:

- **Step 1: Choose a primary traffic source.** This includes paid traffic, partner traffic or personal traffic.
- **Step 2: Master this traffic source.** Don't shift your attention until you're getting great results from this one source.
- **Step 3: Rinse and repeat.** Once you get great results from one source, then master the next source.

End result? A business that grows like crazy!

So your next step is simple: take action on what you just learned in this report. Because the sooner you do, the sooner you too will start seeing more traffic and great results.

NOTES

About The Author:



Do you ever wish there was an easier way to attract clients?

If you're thinking "Yes, I do!" you're certainly not alone. Many professional service providers feel exactly the same way as you because their expertise is in providing the service that they're qualified to provide, rather than in the selling of it.

And just imagine for a second how much easier it would be, how much happier you'd feel and how much more you could be earning if suddenly you discovered the secret to having a crowd of clients wanting to engage you, rather than you having to go out searching for them.

If our paths haven't crossed before, let me introduce myself. I'm Tim Dodd, a former chartered accountant and specialist business workflow consultant. In simple terms, I help clients put in place processes that attract potential new business automatically.

If you're an entrepreneurial business owner or professional service provider, who would like to automate their lead generation, prospect follow-up and business relationship building processes in order to spend more chargeable time working with your best clients, doing what you enjoy doing most, then I'm certain that I can help you to achieve that goal.

If you like the idea but aren't convinced I'd be able to help your particular business, make an appointment to speak with me today and find out why I'm so confident that I can.

Just head over to www.3dconsultingservices.com/call and select the appointment time that's most convenient for you.

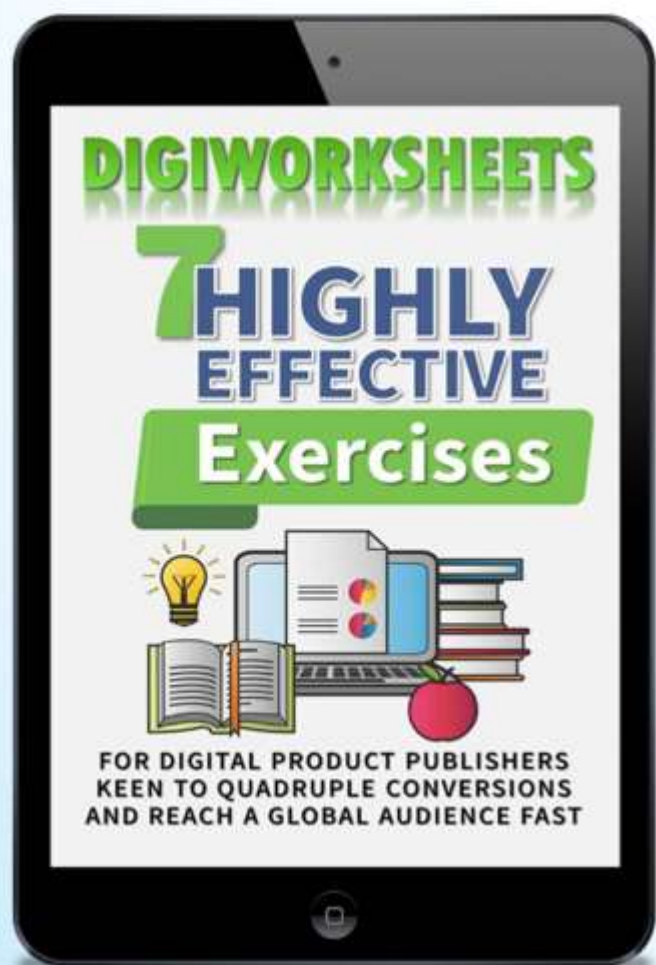
There's no charge, and when we talk I promise to provide you with at least one strategy you could implement immediately which would transform how you won new clients in the future!

And, whether you decide to get in touch or not, may your God always be with you and continue to guide you along the path you've chosen and were created to pursue in order to prosper and live a uniquely fulfilling life.

I truly look forward to speaking with you.

Tim

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