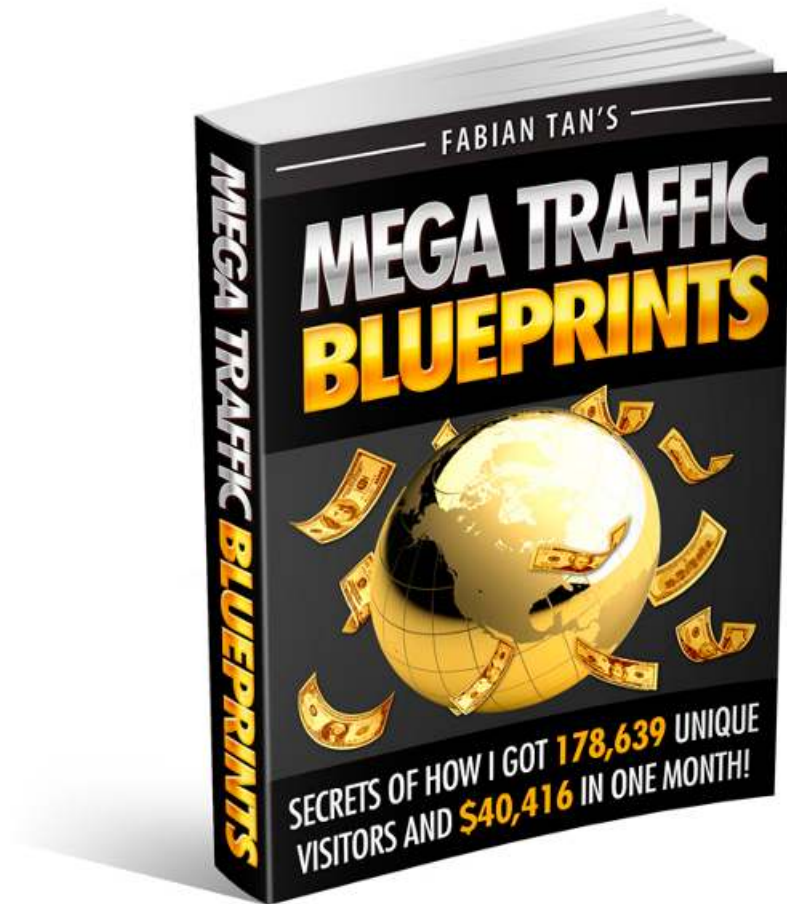


Mega Traffic Blueprints



By: Fabian Tan

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Contents

Blueprint #1: Uncover The Secrets Of Getting Mass Exposure And Traffic With Facebook Advertising!.....	3
Blueprint #2: Unlock The Twitter Traffic Tactics For Getting 100's Of Visitors Per Day!.....	12
Blueprint #3: The Inside Secrets Of Using Pay-Per-Click Advertising To Pound Your Websites With Targeted Traffic!	17
Blueprint #4: How To Get Mass Traffic For As Little As \$0.02 Per View From Pay-Per-View Advertising!.....	27
Blueprint #5: Discover The Revolutionary Mobile Marketing System For Maximizing Traffic And Profits!.....	33
Conclusion.....	50

Blueprint #1: Uncover The Secrets Of Getting Mass Exposure And Traffic With Facebook Advertising!

As you may know, Facebook has their own built-in advertising program that allows you to place ads directly on Facebook. The ads can be targeted to very specific demographics, allowing you to capture exactly the kind of traffic you're looking for.

You can target by age, gender, location, and even by interests so that your advertisements are triggered to appear, only when specific demographics match your ads! There are tons of options that make it very simple to get traffic that is perfectly targeted to your offer.

For example, if your product is tailored towards prospects who are interested are between the ages of 18-24, and are interested in online gaming, you could create advertisements that only appear whenever a prospect has the correct profile fields that match your ad requirements.

Up until now, creating tailor-made pay per click ads has been very difficult, because you had to rely on only your ad copy and keywords entered into search engines to match up your offer with potential customers. If your ad copy was mis-directed, or keywords weren't extremely targeted (and narrow), you could end up spending a fortune on click-throughs that never resulted in a lead or sale.

