

# **Paid Traffic Explosion**

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The Ultimate Paid Traffic Playbook

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# INTRODUCTION

You've probably heard it a million times already – that traffic is the lifeblood of any online business. There's also more than a strong chance that you've seen the great swinging traffic debate; free verses paid traffic and why one is better than the other. The truth is, the best traffic is the one that gets you the results!

With that said, there is *no question* that *paid traffic will get you results faster* than any free traffic technique that you might ever apply.

Paid traffic is a results-driven strategy that, when used correctly, can not only blow the lid off your ROI in *very fast* time, but has the potential to explode your online business more rapidly than you had ever dared dream possible.

And that's what we're revealing to you in this paid traffic guide...

***The best “actionable” paid traffic methods that savvy internet marketers use because they get results!***

Some of the methods revealed here will require more study than others, but you wouldn't engage in any traffic methods without first learning how to use them, right☺.

And while we all dream about setting up our website, or releasing our latest offer and then turning on the traffic tap, there is realistically more to it than throwing up a buy button and kicking back for the rest of the week.

There is however, the next best thing - paying for traffic that is super-targeted to the goals that you want to achieve.

If paid traffic has up until this point been a mystery to you, or if you have been hesitant to engage it for fear of losing money, then allow this guide to provide you the insight that you need to take your online business to the next level.

# PPC – PAY PER CLICK

## Introduction

PPC is one of the most popular forms of paid advertising and is not likely to lose that title any time soon. Its appeal extends from online marketers to giant corporations, with everyone wanting their piece of the money pie that springs from PPC platforms that populate the online advertising space. And while the PPC environment adapts to changes with new platform providers and regular updates to advertising rules, those who master the method continue to rake in massive paydays from what are very targeted and highly converting buyer customer bases.

## Why PPC ads work

PPC ads work on so many levels that they are almost ADDICTIVE in their application. The most popular form of pay per click is buying a listing on the search results pages of the major search engines, where your ad will appear alongside those of organic or non-paid search results. PPC allows you to set up your live ad and then practically watch the results unfold before you.

**The appeal with this kind of *traffic* is that it *is almost instant*.**

With the correct targeting of your ad, the constant search by the masses for what you are offering places a targeted audience in front of your ad the moment it goes live. This means that an unlimited number of targeted people can see your ad, ***and you only pay when they actually click on your ad***. With such fast search

results, this form of marketing provides what is practically an unmatched opportunity to adjust your campaigns for better results in just hours or days, depending on your criteria.

## How PPC ads work

Pay per click advertising is an online auction-style process in which a person bids money against other advertisers to have their keyword targeted ad listed on certain websites. The person gets charged when someone clicks on their ad, regardless of how many times the ad was seen. There are two main types of PPC advertising;

- *PPC search* allows a text ad to show at the top or side of the search engine page, and is positioned against other ads depending on its bid, as well as its quality score as determined by the search engine.
- *PPC display* shows ads that are influenced by the advertiser's targeting selections, and appear on the content pages that are relevant to what the searcher is reading, as well as their previous browsing behavior.

Typically, PPC display catches potential buyers looking for information, whereas PPC search ads are more likely to convert as the prospect is searching by specific keywords and phrases.

Google and Bing are the current predominant networks for PPC advertising, and they both employ the quality score method which assists in determining how your ad will rank. Scoring 1 to 10 from lowest up, you can assist your bid costs and ad placements by promoting your quality score through landing page and ad

keyword relevancy, and landing page loading time and quality. You will need to look into this deeper with the relevant networks prior to commencing your campaigns to ensure that you get maximum value for your money.

## **PPC set-up**

Before you set up any campaign in a PPC network, make sure you know the rules of that particular network. The process of setting up your ads in each network will differ to some extent, and is beyond the scope of this guide to delve into the intricacies of any or each. To get started however, there are some consistent actionable steps you can take to getting your ad live online;

### **1. Your goal**

Determine what you want to achieve with your ad – sales, sign-ups or enquiries.

### **2. Sign up**

Select the network where you will be placing your ads and create your account.

### **3. Select keywords**

Identify your relevant and related keywords and phrases based on buyer intention. Build out groups of themed keywords from which to create several campaigns.

### **4. Ad copy**

Write the copy for your ad and link the ad to a relevant landing page, ensuring all the pieces of your landing page are in place and working.

## 5. Keyword bidding

When you start bidding on your different keywords, be sure to set your budget, especially given that your early ad runs will be for test purposes in order to obtain performance data.

## 6. Activate campaign

Don't forget to activate your ad to get your campaign up and running online.

Depending on the ad network that you run with, your considerations for getting your ad online will require you to follow each point at a much deeper level. You will need to think about geo-targeting for your local area, whether you want your ad displayed on search only or on third party websites (Adwords), conventional or mobile targeting, quality score, and conversion tracking.

The best place to become proficient at the required steps is directly from the ad networks themselves. Once you have followed their guidelines and have all the pieces in place and activated your ad, the most crucial part of the process then becomes tracking your ad to allow for changes and improvements. Your analytics will assist your tracking efforts by enabling feedback on your keyword costs, click-through rates and visitor behavior at your landing page. From there, it's all about optimizing your 'pieces' along the line for better results.

## *7 secrets to a winning PPC ad campaign*

When a PPC ad hits the mark (read: targets), it can generate a lot of funds in a very short period of time. While much of the time your ads will require testing and re-working, there are some practices you can adopt to ensure a greater rate of success early in the campaign;

### **1. Keyword analysis**

You won't be able to compete against the multi-nationals, so your focus should be on long tail keywords based on relevancy. If you are targeting locally, include local keywords, and include your main keyword in your solutions based headline. For even greater effect, you should group 'related' keywords based on buyer intent, and have themes of keywords around which you will build your campaigns.

### **2. Select one platform to commence**

Many marketers jump between platforms with their campaigns looking for better cost and positioning. This is a recipe for instability, failed campaigns and a deflated budget. Select just one platform to learn it intricately before moving onto another.

### **3. Geographic planning**

Target the audience to which you are trying to sell. This applies even more so if your audience is based locally. This will reduce the amount of clicks that will never lead to sales.

#### **4. Landing page relevance**

Paying per click can lose out quickly if you are not getting paid in conversions. Ensure that your landing page contains your main keywords and is relevant to your ad.

#### **5. Stop testing...never!**

Use A/B split testing and run different ads at varying times. This applies also to your landing pages. If you have no desire to test the elements of your campaign, then you are really using the wrong traffic method here.

#### **6. Don't outbid yourself**

Contrary to popular belief, your campaigns can still succeed if you are not holding the top position. Traffic to lower positioned ads is generally more ready to buy, resulting in less wasted clicks and better conversions for your campaign.

#### **7. Your ad must be interesting**

You need to utilize your limited ad space to captivate the attention of your targeted traffic. Learn some basic but effective 'selling' copywriting skills if necessary to know which 'buttons to push' to draw in your prospects.

The following recent press release offers some insights into the way a PPC management company achieves significant success for their clients through Google Adwords campaigns;

<http://www.prweb.com/releases/webrageous-shares/ppc-management-secrets/prweb10659025.htm>

## Advantages of using PPC ads

PPC is not for everyone because it requires a real discipline in order to control your spend. Ironically, this is just one of the many benefits to marketing with this paid traffic method.

- You get to control ad copy, time of day, location, network, ad position all from your selected keywords and chosen sites.
- Your ad can be online fast and providing results feedback very quickly to allow for changes where needed.
- It need not be as expensive as many marketers claim if you are targeting the right keywords and utilizing various networks.
- Geo-targeting can provide very targeted traffic.
- Campaigns can be stopped quickly if they are not working.
- It is easy to split test landing pages for better conversions.

## 4 common mistakes that will kill your campaign

As effective as PPC ads can be, many fail to reach their full potential because of a variety of errors that people make. Four of the most common mistakes include the following;

## **1. Missing call to action**

It may seem obvious to you that someone reading your ad would know that the next step is to click through your ad in order to get from point A to point B. This is not always the case, and all of the great ads became that way because of their call to action. You need to instruct your ad 'viewers' on what they need to do next. Your call to action also needs to be succinct and relevant. If you want someone to 'buy now' as opposed to browsing further, than state that, rather than something vague like 'click here'.

