

Video #11

Step 6: Advertising

Something extremely important for you to have success promoting any offer is the quality of the traffic you send to that offer.

You could be promoting the greatest product ever, but if you send a million horrible quality visitors to your offer you will be wasting all of your money, time and effort. Do not let other people deceive you.

1. Pay per Click: Pay per click is a form of Internet advertising that directs traffic to a website, and the advertiser then pays the website owner when someone clicks onto the add. So, instead of bidding on keywords relevant to their target audience, the PPC displays, which are usually some sort of banner ad, are placed into either search engine results or some sort of website that has content that is related to the item for sale in the ad.

2. Pay per Call: Pay-per-call is a type of performance based advertising somewhat similar to Pay per Click. The difference is that instead of there being a fee for each click, the business must pay their service provider a fee for each call when the customer calls the connected phone number.

3. Email Newsletter: Email newsletters are updates that a business sends out to customers who have signed up to receive various notices from that business. They are sent out on a regular basis and could include tips, facts, savings, and special offers. Some include HTML hyperlinks that go to the business website for more information. The content is written by a copywriter and the newsletter is designed by a graphic designer.

4. Solo Ads: Solo Ads are an email centered advertising method that works through a system two marketers have agreed upon that is used to reach the program subscribers. The Internet marketer sends out emails to the subscribers on the behalf of the other marketer in order to show their offers or ads. It usually has between 8 and 10 lines of text.

5. Podcasting: Podcasting is a method of sending out audio files via RSS. It is done just like any other RSS feed except that the feed subscribed to is an audio one instead of a text feed. The resulting podcast can be listed on a website by a clickable link.

6. Traffic Agencies: Traffic agencies are services that create, plan and manage advertising and other promotions for their patrons. They can also handle marketing and branding plans for their clients.

7. SEO/Organic: search engine optimization or SEO is the process of affecting the visibility of a website or a webpage in a search engine's "natural" or un-paid ("organic") search results. In general, the earlier (or higher ranked on the search results page), and more frequently a site appears in the search results list, the more visitors it will receive from the search engine's users.

SEO may target different kinds of search, including image search, local search, video search, academic search, news search and industry-specific vertical search engines.

8. Banner Media: Bash banners that employ images, text, sound and video. Sometimes they are also interactive between the customer and the advertiser, i.e. asking the customer to play a game, go to certain pages, etc. It uses technology like flash, java, JavaScript and DHTML.

9. Social Media: Social media is a type of interaction between people where they generate, share or exchange data, pictures, etc. via sites such as Facebook, Twitter, Pinterest, Google Plus, etc.

10. Mobile: Mobile marketing is a type of marketing where the advertiser sends out the ads to a person's mobile device, i.e. a smart phone or other Internet capable device. Mobile marketing provides patrons with all kinds of information on the advertiser's goods, services, coupons, etc. It has become a very popular advertising media since many people own mobile phones.

11. Content Syndication: Content syndication is a type of syndication where the content is available for other users and websites to access. This may be done via web feeds, forums, etc. It is also a kind of licensing for website content to allow other websites to use the same material.

12. Video: Video is a type of advertising where short video content is compiled to send out either on the web or to mobile devices. The nature of these advertisements comes in several different forms and can be used for information, entertainment, how to, or sales opportunities.

13. Offline Media: Offline media is the traditional forms of advertising such as newspapers, flyers, or any type of advertising that is not going out over the Internet or over any sort of broadcast media like TV or radio.

14. Traffic Exchanges: A traffic exchange is a website that provides website owners with some type of service in exchange for them getting traffic. The website gets transmissions from website owners when they join traffic exchange networks. Then, the one who submitted the website must browse other member's sites listed on the network to get credits, and those credits allow their websites to get seen by other network members. This in turn helps all of the signed up sites get more traffic, and thus possibly more profits.

15. RSS Directories: RSS directories are comparable to website directories, however, they have lists of RSS feeds instead of lists of various websites. An RSS feed contains full text or a summary, as well as metadata such as a publishing date and the name of the writer. Subscribing to one makes it so the user is informed of any updates to the list of articles.

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