With Facebook, everything changes. You can create LASER targeted ads that only appear whenever specific demographics match up, putting you in an incredible position of being able to create high converting offers that speak directly to your customer base.

In order to create the most compelling, responsive and profitable advertisements, you need to utilize Facebook's option to heavily target and tailor your advertisements based on your target market, and to create high quality landing pages that convert.

Every Facebook ad has several important components including:

Ad Copy

The actual ad itself, which can include 4-5 lines of text, a headline, image and direct link.

Landing Pages

You need to direct visitors to a targeted landing page so that you can capture leads and follow up to convert the lead into a sale. While you could direct prospects straight through to your "money page", if that page fails to convert, you won't have any way of contacting that lead. To avoid wasted clicks, set up targeted landing pages that offer incentives, capture the lead and work towards establishing a relationship with each prospect.

You will want to conduct market research so that you can accurately define your target market and develop advertisements that target specific segments of your market. It's very important to know WHO your market really is, what they are looking for so that you can connect your ads to the right landing page.

Keep in mind that you can have multiple landing pages for every Facebook ad. This gives you the opportunity to split test various layouts and copy so that you can determine what page converts best.

Your main ad can be created to look like a regular text-based ad, or you could create graphic-based ads, that look like tower banner ads, such as the one in the image below:



Circuit City uses a combination of text based advertisements, with flash animations to capture attention and stand out within the Facebook community, as shown below:



Just as you split test different landing pages, you will want to split test various ad types, colors, copy and layout as well.

Landing pages that are clean and direct are proven to convert higher than complicated or complex landing pages that offer various navigation options.

For example, in an ad campaign for “Live Jewelry Auctions”, the ad led potential prospects to the following landing page, where they were given only one option: To fill in a short form in order to register for a free account where they could bid on discount jewelry.

LIVE JEWELRY AUCTIONS

- REGISTER BELOW FOR FREE
- BID ON THOUSANDS OF JEWELRY, GIFT AND BRAND NAME AUCTIONS
- WIN AUCTIONS FOR AS LITTLE AS \$1. ALL AUCTIONS START AT \$1

Quick Registration

Username

E-mail Address

Password

Confirm Password

Enter the code to the right 11210

[Click Here to Register](#)

Your information will NOT be shared with an outside party.
[Privacy Policy](#)

[Take me to the Home Page](#)

Depending on your niche market, it's likely that responses will vary based on the different landing pages that your prospects are accustomed to seeing within the industry. Just keep in mind that every click should convert into a 'viable action', so that you aren't just paying for hits to your website, but in real, viable actions that will help you further your business exposure, such as requiring visitors to subscribe to a newsletter, complete a CPA based offer, or create free accounts. You want your landing page to be clear, direct and easy to follow, and to avoid looking like an advertisement, but rather an information based page.

Along with split-testing different layouts, images and ad copy, you also want to test out different color schemes and always include a call to action in your advertisement so that viewers are given specific instructions on what to do next.

Examples: “Click Here Now”, “Sign Up Now”, “Claim Free Product”, etc.

And just so you understand exactly where your Facebook ads can appear, check out the image below and pay close attention to the 4 ads that show up under the “Sponsored” box.

Did you mean: **nick marketis, nives marketin**

Niche Marketing Resource – Grip Success!
Page
75 people like this. Like

Niche' Advertising Marketing
Page
103 people like this. Like

Niche Marketing
Page
2 people like this. Like

Niche Marketing
2421 Altaridge Cir, Vestavia, AL, 35243-4527
0 checkins. Like

Niche Marketing
4420 Serra Pl, Lincoln, NE, 68516-5508
0 checkins. Like

Niche Marketing
2100 Southbridge Pkwy, Birmingham, AL, 35209-1302
0 checkins. Like

Niche Marketing
3190 Airport Loop Dr, Costa Mesa, CA, 92626-3408
0 checkins. Like

Niche Marketing
45 Horsehill Rd Ste 106A, Cedar Knolls, NJ, 07927-2009
0 checkins. Like

Niche Marketing Naked
Page
17 people like this. Like

Niche creative marketing
Page
47 people like this. Like

[See More Results](#)

People You May Know [See All](#)

Ben Hulme
147 mutual friends
[Add as friend](#)

Leane Potgieter
168 mutual friends
[Add as friend](#)

Sponsored [Create an Ad](#)

Attn: Network Marketer
Discover The Secret To Adding 3 Reps A Day - Free Report.