## **2. Sending traffic to a home page**

This applies to all non-relevant search pages. Visitors want to land on the page that is relevant to their search term when they click through. If you direct them to a home or other page where they need to do further searching, there is a good chance that you will lose them.

## **3. Ignoring negative keywords**

If you really don't want to waste clicks by having your ad appear alongside those with the word 'free' in it, then be sure to include your negative keywords to prevent this from happening. If your ad appears with those ads, people will still click your ad and cost you significant advertising funds.

## **4. Using broad match types**

If your targeted keywords are too broad, then your ad will appear for irrelevant search queries. This will attract more visitors to your site, but will cost you dollars and reduce your ROI.

## Drawbacks of using PPC

Anyone who is familiar with PPC advertising will know full well that it has its 'frustrations'. The most common include the following;

- You need to be constantly testing and tweaking your ads in order to get the most from your campaigns.
- It's a short term strategy. You need to continually pay for ads to be in the game.
- Clicks are not conversions. Even targeted traffic needs to be converted to sales.
- Testing can be expensive. With each click you lose budget unless you are converting.
- Networks have strict guidelines regarding their terms of advertising. Breaking these rules can get your account banned – Google is renowned for it with their Adwords platform.

You always need to be staying on top of your PPC campaigns. The following link reveals a story that, while told a few years back, is relevant even today as a reminder of what can happen if you 'drop the ball' with your ads.

[http://www.nytimes.com/2012/11/01/business/smallbusiness/mistake-in-a-pay-per-click-campaign-leaves-a-business-puzzled.html?pagewanted=all&\\_r=0](http://www.nytimes.com/2012/11/01/business/smallbusiness/mistake-in-a-pay-per-click-campaign-leaves-a-business-puzzled.html?pagewanted=all&_r=0)

## Managing PPC ad campaigns- the BIG picture

PPC is one of the most challenging areas of online advertising in which you *need* to stay on top of your game. Successful marketers know that when it comes to online advertising, you have to expect change. With Google consistently waging war on ‘the little guy’ and keeping secrets with its highly feared algorithm changes, you will only survive with PPC if you adapt to the changes and find ways to compete with the big players. Luckily, you have options. Take advantage of the consumer swing towards the other search engines, focus on highly targeted but longer tail keywords, and consistently test, test, and then test again. Persistence can bring definite monetary rewards with PPC marketing.

# PPV – PAY PER VIEW

## Introduction

Pay per view may not yet fit into one of your current sources of traffic, but in order to maintain a well-rounded marketing portfolio, it is one that you might seriously want to consider moving forward and, in doing so, you certainly won't be alone. With many marketers looking for more freedom away from the claws of the ruling search engines, there is a common movement towards PPV advertising, which appeals with its winding back of the clock to cheaper ad costs and easier linking strategies that are being enjoyed by smart marketers for significantly sizeable pay days.

## Why PPV ads work

Consider an advertising platform in which your offers will be shown to viewers who are receptive to them because, not only are they expecting them, they signed on to receive them! This is the command that you have with PPV. Also known as cost-per-view or contextual marketing, your offer appears on the screen of your *pre-qualified audience* when they visit a particular website that you are targeting. This means that you can get your website in front of massive crowds without even trying to 'sell' them to click on your ad.

**This is the strength of the PPV system;** you can bid on every URL that these people visit and direct them immediately to your offer, or you can collect their

email addresses and market to them time and time again. Target your audience correctly, and you can obtain extremely qualified leads for a very moderate price point.

## How PPV ads work

PPV network users are those who have agreed to download Adware software onto their computers in exchange for free items such as games, screen savers, toolbars, and wallpapers, and to have pop-up, pop-under and interstitial ads shown to them when they are browsing the web. Interstitial ads are those that ‘hijack’ or redirect the user from the website of their designated URL or keyword to the PPV network marketer’s offer or landing page. This ensures that the network user gets to see your ad, for which you can expect to pay only cents per view. Because the user did not specifically request to see the ad, but rather was interrupted by it ‘appearing’ on the screen, offers requiring minimal input from the user generally perform better with this type of marketing.

Most PPV networks allow marketers to set their own minimum budget. Others might set the minimum for you. A recommended daily beginning is around \$5 so that you can track which URL’s are converting while keeping your costs low. This is how PPV works – you bid on URL’s of specific sites or certain keywords. When a network user visits that URL or searches by that keyword, your ad will pop up on their screen, unimpeded by any pop-up blockers. You can see within the network the amount of the highest bid. With PPV traffic, the highest bid will get the most traffic, so you need to bid to that position whenever possible, and you can do so with very minimal amounts.

## PPV ads set-up

Bidding on URL's is considered the most effective means by which to run a PPV campaign. Before getting to that stage, however, there are some initial steps required to getting the process into place.

### 1. Offer selection

If you are just starting out, you will find lead gen offers are well-received. There are offers in just about every niche, with one of the most popular being 'dating'. Others include education, MMO and gaming. Just check that the affiliate campaign you select allows contextual advertising.

### 2. Research

To separate yourself from other marketers, you need to find out which other sites the people looking at your offer have been visiting. You can do this through Quantcast, Alexa and [whatrunswhere](#) to check other likes and visits, as well as checking the demographics of these visitors. This can also be done with 'spying' tools like [Keyword Spy](#). Finding the most visited URL's that relate to your offer is known as 'URL scraping'. You have the option of doing this manually or with tools like [AffPortal](#). When beginning, you may want to bid on anywhere up to 100 URL's to test the sales potential of them.

### 3. Landing pages

PPV landing pages need to be approached differently to those used in other forms of advertising. Your offer is going to interrupt someone by popping up on their screen. Even though they are expecting ads, they didn't sign up to receive what

you are promoting. This means your landing page needs to stand out. In this case, ugly is good because it is different. The following link provides a sample ad and instruction on how best to set one up.

<http://www.unfoldads.com/ppv-marketing-landing-pages/>

#### 4. Selecting targets

Target URL's preferably over keywords that are closely related to your offer based on your demographics research. Be careful with high traffic targets which can blow your budget out before you get a chance to test lower traffic level targets. Designate your maximum bids and then submit your campaign for approval, which normally takes one to two days.

#### 5. Tracking

[CPVLab](#) is the recommended tool for tracking PPV ads. It is a paid option, so if you prefer to use a free alternative, then go with [Prosper202](#). In either case, you will need VPS hosting. You will also need to keep an eye on your hosting to ensure that it can handle all of your traffic when you start to 'ramp things up'. Both have very good documentation that demonstrates how to use them.

#### 6. Optimizing

Continue to split-test and optimize your campaigns by changing your landing page details – colors, copy, buttons, and then when you feel comfortable with your processes, start scaling things up and expanding. You can base your judgments on the stats provided inside the network engine, including actions, views, CTR and the cost per view. While we can't go through an entire campaign here, you certainly have enough to get the wheels turning and start exploring on your own.

Recommended PPV sources include [Lead Impact](#) and [Trafficvance](#).

If you have some cash and don't wish to do the PPV setup process yourself, there is a paid site called [Unfold Ads](#) that will do it all for you. Inside the members' area, everything is included for you to start your own profitable PPV campaign.

## 7 secrets to a winning PPV ad campaign

There can be a learning curve for PPV ads which turns a lot of people away from trying them. The following will help to clarify what you need to do in order to get off on the right footing;

### 1. Stop thinking like a beginner

Too many people fail because their attempts are half-hearted, and then they claim that the method is flawed. Fight the urge to play around with random offers and go into it with both eyes wide open.

### 2. Know the offer

It's not enough to think an offer will be profitable. Do your homework with demographics and understand your target audience. You won't always get it right, but this will provide a great head-start.

### 3. Tracking is essential

Campaigns are won and lost on metrics. By following and analyzing your traffic stats, you can then make any necessary changes to create some major pay days.

#### 4. Control your costs

Focus on small to medium sized targets when starting out, otherwise you risk losing all of your money very quickly.

#### 5. Bid to position number one

Unless you are the highest bidder, the chances of you seeing a great amount of traffic are drastically reduced. Unlike the front page of the search engines, bids lower than the highest do lose out with this method.

#### 6. Pop-up size needs to be correct

Ensure that your pop-up ad fits inside the network's window. You will need to test this rather than just taking their word for it.