Tough Mudder SoCal!
Probably the toughest event on the planet! Gnarly obstacles over an 7 mile course. Coming to SoCal May 28th & 29th. Sign up now!

Be Found. Get Leads.
manta.com
Free Listing
Be found & get leads at Manta.com. Company profiles on Manta are seen by more than 26 million monthly visitors. Get started. It's FREE!

Learn Internet Marketing
theaffiliatewaynetwork.com
Do not join any online opportunity until you get the proper training first? Learn how to dominate from top earners by clicking here.

These are ads that popped up after I entered “niche marketing” into Facebook's on-site search engine bar. You can trigger your ads to appear whenever prospects enter in specific keywords, or even URL's.

Another important aspect to setting up your Facebook advertising channels is to choose between paying on a 'per click' basis or per impression.

Per impression is often more affordable, and is a great way to start developing your ads until you gain more experience or have been able to split test your campaigns for maximum conversion and overall performance.

Facebook implores a quality control system to ensure that the advertisements that run throughout their community stay within their guidelines and do not offend or disrupt member activity or overall experience.

Use their quality control system to develop compelling advertisements that stand out in the marketplace, and capture the attention of potential buyers.

Also keep in mind that Facebook advertising is based on display, rather than search. This means that your ads will be automatically triggered to appear based on your

settings, rather than when a user conducts an on-site search.

Users can also choose to rate advertisements, helping to retain quality throughout the community.

Improve your Click Through Rate

Your advertisements click through rate plays an integral role in saving you money while boosting exposure and reaching out to your target market.

It's important to keep a pulse on your click through rate so that you can correct any problems with your advertisement, or make adjustments to improve your overall CTR.

If your advertisement's CTR drops too low, it could be automatically paused or removed by Facebook, so you really want to pay attention to how well it's converting.

Typically, your ads on Facebook should never fall below a 0.1% conversion rate.

One of the easiest ways of increasing your CTR is by creating a highly targeted advertisement.

You want your ad to appear only to those who are within your target demographic, while making sure that your advertisements text or any images used speak directly to your customer base.

Consider split testing various advertisements within the Facebook community to determine what works best, based on your industry or niche market.

You should also pay attention to the times of day that your ads appear. You can choose to either run your ads consistently throughout the day, or have them only appear at specific times (or even specific dates).

Keep in mind of the time zone that best applies to your target audience, so that your ads are running based on the most active time of day or night.

Stay Facebook Compliant

It's important to understand how Facebook advertising channels work, and what is permitted as well as what is not allowed within the marketplace.

Facebook is very flexible with the types of advertisements that are allowed to be displayed within their community, however they do not allow images or text that may be considered offensive.

In order to ensure that your ads comply with their current guidelines, you want to check in regularly for any major changes or revisions to their terms.

Here are a few things to keep in mind when creating landing pages:

1. Ads must send users to the same landing page when the ad is clicked.
2. Ads that contain a URL or domain in the body must link to that same URL or domain.
3. Landing pages cannot generate a pop-up (including "pop-overs" and "pop-unders") when a user enters or leaves the page.
4. Landing pages cannot use "fake" close behavior (ie. when a user clicks the 'close' icon on the page, the page should close down and no other behavior should result).
5. Landing pages cannot utilize "mouse trapping" whereby the advertiser does not allow users to use their browser "back button" and traps them on their site and/or present any other unexpected behavior (for example: navigation to another ad or page).
6. Ads cannot require viewers to click on the ad to submit Personally Identifiable Information (such as name, date of birth, phone numbers, social security number, physical addresses, or email addresses) on the landing page or in the ad, except to enable an ecommerce transaction and where the ad and landing page clearly indicate that a product is being sold.