#### 7. Test your page in different browsers

Browsers have a tendency to interpret pages differently. Make sure yours works in each.

### Advantages of using PPV ads

Apart from the potential of great returns, PPV has some attractive advantages.

- Traffic is relatively cheap to bid on and buy
- Can reach a large audience
- Opened pop-ups increases the chances of your offer being read
- Well targeted offers by bidding on URL's and keywords

- Option to direct link
- Can draw people away from competitors sites to yours

## 4 common mistakes that will kill your campaign

PPV campaigns can unravel before they begin if you make the following critical mistakes with them;

### 1. Offers too relevant to your URL's

If you target all sites that pertain exactly to the offer you are selling, the competition will be very high and will have a negative impact on your campaign. Be creative and target other sites that customers of this offer might also have an interest in.

### 2. Frequency cap too regular

Showing your ad too often will cause visitors to close it quickly and your ad to die off in the same way.

### 3. Taking a 'set-and-forget' approach

Monitoring and tweaking is essential in PPV, as is bidding for the number one position.

#### 4. Bidding only on keywords

Keywords are not as targeted as URL's with PPV, and result in traffic that is too broad for your offers.

### Drawbacks of using PPV ads

PPV users can attest to some distinct challenges with the process, including the following;

- Bounce rates can be high on the ads because of their disruptive nature
- Not all affiliate offers allow contextual advertising
- Not all PPV networks are created equal.
- You can't use the tracking tools on shared servers
- Unlike CPC, you get charged per view, regardless if a prospect visits your landing page or not
- There have been reports of some networks sending simulated traffic.

### Managing PPV ad campaigns- the BIG picture

The only real way to learn PPV is to take action with it, rather than just reading forum posts and asking many questions before having even opened an account with a network. Make a commitment to launch a set number of campaigns, be patient with it, and closely follow your tracking so that you can tweak your ads for optimal results.

# MEDIA BUYS

## Introduction

You would probably think we had joined the hype brigade if we were to tell you of a traffic method that has the potential to make not only tens of thousands of dollars, but hundreds of thousands of dollars...a *day*! Well, that's exactly what we're telling you, and that staggering traffic source is known as media buys. This is the sort of money that the big players 'in the know' are making, but it's a method that you won't find the treasure map to written in any '101' beginners guide.

Learning to make this kind of money takes persistence, practise and, very often, quite a chunk of your own change in order to see these kinds of returns. However, don't let that deter you. It's a method that anyone can master, and we tend to believe that you would be quite happy making just a portion of that amount, especially if your current methods are failing to bring you any consistent traffic and gains versus the effort you are currently investing. And here, we reveal how you can get started at a fraction of the normal costs.

## Why media buys work

Let's make sure we are on the same page here. Media buying is as the name suggests – buying advertising to drive traffic. There are varying forms, but in the online marketing world, it refers more specifically to banner advertising on other websites. The reason this form of paid traffic works so well is because you are

targeting by demographic, meaning that your ad is being delivered to the right people from the right source. This kind of display advertising bypasses the strict quality score guidelines imposed by search engines, and so allows a constant stream of very high volume traffic which **can drive hundreds to thousands of conversions daily**.

## How media buys work

There are 2 *main* paths to purchasing display ads;

- Direct – you research, locate and contact site owners yourself. You will need good negotiation skills, but set aside anywhere from about \$50 to \$500 as a starting point.
- Ad networks – these are the middlemen who can get you millions of impressions through their extremely vast network of very high traffic sites. Your ad will be launched quickly and you will have access to their extensive range of tools that allow fast assessment of campaign returns. Some of these are very expensive, requiring a \$1000 to \$5000 ad space just to begin.

Delving deeply into each method is an entire product all in itself. Suffice it to say that if you are low on funds or just starting out, the direct media buy method is the most cost effective for the best ROI. Regardless of your choice, you will most likely pay on a cost per 1000 impressions (CPM), where an impression is one view of the display ad on the website. You should also consider that with low commission offers, it will be difficult to return a profit. For this reason, many

media buyers focus their attention on high-paying lead gen offers and free trial offers.

## Media buys set-up

There are some specific steps that you should include in order to get your best banner ad space in place;

### 1. Select an offer

Some marketers prefer to decide this after they have the other steps in place. Just make sure that it offers a decent payout and has a wide audience appeal. Ensure that you have a specific angle with which to target them. Think demographics rather than niche.

### 2. Demographics

This is essential. Use sites like [Alexa](#) and [Quantcast](#) to analyze the visitors of the sites where you are looking to place your ad. If going the 'direct' path, also enter keywords relating to your offer to find websites to approach.

### 3. Placement sites

For direct sites, look for those that already have ads on them. You also want sites that rank organically for keywords that convert well using paid search.

Alternatively, if going the ad network route, the following sites will prove valuable:

➤ [Tribalfusion](#)

➤ [BuySellAds](#)

- [Zedo](#)
- [SiteScout](#)
- [Pulse360](#)
- [Adpepper](#)
- [TrafficVance](#)

Before you place buy your ad space, follow these simple guidelines for the best results:

- Ad spaces must be above the fold
- Avoid small ad spaces
- Avoid ad spaces that are too close to other ads
- Look for ad spaces that are close to content
- Buy inexpensively when testing a new offer

#### **4. Banner creation**

Quite simply, if you can't do design, then outsource this task, but try to write the text yourself. Keep your banner free from congestion, or people won't read it, and it should contrast in color with the site to make it stand out.

#### **5. Buy and place your ad**

This will require you to contact site owners if you are buying it directly. Not all will respond, so ensure you have contacted several sites. Negotiate your price as well

as you can to improve your ROI. Ensure you have an agreement like an insertion order in place that specifies clauses for results, distribution, time and capping. These are required so that the conditions of your buy are protected.

When purchasing through ad networks, you *must* establish a relationship with your ad manager who will assist you with optimizing your ad, banner placement, and results.

One strategy here is to firstly create your account, and then look around for offers to promote. Remember that it's all about demographics and angles. You could, for instance, see what the websites in the network are offering, check the demographics, then come up with an angle, then an offer, then your banner, and then place the ad.

For some inside help on what your competitors are doing with their ads and ad placement strategies, [whatrunswhere](#) can provide this detail which will assist you with your own planning and ad buying strategies.

## 6. Tracking and testing

A popular tracking tool for media buys is [Prosper202](#), but you will need to check with your hosting company if you can use it on shared hosting – probably not. You will most likely need VPS. You can also try [CPVLab](#). When tracking you will be looking for data that highlights metrics related to segmentation, ad variety that you should be testing, and conversions or other action type that your ad is promoting. You then need to scale your winners and continually optimizing for better results.

## 7 secrets to a winning Media Buys campaign

Media buys can cost you money before you see a return, so you need to ensure that you are doing all you can to either bring in early money or stop the outflow too rapidly. The following will help;

### 1. The 'out' clause

We have already touched on this, because it is *that* important. If your campaign is not working, get it dropped. Do not take a clause with more than a 24 hour period, otherwise you may be held to the longer period and your failing campaign will continue to be run.

### 2. Have back-up offers

Test more than one offer and have several back up offers in case the affiliate product disappears.

### 3. Insertion offers

Make sure this includes campaign disabling to prevent your ad from running in non-profitable periods.

### 4. Campaign proven success

If you are considering approaching a large network, ensure that your ad campaign has already been successful (profitable) on a smaller scale buy.

### 5. Be patient with traffic

The success of media buys relies on optimization of your banner ad. You can only get a picture of this after allowing traffic to run for a few cycles to determine your ad's staying power.

## 6. Ugly is good

The more your banner stands out, the more eyes it will attract. Ugly gets attention. Viewers are very accustomed to 'pretty' banners and in many cases have developed 'banner blindness'. All you really need is large print, an image, and obvious call to action. Split test different banners for each campaign.

## 7. Negotiate your price

Ad networks have inventory that they need to sell, so they will need your money. Negotiate the rate card to pay a lower CPM. If they won't negotiate, find another that's agreeable.

## Advantages of using media buys

Those 'in the know' live in the media buying space because of its potential phenomenal returns. This is made possible because of the core advantages that this traffic method provides;

- Fast exposure and awareness
- Free from many of the restrictions that plague Adwords and Facebook

- Provides opportunities for different budget levels – besides direct and large ad networks, bidders can also engage real-time bidding (RTB) for greater control of buying budget.
- Very high quality of traffic, particularly through ad networks.

## 4 common mistakes that will kill your campaign

Your media buying budget can dry up ridiculously fast if you commit these mistakes that marketers regularly make with this method;

### 1. Highlighting features

Ensure that you always highlight the benefits of your offer.

### 2. Failure to track

This means failure to optimize and test ads, which in turn means that you are practically giving money away.

### 3. Focusing on niches

Whether you find the offer or the traffic first, your focus needs to be on the demographics to which you can market the offer. Media buys is about large numbers of people that you can 'angle' your offer towards, rather than looking for the niche to match your offer.

### 4. Failing to budget

It's that old saying, 'if you fail to plan'.... Make sure you have budgeted for your media buys, or risk running out of money just as an ad begins to turn a profit.

## Drawbacks of using media buys

Media buys can have an expansive learning curve for new participants, however, that's not the only drawbacks that advertisers can encounter;

- Success is rarely immediate. Most people lose money in order to gain data in the early periods of advertising.
- A significant cash flow is often required. Apart from early losses, you need money for testing and optimizing.
- The direct path can be slow. Not all site owners will respond, meaning that you may have to spend significant time searching and contacting.
- Bidding wars. If your ad impressions are making less money than your competitor, then you can be priced out of inventory.

## Managing media buys campaigns- the BIG picture

The key to successful media buys is optimization. If you lack patience, then you won't give your traffic enough time to provide the data that you need to make well-judged tweaks and changes to your campaigns. It's important to remember that media buying requires a different mind-set to that with traditional search engine ads, and there is a different approach to prospects required than with niche marketing. For this reason, keep your offers broad enough so that they

have mass audience appeal for pre-selling purposes. Then, negotiate your best rates, keeping a steady grip on your budget. While not for the faint of heart, media buys can produce significant returns for those who take the time to appreciate the process.

# FACEBOOK MARKETING

## Introduction

Facebook has made so many marketers wealthy that for many of them, the site is now just a playground for earning money almost on demand. With over one billion active users globally, it is the online destination where users interact and share all kinds of information from funny photos to personal details about their lives. As the social mecca of the modern internet, Facebook encourages participation from every conceivable interest and demographic, making it an advertising gold mine for even the small business person seeking big figure paydays.

## *Why Facebook ads work*

It is because Facebook *consistently delivers* that internet marketers reveal techniques almost weekly for banking big dollars. Regardless of their methods or new finds, *advertising on Facebook works because it is **extremely targeted at desired prospects, you are in control of your own spend which can be minimal, and your audience is already engaged and receptive.***

Facebook has advanced demographic targeting that can't be matched by other traditional marketing methods. You target your *tightly selected group of people whom you know want to see what you have to offer, and see it they will*, with user behaviour on the site being one of the metrics by which ads are shown. And with

the naturally occurring viral nature of social sites, if someone on FB likes your page and shares it with some of their friends, your business can take on a *rapid growth* of its own.

## **How Facebook ads work**

Facebook ads work by ‘drawing in’ and directing traffic to FB or web pages, enticing people to make a download of your app or product, encouraging likes, comments and shares, building leads and making sales, and ultimately for building an entire business for those who master the way that FB ads work. Your ads can appear on the log out page, but are primarily placed on the right hand side of each page being viewed. Currently, the popular place for ads to be seen for marketing purposes is in the News Feed. They can be shown on both desktop and mobile, can be created by anyone, and enable you to reach segments of people by their known information and preferences practically by more than any other marketing method online.

There are two primary categories of FB ads; these are *ads* and *sponsored stories*. Ads will appear on the right sidebar of the page and in newsfeeds. Sponsored stories will be shown to friends of a fan who interacted in some way with your FB page, whether by commenting, reviewing or liking it. The breakdown of ad and story inclusions is best covered by Facebook itself at their [advertising page](#) and their [help page](#). Depending on the type of ad, payment options include CPC (Cost per click) and CPM (cost per thousand impressions). Given the nature of Facebook to make regular changes to its operating policies, you should check periodically

with their instruction pages for any updates, especially if you notice your ads submissions being denied with regularity.

## **Facebook ads set-up**

Facebook will walk you through the process and requirements for setting up your ads. Just follow your nose at their [ad creation page](#). To provide you with an overview however, the important considerations are outlined below;

### **1. Goals and audience**

Know who it is you want to target, and the goal that you want to achieve, such as increased engagement through likes, shares and comments. A popular move right now is to build a subscriber list by sending people to a squeeze page.

### **2. Create ad**

After clicking through, you will [select your goal option](#) that you decided on in step one.

### **3. Select ad images**

Upload six images for testing. Follow the pixel requirement and ensure your ad has 20 per cent or less of text. You can test this at the [FB grid tool](#).

### **4. Connect page to ad**

This is optional but something you might want to test for a natural flow and increase in likes.

## 5. Headline and description

Headlines have 25 characters, while text can use up to 90 characters. Make your heading stand-out.

## 6. Create target audience

Choose your audience by a range of options that include gender, workplace, relationships status, language, and much more. Facebook's 'Audience Definition' will show if your targeting is too broad.

## 7. Create campaign and budget

Name your campaign, and split each one by ad type. Your bidding options will be determined by your campaign type.

## 8. Monitor for optimization

Metrics to consider optimizing include bids, copy and targeting selection.

This is obviously a very high level overview of the process, and will vary according to your selections. The study of Facebook ads is an entire project in its own right, but one well worth learning if you want to develop your presence and resulting earnings that are possible from such a vibrant site.

One of the best ways to learn is to gain insight into what's working for other advertisers in the FB ads space. With that in mind, you can gain some useful ideas from following some of the successful FB entrepreneurs;

<http://mashable.com/2013/08/15/facebook-advertising-worth-it/>

## *7 secrets to a winning Facebook campaign*

Learning and implementing the basics of setting up a FB ad is a great starting point. However, if you want to aim for outstanding results, the following strategies will help you to get there at a much quicker rate;

### **1. Emotionally charged images**

Using faces that are emotionally driven are currently recognized as significantly improving click-through rates.

### **2. To the point**

Traditionally, the ads with the best click-through rates are those in which the text is brief and specific. Ads that state “see what happens” are becoming very common and typically mislead the audience. Keep your text on target.

### **3. Segment your audience**

FB allows for ultra-targeting, so be sure to take advantage of it and target your audience as narrowly as you can.

### **4. Test your ad schedule**

Results will vary at different days and times of the day. You need to be testing your particular ad to see which are the most profitable for you in terms of what it is you have set out to achieve.

### **5. Manage your budget**

Test your max bids to monitor how it impacts your CTR. FB offers advice about this, but you need to trial your own results with your max bids against your ad optimization to see how many clicks you receive each day.

## 6. Call to action

It's amazing how often this simple strategy is overlooked, especially by beginners. Tell your audience what you want them to do. It's simple but effective.

## 7. Split test your ads

You should create multiple ads and test variations of your original with new headings, text and images. This will allow you to drop those that are low performing and to establish a 'control' ad from which to base new testing around.

One of the best ways to improve your own FB ads is by viewing those that have been effective, especially when they have been critiqued, thereby allowing you to pick up some valuable tips for improving your own ads. The following link provides you the opportunity to pick up some ideas for your own ads moving forward.

[Examples of Facebook Ads that Actually Work and Why](#)

## *Advantages of using Facebook ads*

Facebook ads level the playing field to a great extent for the individual and small business owner. And that's not all they do;

- Image based ads and ultra-targeting make FB a better advertising alternative than the search engines.
- You can reach people from their computers or smart phones at very affordable rates.
- You can build brand image and loyalty through interaction on your FB page.
- FB users sign into the site multiple times a day, increasing the exposure of your ad to them.

## ***4 common mistakes that will kill your campaign***

There are some marketers who complain that FB ads are a waste of time and money, and that they simply just don't work. It's possible that they are making some common mistakes that include the following;

### **1. Incorrect targeting and optimization**

The harsh reality is that marketers who fail to take the time to engage quality leads, and who fail to optimize their ads to do so, are wasting their time on Facebook.