Regarding the use of images in ad copy:

- Ads must directly relate to the content on the landing page.
- Ads must clearly represent the company, product, or brand that is being advertised. Products or services promoted in the ad must be directly available on the landing page.
- Ads must not include unsubstantiated claims, including but not limited to prices, discounts or product availability.
- Ads cannot insult, harass, or threaten a user.
- Ads must not contain audio that plays automatically, without a user's interaction. Any automated animation must cease after 15 seconds and must not replay.

So be sure to read over the terms BEFORE creating your landing pages so that you aren't wasting your time creating pages that are not compliant based on Facebooks advertising guidelines.

You can find the guidelines over at:

http://www.facebook.com/adsmarketing/#!/ad_guidelines.php

Setting Your Maximum Daily Bid

One of the most important aspects of setting up an effective Facebook advertisement is in the maximum daily bid that you are willing to pay. The higher your daily bid, the more exposure your ad will receive.

You want to start off with a lower bid if you are just getting used to advertising with Facebook, and increase your maximum daily bid as you fine-tune your advertisements for maximum results.

It's important to always keep a pulse on how well your advertisement is converting, so that you can improve click through rates and overall response.

When you create an advertisement with Facebook, they will suggest a maximum bid based on your advertisements focus and target market (based on your personal configuration and preferences).

You can start off by setting your maximum daily bid slightly lower than what's suggested and increase it as you improve your advertisements conversion rates so that you are getting the most bang for your buck!

CPC Versus Impression Based Ads

With Facebook, you can develop advertisements where you either pay for impressions or based on the number of clicks your ad receives.

If you are just getting started with Facebook advertising, I recommend choosing cost per click (CPC), so that you can accurately test your advertisements, while paying only for responses rather than just views.

You can always change your advertisement format to 'impression based' later on in the event you wish to test out alternative options.

Best of success with your Facebook marketing, and in building a profitable online business!

Blueprint #2: Unlock The Twitter Traffic Tactics For Getting 100's Of Visitors Per Day!

Are you looking to get Twitter traffic to generate exposure for your business? Well, now is just about the right time to start using Twitter to ramp up your online web traffic. Recently, Twitter has undergone a massive popularity revival again. You can ride on the site's popularity to get Twitter traffic to your business as well.

You may have heard about Charlie Sheen's exploits and his unpredictable posts on Twitter. Sheen started his account at the beginning of March 2011 and has already amassed 3.2 million followers in just one month (at the time of writing this report). He is also far ahead for having the most followers per tweet. This shows the power of Twitter as a real-time information gathering and sharing tool.

Lest we forget, Twitter is still one of the most visited sites on the Internet. It is currently the 9th most visited website on the Internet according to Alexa. Now let's look at some tips to tap into this traffic goldmine:

Tip #1: Get A Cool Background

To get visitors to be attracted to your Twitter page, you need a cool background. Obviously, this also ties in with having a relevant and easy-to-remember Twitter username and an interesting bio.

You can look for cool backgrounds just by searching for 'Twitter backgrounds' on Google. Many of the sites providing Twitter backgrounds can also design a customized background for you if you desire.

Tip #2: Post Tweets With Value

This almost goes without saying doesn't it? If you intend to use Twitter as a business and communications tool with your followers, prospects and the public, you need to post tweets that are valuable, and not just inane stuff.

Sure, if you are a celebrity, you can get away with posting what you had for breakfast and have your followers hanging on to your every word, but if you are not, you need a plan. Tweets of value can be links to interesting and relevant content, new product announcements, special offers and coupon codes for your products.

Tip #3: Proactively Generate Followers

Again, unless you are a celebrity, you won't get followers out of nothing so you have to do something to generate followers. The easiest way to do this is to start following the followers of mavens in your market. Mavens are authority figures in your market who have long, established followers. Once you follow the followers of these authority figures, many will start following back and you will grow a large base of followers. However, you should not follow more than a few hundred people per day, as Twitter looks down on people who follow too many other people aggressively in one day.