### **2. Use of short-term gimmicks**

In order to retain long term fans, you need to be providing continuous value, rather than short-term gimmicks that request page 'likes' in order to obtain a give-away. That strategy works in the immediate period, but you will need an awful lot of things to giveaway to maintain that model. Remember that quantity

of fans does not equate to them wanting to engage with you after they receive their download.

### 3. Using bait and switch tactics

Occasionally this method may slip through the FB minders and make it to live ad stage. If you trick prospects into visiting your page, not only are you generating poor quality leads, you are likely to have your account closed from complaints.

### 4. Poor image in your ad

For such a small component of an ad, the use of a quality and appealing image is essential to gaining attention and clicks. If your image doesn't make people want to click on it, then they won't!

## *Drawbacks of using Facebook ads*

Facebook is a popular and effective way to gain leads and build your business. You will, however, have to find your way around some hurdles that are naturally inherent within the site;

- It's a social scene. Your ads need to be super-targeted in order to help push through the disruption factor that comes from people primarily using the site for socializing.
- There are no guarantees. This is not so much a drawback as it is a fact. No one can promise you that applying FB ads will naturally result in sales. Some people get rich from their FB ads, but that doesn't ensure your success will follow.

- You need to be active. FB isn't something that you can set-up and then walk away from for a week. Your pages will be exposed to comments, some of which may at times be negative. You need to be on top of your marketing to handle any poor feedback or review.
- There are negative perceptions about ads. Some people simply don't like seeing ads all the time on what is primarily a social site. This is all the more reason why you need to be super-targeted with your ads.

### ***Managing Facebook ad campaigns- the BIG picture***

In case we haven't driven the point home enough yet 😊, the key to successful Facebook advertising is targeting your audience. You *must* be creating your ads with that 'reach' in mind, and you *must* be testing multiple variations to your ads, including during which periods are the best to show them to FB users. You know that Facebook is a site for having fun with friends, so your marketing strategy needs to work around this concept. Finally, you need to be patient. Whilst your ads have the capacity to rapidly build your business, allow the Facebook machine to build your momentum and, while you're there, have a bit of fun as well!

# MOBILE MARKETING

## *Introduction*

Mobile marketing is the way forward for smart marketers who understand the changing face of meeting customer needs. With advancing technology now empowering consumers to expect gratification instantly, mobile strategies that can cater to this new mindset are realizing a distinct advantage over those who refuse to embrace this changing protocol for online marketing success. As the availability of information expands, so does the expectation that it will be accessible by fingertip from developing smartphones and tablets. Mobile marketing will enable you to stay ahead of the pack by targeting the new wave of push-button buyers.

## *Why mobile marketing works*

Never has there been such a large audience of buyers available to marketers as there is *right now*. Mobile marketing has changed the way that you can interact with your target groups, and now more than ever you are in the driver's seat to dominate your niche with the simple push of a 'send' button. If you embrace some changes to the way you structure your business from the websites of old, then you are in for quite a ride as ***you engage infinite numbers of people within an instant of sending them a message.***

Mobile marketing embraces modern technology by allowing you to communicate with your prospects and customers through a mobile device. Given that most

people at the very least carry their cell phone with them at practically all times of the day, you have the power to interact with them by sending them *relevant* marketing messages that ***they have opted in to receive***.

## ***How mobile marketing works***

Mobile advertising will allow you as a marketer to connect to consumers through a mobile source. This type of ‘wireless’ marketing enables you to send ads, offers and links through available tools to reach your customers. These tools can include the following options;

- SMS (text messaging) – an obvious tool given that there are more than 3 billion text messengers world- wide.
- Mobile friendly websites – these allow users to find information quickly.
- Mobile email – users check their emails on their phones.
- Mobile advertising – think display ads (banners) on mobile sites. You know this is going to be huge when you consider Admob, one of the leading mobile display ad networks, was purchased by Google in 2010 for this very purpose.

Many marketers make use of these network companies for serving ads to mobile users. Clients of [Admob](#) can publish and monetize their *mobile apps* with ads from an inventory of more than one million advertisers. Developers earn their revenue this way on a CPC or CPM basis. Other similar companies in the mobile space

include [Millennial Media](#) and [Flurry](#), all of which are worth looking into for their mobile consumer reach.

Network companies also extend their reach to the mobile community through channels that include;

- MMS – making use of multimedia message service to reveal timed slideshows of text, images, video and audio.
- Geo-location - known as a location-based service, they detect the area from which the user is connecting, and they send marketing messages for that area's local business owners.
- Augmented reality – overlaying phone displays with details about products and businesses per location.
- QR – quick response codes which are 2D barcodes that can be scanned to directly visit a web page.
- Adver-gaming – placing brand advertising inside mobile games.
- GPS – targeting users with messages when they come into a specific range.

Mobile marketers traditionally make use of specific promotional 'strategies' in order to increase their customer base. The most successful methods include;

- Coupon incentives – customized coupon incentives provide demographic data when the coupons are redeemed 'in store'. Information is obtained about regional shopping habits whilst building brand name at the same time.

- Sweepstakes – potential customers are enticed to provide details about themselves for the chance to win particular prizes. Participants enter the draw by sending a SMS to a given short code destination.
- Instant winner promotions – potential customers are drawn in by text to a response to a question to see if they are a winner of a stated prize. These also present cross promotion opportunities by requiring different means by which prospects can redeem the prizes.
- User polls – includes apps that allow consumers to vote and express their opinions, and while doing so give details about themselves and their regular shopping habits.

The key to success with these methods is to deliver messages that arouse interest in targeted mobile users, and which then compels them to respond and to become a part of your regular mobile audience.

## *Mobile marketing set-up*

There are a number of significant details to take into consideration before diving straight into a mobile marketing campaign. The steps that you need to plan include the following;

### **1. Planning**

Be clear on your objectives and the audience that you want to reach. Plan the length of the campaign, and whether or not to include other supporting marketing mediums.

## **2. Define objectives**

Know what it is that you want to achieve, whether it be leads, sales, brand awareness or something else again.

## **3. Market research**

Ensure that you understand your market and target audience to ensure effective communication and engagement.

## **4. Campaign approach**

Determine which mobile methods to use, and whether to employ the 'push' method of sending informative messages about products and services for sale, or the 'pull' methods to bring customers back to you by sending links to your website or an app that can be downloaded.

## **5. Budget and campaign scheduling**

Determine how much you intend to spend on the campaign and other methods, which will also be influenced by the number of messages that you will be sending.

## **6. Message Content**

Factors to consider include what to include in your messages and who will produce and distribute it, and who will test your campaign.

## **7. Collect customer details**

Direct customers to your website so that they can opt in for updates, or provide them with a phone number whereby they can sign up by text.

## 8. Stimulate the campaign

Provide updates to maintain interest and encourage users to share your message so it goes viral.

## 9. Track and optimize

Determine the method of tracking you want to engage so that you can then tweak your campaigns for greater effectiveness. Tracking cookies are unreliable with mobile devices, so you may want to track by clicks, click-throughs, responses, new customers, or other metrics that are available with the type of mobile method that you have used for the campaign.

If you need some inspiration for setting up your winning mobile campaign, take some tips from the following list of [top mobile ad campaigns](#). You may not have the budget of these companies, but you can take away the thinking behind the campaigns and what made them such a hit.

## *7 secrets to a winning mobile marketing campaign*

Mobile marketing is a very lucrative business for those who are able to get it right. Like all things worthwhile, it takes persistence and effort, otherwise it can send you quickly scurrying back to the safety of your desktop computer. Here are some helpful details that will put you on track to winning results;

### 1. The call to action

If there is one constant in marketing from which mobile is not unique, it's that you *must* include a call to action. With mobile attention to your message being

almost instant, you can increase your chances of success by instructing users what to do as soon as they see it.

## **2. Reward action-takers**

When your mobile audience follows your call to action, engage them further by giving them the opportunity to get something as a freebie, whether that be entry into a competition, a type of coupon or something similar. This is also a great way to get them to spread the word about the benefits of subscribing.

## **3. Limit your offers**

Keep your mobile campaigns to a minimum. Sending your messages once a week is bordering on too often, so instead try to limit them to just a few times each month. If your offers are quality, this will build you the best form of loyalty from mobile users who will appreciate you not bombarding them with constant campaigns.