There are two ways to get lots of followers quickly and easily:

1. Going to a popular expert's Twitter page in your niche market and following their followers. Many will follow you back.
2. Use the Twitter Search function at <http://search.twitter.com> to search for keywords and find people who are talking about products, events and interests that are related to your business. Then follow them!



Once you reach 2,000 followers, it will be harder to add more followers. The next step you will have to take here is to start deleting those people you are following who are not following you back. Here is the best site currently to do this:

<http://dossy.org/twitter/karma/>

Enter your Twitter ID and password to sign in to the system and see who is not following you. Once you are inside you can choose to follow those who are not following back or even unfollow these people in one click.

Don't go overboard and start following thousands of people straight away though. That might be seen as 'follower spam'. Follow a few hundred people per day gradually to consistently grow your list of followers. Remember to enter a URL in your Twitter description that goes to your main site or 'money page'. Then watch the traffic to your site increase!

Tip #4: Tweet During Prime Times

One of the surest ways to get more exposure for your Tweets is to tweet during what I call prime times. These are periods where Twitter users are most active. If most of your followers and prospects are in the USA, these times are usually in the morning Eastern Time, and in the night time Eastern Time. So to get the best results, you will want to tweet during 8am to 11am EST, and 8pm to 12am EST. You can use the same times for the time zone you are targeting.

Tip #5: Get Your Tweets Re-Tweeted Like Crazy

The key to getting your Tweets to become viral is to get them re-tweeted like crazy. To do this, you need to be active in your account so people will pay attention to you and more importantly, you need to post tweets that are natural "link bait".

In the search engine optimization world where experts optimize their sites to gain top search engine rankings, link bait refers to any content that people feel the urge to link to, because the content is either very entertaining or helpful. The trick is to post tweets that have links to this type of content. You can also post tweets that do not have links but contain content that people will want to re-tweet to their followers.

The way to get viral traffic from Twitter is by asking your followers to re-tweet your content. The more people who re-tweet your posts, the more your profile link will be seen, and the more people will follow you. You can encourage people to re-tweet your posts by posting a simple phrase like '**Please ReTweet**' or '**Plz RT**' at the end of your posts that have content or links.

Tip #6: Make Connections With Other Twitter Users

Twitter is called a social network, so make connections with your followers. Respond to their tweets and ask for the opinions of your followers from time to time. Re-tweet good posts that you see and more people will start to pay attention to your own posts. It's simple, if you re-tweet other people's posts, they are more likely to re-tweet yours later on. It's the law of reciprocity.

Tip #7: Use Twitter For Syndicating Content

Twitter can also be used to encourage people to syndicate your content so that you can earn more 'brownie points' on sites like Digg. Once you have posted a link on Digg, you can ask your followers if they like it, and if they do, to hit the Digg button.

This will increase the popularity (and hence, placing) of your post on Digg.

Tip #8: Use Twitter To Build Your Own Email List

Twitter is one of the best tools around for generating leads for your business. It is not a sound idea to promote links to direct sales pages and attempt to make the sale there and then, unless your followers are already your customers (in which case, you can post coupon codes or links to your products and make sales). Therefore, you will

want to get your followers on to your own email list where you can follow-up with them on your content and offers.

Tip #9: Generate Backlinks With Twitter

It is also another well-known fact that Twitter is a good resource for building backlinks to increase your rankings in the search engines. If you are launching a new site, you can give it a slight link boost by posting a few links on Twitter on a weekly basis for the first few months.

Tip #10: Use Twitter For Market Research

Believe it or not, Twitter is also a great market research resource! Just one look at the Trending Topics of the day should get any opportunist's glands going. You can also do a simple search on <http://search.twitter.com> to see what people are talking about on almost any topic you can possibly think of.

Tip #11: Buy Sponsored Tweets

Sponsored tweets are the next big thing on Twitter. You already see that Twitter are allowing companies to purchased 'Promoted Tweets' on the site. These tweets appear at the top of their search results. They are currently testing and refining this model and in the future, more companies and marketers will be allowed to pay for advertising on Twitter.

For now though, sponsored tweets can work a treat. This involves buying a tweet from a popular personality in your market. The popular person with a lot of real followers will then send the tweet out.

One site to buy promotional tweets from is simply called Sponsored Tweets.

<http://www.sponsoredtweets.com>



You can re-direct traffic to an opt-in page to build your list that way. It's definitely one of the more measurable ways for using Twitter, where you can measure in hard dollars and cents how much each click and lead is worth to you.

Blueprint #2: The Inside Secrets Of Using Pay-Per-Click Advertising To Pound Your Websites With Targeted Traffic!

When it comes to creating powerful and effective PPC Campaigns, there are many different factors to consider.

From developing targeted landing pages, to constructing keyword-driven advertisements that truly communicate with your target market and motivate them to take action, you need to focus on every element of your PPC campaign in order to create the most responsive, targeted and effective ads possible.

Let's begin.

Locating Targeted Keywords

Keywords power your PPC advertisements. They are the "engine" that triggers your ads to appear based on user searches; therefore it's crucial that you choose your keywords carefully.

If Google does not view your ads as being relevant, your ads will not show up in searches and will not be seen by Google's users.

Your keywords, ad groups and landing pages should all make use of relevant keywords and build upon one another, helping to power your PPC advertisements.

It's vital that you include only RELEVANT, TARGETED keywords into your PPC campaigns. One of the biggest mistakes that new PPC marketers make is in 'mass assigning' keywords to their PPC campaigns.

They believe that if they simply throw in a ton of keywords, they'll gain a higher level of exposure. In truth, using irrelevant keywords will not help your campaigns at all, and in fact, will actually work against you!

So, the more focused your Google AdWords campaign is, the better. Concentrate on relevant, high converting keywords and your campaign will be more successful terms of how often it is appears, number of clicks, and the cost-effectiveness of your ads.

One great way of discovering the keywords that will produce the most traffic is by using <http://www.KeywordSpy.com>

Find which keywords your competitors are using!

Increase your Ad Campaign by finding profitable keywords.
Get access to over a billion keywords in our database.

1. Search

2. View

3. Import

4. Watch your revenue grow!

Your Market Share

proflowers.com
1800flowers.com
e-florist-inc.com
teleflora.com
fromyouflowers.com

flowers delivery

flowers delivery
hockessin flowers
hockery flowers
wickford flowers
buckhead flowers

flowers delivery

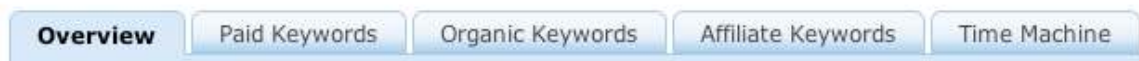
Proflowers.com
Get Fresh Flowers Delivered Right to Your Door.
Proflowers.com

Import keywords into your Ad campaign

What this tool does is help you determine what keywords your competitors are using. You simply enter in a domain name or a keyword and the search tool will locate competitors in your niche market.

Simply enter in keywords to locate PPC marketers competing for the same keywords, or enter in a specific website URL to find information relating to a certain competitor that you are interested in evaluating. (in other words, what they are doing and how they are doing it successfully).

Here is what the different tabs mean:



Paid Keywords

The sites that are listed under "Paid Keywords" represent current PPC marketers who are bidding on the keywords that you entered.

For example, when I enter in "Affiliate Marketing", the following results appear:

Overview Paid Keywords Organic Keywords Affiliate Keywords Time Machine

Select Market: United States

Competitive Intelligence Report: affiliate marketing

Pay-Per-Click Competitors

- [hydranetwork.com](#)

Paid Keywords		Organic Keywords	
Keywords found:	1,527	Keywords found:	107
# Competitors:	0	# Competitors:	0
- [google.com/adsense](#)

Paid Keywords		Organic Keywords	
Keywords found:	14,167	Keywords found:	0
# Competitors:	100	# Competitors:	100
- [ThePlanet.com/Affiliate-Program](#)

Paid Keywords		Organic Keywords	
Keywords found:	618	Keywords found:	0
# Competitors:	0	# Competitors:	0

Organic Keywords

These are websites that are targeting our keywords within search engine results by implementing on-page SEO (using keywords within title, meta tags, content, etc).