## **4. Word of mouth**

Encourage your mobile audience to tell your friends about your campaigns. As obvious as it sounds, giving them that little suggestive 'push' is often the trigger to get them to take action that otherwise might not have occurred to them at the time. A recommendation from one friend to another to try something can have a multitude of benefits for your mobile business.

## **5. Audience segmenting**

Tracking your campaign clicks and using specific campaign opt-in attributes will allow you to understand the personal preferences of your customers. When you know these metrics, you can send campaign-specific messages to segmented parties based on their interest and purchase activity. Demonstrated personalized messaging will evoke a greater response rate for your promotions.

## **6. Message Timing**

Sending messages that indicate an opportunity is expiring soon are traditionally more successful than open-ended informative texts. People don't like to think that they might miss out on something that interests them. This has the added benefit that if they take up your offer, you can then message them about a related offer. You should experiment with the days and times of your messages to see which garner the most consistent results.

## **7. To the point**

Your messages will have more impact if they are short and state their purpose immediately. Mobile phones also generally have a 160 character text limit, so you need to make the most of that limited space. Having segmented lists will help with this.

## *Advantages of using mobile marketing*

The major advantage of mobile marketing is that it doesn't look like going away any time soon. The world is geared for mobile devices now, and people are moving with the times and expect the convenience that mobile communication can bring. There are however more specific advantages of taking your online business mobile. These include the following;

- Instant results. You can be confident in knowing that mobile users almost always have their devices with them, especially their phones. Your messages will be seen very quickly.
- Requires only simple content. Smaller screens don't require the intense graphics and extensive copywriting of regular online marketing.
- Huge audience base. The world has gone mobile, with your prospect base reaching numbers that far surpass that which could be reached with traditional web traffic.
- Response tracking. You have almost instant tracking capabilities which allows for fast analysis of consumer behavior from which to build future campaigns.
- Viral possibilities. Mobile users love to share & on-forward great bargains and topical information. Can anyone say 'added free exposure' 😊
- Easy mobile payments. Secure mobile web systems allow purchases to be made without the need for physical currency. It's an obvious point but a good one!

- Stand out offer. You may have a stand-out offer, although your ad will stand out in another sense because it won't be competing with the regular spam and junk mail associated with other online marketing.

## ***4 common mistakes that will kill your campaign***

Mobile marketing can become a very profitable marketing medium, however some marketers get it all wrong with some simple mistakes that can cost them their campaigns.

### **1. Spamming**

This is an obvious mistake. Spam users your messages and you are likely to lose more than just your campaign!

### **2. Mobile unfriendly content**

This is another obvious error, yet one that is a regular problem for mobile users. If your content does not translate to mobile readiness on *all* platforms and devices, then you quickly need to re-visit your optimization strategies.

### **3. Lack of user engagement**

Mobile users are busy people, even if only for socializing. If you fail to engage interaction by making it worth their while to stop what they are doing and view what you send them, then you won't have them as prospects or customers for very long.

### **4. Failing to promote**

Many marketers who jump into mobile do so because they can see big dollars in front of their eyes. They mistakenly put all of their eggs in the one basket, and think that because they have sent out an ad or relevant message, that the masses will automatically come calling. Well, they might, but not if they put your details aside while they are 'mobile' and then later forget. This applies to all of your mobile strategies; don't forget to promote.

### *Drawbacks of using mobile marketing*

Whilst it's true that mobile marketing has secured its future as the way to reach a large amount of potential and current customers, it also has some drawbacks that you would ignore at your peril. These include the following;

- Mobile marketing is permission marketing. It's a shame that this has to be listed as a drawback, because it should be common sense that you can only send promotions to those who have opted to receive them. There is a tendency for privacy rights to be breached with this form of advertising.
- It can be expensive. Text campaigns require opt-in capabilities to be created and often-times means having to re-work your website. You will need to create a database for your campaigns. If you create an app, you will have creation and marketing costs. It's important that you are aware of these costs upfront.
- It can be non-engaging. Subscribers opt-in because they want something immediately, but very often opt out after they receive it.

- Navigation perils. If prospects need to continually zoom and scroll to find your ad or location of your specific offer, many simply won't bother, meaning fewer sales for you.
- Diversity of technology. You may find yourself having to create several campaigns for the one offer to try to please the format of different mobile instruments.

### ***Managing mobile marketing campaigns- the BIG picture***

If you're someone who opposes change in your marketing endeavors, then there's no easy way to say this; you're going to have to move past that or face the risk of being left in the dust by those competing against you. When you consider that estimates put mobile phone usage at one billion for smart phones alone, then it shouldn't take too much persuasion to convince you that mobile marketing is not only here to stay; it's here to dominate, as other mobile capabilities expand into the same advertising space as cell phones.

Mobile marketing *will* require you to overcome a learning curve, but embracing this innovation will only provide far reaching opportunities for exploding your business in what is fast becoming a whole new era of advertising for online marketers.

# SOLO ADS

## *Introduction*

Solo ads are not to be missed and should definitely form a part of your paid advertising arsenal. In fact, many product owners and affiliates alike have carved full-time online careers from the large and targeted subscriber bases they have built from solo ads alone. And solo ads don't discriminate – if you think only hardened internet marketers have made a success from this form of advertising, we encourage you to have a read around some of the more popular IM forums; newbies are making a killing from this as well!

## *Why solo ads work*

Solo ads are a great way to 'light a fire' under anything that you are promoting, and they allow you to find out results very quickly. A solo ad going out to a targeted audience can result in a greater increase in subscriber sign-ups faster than several other traffic techniques put together. And in case you're wondering just how this traffic titan works, here's how it happens;

A solo ad is when you pay list owners in your niche to send an advert about your free product, with a link to your squeeze page, in an email to the people on their list.

The email to the marketer's list will ONLY contain the ad promoting your gift.

***This is the power behind the solo ad*** – advertising to a list of ‘warm’ prospects who are already interested in what you have to offer. This list of people WANT information about your niche!

## ***How solo ads work***

When you rent an email space from a solo ad provider, you are paying for a certain number of ‘clicks’, which is the number of people from the list that will be sent to your squeeze page offer. Most providers will offer different packages of clicks for purchase, and will guarantee that your offer will receive those clicks within a specified time period, generally a few days at latest.

You can expect to pay around 30 to 50 cents per unique click, and reasonably expect to convert *at least* 25 per cent of people who will opt-in to *your* list from the number of clicks received to your offer. A good ROI is a 40 per cent visitor sign up. This is not unusual given that most good providers will send you additional clicks in an effort to over-deliver and gain repeat sales from you.

## ***Solo ads set-up***

Buying solo ads is simply a step by step process that works efficiently when you have all of the pieces in place. The following steps describe exactly what you need to do to prepare to place a solo ad.

### **1. Sales Funnel**

If you don’t already have an offer in place, then you will need to create a squeeze page for the free offer that will capture new subscriber details. Your squeeze page

ad needs to be captivating enough so that it entices people reading it to want to opt in to receive your free report. The length and copy of your ad is something that you will need to test for optimal conversions. Generally speaking, if you want a lot of people opting in, then keep your ad short. If you are after a more discerning subscriber, consider trying a long-form pitch. In any case, your ad should have an attention-grabbing headline, persuasive body copy, tracking link and strong call to subscribe.

For an example of a highly converting solo ad, follow the link below to get some ideas for your own ad.

[Successful solo ad example](#)

Whilst the primary purpose for buying solo ads is to build your list, at some point you want to be making sales from your new subscribers to initially recover your costs. You can do this by applying a sales funnel behind your solo ad, offering them an OTO and down-sell offer along the chain once they have subscribed. If they don't opt in, you can send them to another offer page and try again. Once they have subscribed, you can begin sending them emails, however it is best to provide them with quality information before bombarding them with sales pitches. Ignoring this advice is the best way to get them to quickly unsubscribe.

## **2. Set up tracking**

Tracking allows you to determine just where the visitors to your solo ad are from, how many clicks your ad is receiving, and at what stage people opt in or leave your funnel. Tracking tools are also essential for split-testing to identify which of your ads are converting at the highest rate.

There are several tracking tools on the market, with three of the favorites listed below.

<https://support.google.com/analytics>

<http://www.adtrackzgold.com/>

<http://qualityclickcontrol.com/>

Without tracking your visitor stats, you are as good as throwing away money on what simply becomes a traffic guessing game.

### **3. Find a solo ad provider**

All the solo ad providers you could ever want can be found in the internet marketing niche. We have provided some of the more popular resources for solo ads below, but you need to do your due diligence on them before committing your money.

- <http://www.warriorforum.com>
- <https://www.solochecker.com>
- <http://www.udimi.com>
- <http://www.soloaddirectory.com/>
- <http://www.innercirclesoads.com/>
- <http://www.premiumsolos.com/>

For marketers targeting solo ads in niches outside of internet marketing, you can do a search as follows and make contact with the sources that result;

- Your niche newsletter
- Your niche newsletter advertise
- Your niche +"advertise with us"

Additionally, the following resources also provide solo ads in various niches;

- <http://directoryofezines>
- <http://arcamax.com>
- <http://www.dedicatedemails.com/>

Be wary of advertisers offering to 'blast' your solo ad to xx,xxx number of people, and remember the old adage, 'you get what you pay for'.

#### **4. Ask questions and set ad date**

To get a better understanding of how your potential solo providers run their ads business, you really need to ask them some questions that will help to reveal information about them, their lists, and the consideration that will be given to your ad.

Following is a list of the things you need to find out from them before you reserve your ad slot;

- How often they send ads to the list you are targeting
- The types of offers that have been the best converting

- Average open rate of the list
- How many people are on the list and how they were obtained
- Who it is that provides the ad copy and headline
- When clicks will be delivered
- If use of any rotators

When you are satisfied with the answers received, you then lock in a date for your ad to be sent to the list.

#### **5. Send ad, heading and tracking code**

At this point you have everything ready to go. All you need to do now is forward it to the solo provider. Note that in some cases, the list owner will want to write the ad copy and headline to fit the feel of the list. At other times, it may just be certain parts of your submission that get amended. In any case, be sure to insist on reviewing the final copy before it gets sent. You also need to be happy with what is being distributed in your name.

Once everything has been agreed upon and finalized, you will make payment for the ad, which will then be emailed to the list as per the rented time slot.

### ***7 secrets to a winning solo ad campaign***

Solo ads provide the best sources of traffic that there is to an offer –‘guaranteed’. This makes it one of the most valuable paid traffic sources available for building a subscriber list and making sales.

Most people when they run a solo ad however just put some swipe copy together and then wait for the floodgate of promised clicks to open. While this could happen with this type of targeted traffic, there are some things you can do to increase the likelihood of every one of your ads being a winner;

### **1. Start with a test**

Purchase a smaller number of clicks and test every part of the process. This is particularly recommended when working with a new provider. That way, if the list is not converting to subscribers, you have only lost a small amount of money at worst and can determine where the problem is before running your ad at a higher cost level.

### **2. Know the opt-in preferences of your niche**

This is again something that you should be testing (are you seeing a pattern here?) to determine the success rate of converting single versus double opt-in subscriber preferences. You should be aware of the marketing ‘savviness’ of your niche and whether they are more likely to convert with one or the other.

### **3. Place ad link early in the copy**

The link through to your offer should be clearly visible within the first 10 lines of your email ad. Many people simply won't bother reading the entire email, or will skim it quickly after the first few lines and miss it altogether. Make your links obvious early in the ad to increase the chances of receiving a higher click-through rate.

#### 4. No hard selling

You can engage the reader and create 'buzz' by building up the benefits of what they will experience by clicking through to the ad. Your visitors are far more likely to click the link if they believe it is their decision to do so, rather than if they feel they are being pushed into it.

#### 5. Use 'power' words

Make use of the psychological boost that people feel when they believe that they are about to get access to 'breakthrough', 'secret' or 'hidden' information.

#### 6. Attention-grabbing headline

Your ad headline must engage the reader immediately. You should ensure that it is friendly, relevant and explains succinctly what the email will reveal to them, without making it obvious that you are directly selling a subscription request.

#### 7. Personal ad copy

Lose any rigid or salesman routine that you might use in formal setting, and just be personal in your solo ads. Readers will instantly like you more if your tone is on a personal level.

### *Advantages of using solo ads*

We have already revealed the largest benefits of using solo ads; targeted traffic at a fixed cost. As good as these reasons are, they are several parts of a much larger conglomeration of reasons for using solo ads in your campaigns.

- Large number of solo ad providers means you can target exposure to many different lists in your niche
- Email is sent from a known list owner, so there is a greater chance of list members opening it
- The landing page is not subject to the same rules that might be imposed by advertising networks. It is at the discretion of the list owner whether to run the ad or not
- A viable, fast and easy traffic method for any level marketer to explore
- You are communicating directly with a real person, so greater chance of arranging special deals
- Easy to track and split test results.

### ***4 common mistakes that will kill your campaign***

You have gone to the trouble of crafting your perfect solo ad campaign, only to make some critical errors that will cost you time, money, and subscribers. The following will give you insight into some solo ad blunders that can cost you big time;

#### **1. The link to your ad is not clickable**

Most people will not bother copying and pasting the link into a browser. You should always check that you have your autoresponder set to allow links to be clickable. You should also ensure that you have not forgotten to hyperlink it. This

mistake alone will not only cost you subscribers, it risks aggravating the solo ad provider's customer base.

## **2. Ridiculous headlines**

Your email ad will not even get opened if the heading is annoying or degrading. The days of 'the death of' should be gone, along with headings that ask if the reader is feeling scared, wants to be a millionaire in 12 months, will find it impossible to fail, wants fries, or if something is so easy that a 2 year old could make money with it.

## **3. Advertising to an unrelated niche**

As silly as this sounds, it does happen. If you cannot be motivated to confirm the niche interest of the list before you advertise to them, then you should expect zero interest from anyone subscribing to your list.

## **4. Trying to sell**

The purpose of the email is to get people to click on your link, so your focus should be on gaining subscribers. Your need for readers of your ad copy to buy something from you is of no significance to them and will do little to entice them to even consider your free offer.

## ***Drawbacks of using solo ads***

As near-perfect a system as solo ads appear to be for skyrocketing mailing lists, they do have their own set of obstacles that need to be addressed. These include the following;

- No guarantee of opt-ins or sales. This is not the same as clicks which are secured. It is your responsibility as the advertiser to actually 'get' the sign-ons. This means also that you can't claim a refund if your ad fails to convert.
- The quality of a list can change. A testimonial about a great solo ad experience 6 months ago may not yield a similar experience for the next person in the current environment in which the ad is sent.
- There are too many provider choices. This sounds like a strange problem to have, but with so many solo ad vendors now, and each of them trying to create a permanent business from running ads, it is becoming more difficult to know which list-owner to select.
- As with every industry, there are unscrupulous providers who will send traffic from rubbish sources. Always try to purchase ads from recognized providers.

### ***Managing solo ad campaigns- the BIG picture***

The purpose of solo ads is very straight-forward...to build a large list of your own subscribers within your niche. Many newbie marketers in particular make the mistake of trying to sell their new list immediately without having first built up a rapport with them by providing them with quality free information. You should only consider making sales from them *after* they have come to know, like and trust you.

For each solo ad campaign, ensure that you take the time to review your tracking stats and conversions from your ad copy to your sign-ups. You can also track your figures from sign-ups to sales, though you should take into account that sales may come from your follow-up emails rather than immediately following the free offer download.

Also use your tracking software to split test conversions between ads. By following these basic but necessary marketing initiatives, you can expect your paid solo advertising to generate a rapid rise in your rate of sign-ons and sales.

# PRESS RELEASES

## *Introduction*

If you are familiar with press releases as a way to get traffic to your sites, then you will be aware how huge they were in the marketing industry just a few years back. If you have since jumped on the 'they don't work anymore' bandwagon, then you are doing yourself a great disservice and missing out on the gold rush of targeted attention that this traffic source can generate. And the irony is, press releases have the capacity to bring in more traffic now than they ever did!

## *Why press releases work*

A press release is a non-spammy announcement about a business or other specific event that has value as news. It gets distributed by an online PR service that has an extensive syndication network for spreading your news; getting it published across *hundreds of sites* is not unrealistic. This kind of *brand awareness* uncovers your site to look *authoritative* across a range of consumers, competitors and even potential investors. **This is the value of a high-impact press release**

## *How press releases work*

There is no limit to the topic of press releases. The idea is to write your short newsworthy and factual article about your site or product. The angle of your approach should be unique and interesting. You can then release your PR via

online distribution or by sending it directly to bloggers and editors. It *must* reveal a benefit to readers. If it sounds promotional, editors won't publish it. By going the paid online distribution route, the service will then send it to their list of dozens of industry news sites, as well as Yahoo and Google news, RSS feeds and niche blogs. From here, your PR will be seen by anywhere up to thousands of readers who can click through to your site and become prospects and long-term customers.

## ***Press release set-up***

Creating your press release is a step by step process that works flawlessly when followed. Each step is a constant, meaning that you can easily set up a template that can be used for each new product or site campaign. Just change your angle or 'hook' and you're ready to go!

### **1. Compelling headline – the heart of your announcement**

Your headline will determine the success of your press release. Keep it well under 100 words and set the tone for the message by writing it from a journalistic perspective to make it sound 'newsy'. Use it to tell the world what your PR is about. Format it in 'title' case so that the first letter in each word is capitalized. Included here are some [winning headline samples](#).

### **2. Selling Summary – reveal your revolutionizing feature**

Identify the unique feature of your product or site between 1 to 5 lines, preferably in less than 250 words. Your style should be sentence case, meaning

that only first letter in your sentences should be capital, other than acronyms or names.

### 3. Body copy – write it as you want it

In most cases, journalists will use your own copy for their news write-up about you, so write what you would like to see published. Your body should have three components;

- Date – include the city from which the PR originates. The distribution service will automatically date stamp it.
- Introduction – the first paragraph which addresses the *'who, what, when, where, and why'* (and *'how'* if applicable).
- Detail – the main component that includes explanation, background, figures, and relevant *'details'* of the reason for the press release.

Keep your body to around 500 words in length, preferably across one page, with concise sentences, at least 2 paragraphs, and written in third person. Here are some samples of [popular PR body formats](#).

### 4. About you

This is your *'boilerplate'* section for revealing factual details about you and your product or site that a journalist can use to inform readers. Following is an example of an [informative boilerplate](#).

## 5. Your media contact

Should you be requested for an interview or to provide additional information about the content of your press release, this is where you include all relevant contact details.

## 6. Hashtag finale

Place 3 hash symbols squarely below the last line of the release to indicate that it is the end of the item.

## 7. Distribute the press release

Following is a list of the most popular paid PR services;

<http://www.prweb.com/>

<http://www.prnewswire.com/>

<http://www.businesswire.com/portal/site/home/>

Creating your own press release will most likely take you some time on your first attempt. We recommend that you examine several before getting started as a guide to creating your own template. Alternatively, there are software options that will do the work for you, as per the following service;

<http://createyourownpressrelease.com/>

## *7 secrets to a winning press release campaign*

Whilst the format of press releases is fairly standard (at least they should be if you want yours to get 'picked up'), there are some definite strategies that you can employ to increase the success rate of your campaigns;

### 1. Use paid distribution services

Despite the focus of this chapter being on ‘paid’ press releases, we want to impress upon you that using paid PR services will serve you far better than their free counterparts. Paid services are known for having relationships with reputable sites that will publish news item, they are less time-consuming to submit to, and they are generally better ranked for SEO purposes.

## **2. Select the best paid distribution services**

Select sites with high page rank for authority and reputation and that allow you to optimize your article for the search engines. They should also allow links in your PR to be ‘followed’, and should write for your target audience group.

## **3. Make your headline ‘pop’**

Make your headline captivating so that it is difficult to ignore. Busy journalists will give preference to stand-out, attention-grabbing headlines that are punchy yet informative within the one line sentence.

## **4. For ‘immediate release’**

Include this wording in all of your press releases to enforce to news outlets that your piece is ready to be run right now.

## **5. Include numbers and figures**

Your PR will be even more appealing if you can show that it is following an important and current event, or demonstrates how your product or service is needed based on accurate data or a growing trend.

## 6. Make it newsworthy

Put away your selling cap for the purposes of writing your piece. If your press release sounds like an ad, you can forget about receiving much, if any, exposure.

## 7. Include a quote

The inclusion of a quote from someone associated with your product or site adds relevance and the look of authority to your release. To step it up a notch further, include a quote from an excited customer about the release of your announcement. Public opinion most certainly adds value to a newsworthy event.

## *Advantages of using press releases*

We mentioned previously that paid press releases can bring you traffic more now than previously when they were in their 'heyday'. Here's how;

- Social Media – each press release that gets distributed by services like PRWeb have social sharing tools on each issued release. This means that your news item can be shared on Facebook, Google+, Twitter, LinkedIn... and even by email! Anyone who follows you can view your share and click on your news link. Can anyone say viral?!
- Images – you are able to upload an image and video with your press release that will be included in the article. These are *known* to be more attention-grabbing than plain text.

- Traffic reports – the data that you will receive from your published item shows where and how many views and clicks were gained, allowing you to track and adjust your campaigns accordingly.
- Cost – they are inexpensive compared to the trial and error approach of some other traffic methods, and you can also shop around for private special deals.

## ***4 common mistakes that will kill your campaign***

It can take some time to craft the winning press release, so you don't want your efforts to go to waste with these common mistakes that can occur;

### **1. Content is not newsworthy**

Your news piece is essentially an article, however you don't want to be writing it like an 'interesting' article that you would view on an article directory.

Remember that journalists will not give your PR a second glance if you don't make it beneficial and newsworthy. Press releases take time to put together, so make it count.

### **2. Lacking focus**

The more prompt your message, the more attention you will receive. If you try to focus on 'all things to all people' in your piece, it will never make it past the first post.

### 3. Too much content

If you want to write a War and Peace, then you will be better off writing a novel. Press releases have a specific format for a reason; because they work. Your information should cover just what it needs to within a specified template. Stay the course and follow the process with your writing.

### 4. Losing the lead

If you don't drive home your main point in the heading, subheading and first paragraph, then you have lost the lead as well as your attentive angle.

## *Drawbacks of using press releases*

If you rely on press releases as your only means of driving traffic, then you are going to face some realistic obstacles. These include;

- No guarantee that journalists will run with your piece. Your news item may simply be reposted on other sites without the authority of the news 'voice' behind them.
- Not all topics are created equal. Press releases have been around a long time, so if you present journalists with just the 'same ol'' as everyone else, then your piece will be discarded right along with their same ol' .
- Not everyone likes to read the news. Quite simply, some consumers feel that news 'articles' take too long to read, are too dry and require too much concentration. This means that you need to find more personable ways to communicate as well.

- Temporary SEO. Press releases *may* temporarily assist your SEO, but it is generally a short-lived endeavor, much to the dismay of many. By their nature, PR's are finite, so any link love is unlikely in itself to benefit your site's movement in the SERP's.

## ***Managing press release campaigns- the BIG picture***

The press releases of today are not like those that flooded the web back in 2001. Now, they can and should form a part of the arsenal that you are already employing to engage user attention to your sites. We're not talking about the free versions that choke up your time and drain your life force. We refer specifically to paid press releases that can give your site the biggest bang for its buck by spreading its 'newsworthy' status virally across the network. While no one is saying to rely on press releases as a prime endeavor, you should be using them as a paid initiative for that extra spike of traffic that can only come from being a recognized source of authority.

## CONCLUSION

Paying for traffic is an investment in your online business, and one that has the capacity to pay for itself and beyond very quickly. Many marketers stumble when it comes to paid traffic because they find it to be intimidating, having to learn the rules and paying from their own pocket before seeing any return for their efforts. This is a mindset that generally changes when the leads and profits start accumulating early in the campaign.

There are definite strategies that you should undertake when competing for traffic which increase your chances of a successful return. You need to understand the conditions of the method. This is to ensure a greater likelihood of your ads being accepted, viewed and acted upon. Where applicable, you need to allow the ad to run its course in order to determine its effectiveness, and you need to commit to one or two techniques at a time to be fully focused on testing your results without dipping into unfamiliar methods that cost you money rather than return it.

No traffic method is perfect, and it is a personal choice to engage with paid traffic. However, if your preference is for a fast ROI over a minimal time period, paying for traffic will achieve this at a rate at which free methods just can't compete. Having a nice looking site is one thing; having increasing numbers of targeted, buying and repeat visitors takes you to a whole new business level altogether.