Affiliate Keywords

These are marketers who are targeting our keywords within affiliate marketplaces like ClickBank.com, ShareASale.com, MaxBounty.com, Amazon and even PayDotCom. Within this section, you will see three additional tabs, "Overview, Products and Affiliates".



Overview will provide you with information on the top products being promoted.

Products will show you different products that are being advertised, and Affiliates will show you a listing of top affiliate marketers.

Time Machine

This area displays a graph bar that features websites that utilize our keywords over the course of 9 months.

Below this information, there are two other options as well, "Summary" and "Competitors". The Competitors tab displays a listing of sites that are targeting the keywords specifically, while "Summary" displays a chart that will show you the top competitors for those keywords.

To take a deeper look at the keywords that a competitor is using, here is what you would do.

For our example, I am entering in "getting your ex back".

The following results appear:

Pay-Per-Click Competitors


1. magicofmakingup.com

	Paid Keywords	Organic Keywords
	Keywords found: 34	Keywords found: 0
	# Competitors: 0	# Competitors: 0

2. GetYourExBackFast.net/GetExBack

	Paid Keywords	Organic Keywords
	Keywords found: 46	Keywords found: 0
	# Competitors: 0	# Competitors: 0

3. GetExBack.KeyToMakingUp.com

	Paid Keywords	Organic Keywords
	Keywords found: 48	Keywords found: 0
	# Competitors: 0	# Competitors: 0

4. LoveReturned.com

	Paid Keywords	Organic Keywords
	Keywords found: 193	Keywords found: 5
	# Competitors: 86	# Competitors: 86

The first result is, "The Magic of Making Up". It seems as though they are focusing on 34 keywords. If I click on the number of keywords a page opens up that provides a wealth of information.

This information is incredibly useful!

Not only can we see all of the keywords this advertiser is bidding on but we can also see their current position for each of their campaigns, other competitors in the market and even the clicks per day (on average)!

Here is what each area means:

ROI: This is an estimation as to how profitable a specific keyword is. Obviously, the higher - the better.

Position: This represents how the marketer's websites rank within the PPC marketplace (their position).

Competitors: Other sites advertising for the same keyword.

Clicks / Day: The average number of clicks that each ad generates per day for

each keyword.

Price / Click: The average amount that each advertiser pays for each click made to their ads.

KeywordSpy is an incredibly useful tool if used properly, and can help you discover what keywords are being used and by who, as well as how profitable they are, how competitive they are, and ultimately, how lucrative.

All you need to do is spend some time analyzing the ads that they are using. What action words are they integrating into their ads? What titles are being used?

You can also look for "weak spots", ads that you know could be easily improved with better wording, phrasing or action words.

This is a great way to gain the lead on competitors who aren't using this same system as you are, making it easy for you to exploit the weaknesses in their campaigns and create powerful advertisements of your own – and ultimately, take the lead!

Creating Targeted Campaigns

There are different ways that you can structure your advertisements, with the most common being "placement targeting".

With placement targeting, you are able to choose an exact site that you want your ad to appear on, which means that you want to make sure that you thoroughly evaluate potential websites so that you can ensure they offer highly targeted pages, focusing on your niche market.

Rather than targeting your ad to appear anywhere on a certain site, you target the most drilled-down, focused pages from several sites, all highly relevant to your keyword phrase.

This allows you to receive approximately the same number of clicks as you would have, but for far less impressions.

This means that your CTR would soar and, since you are paying per 1,000 impressions, it keeps the price that you pay for each click incredibly low.

Creating Killer Advertisements

Let's take a look at the different components of a PPC advertisement:

Your Ads Headline:

This is the first thing readers will notice about your ad. Much like a headline in a newspaper, magazine or a web site, it needs to grab the reader's attention. The challenge is doing so within the 25-character limitation.

When you are first getting started in PPC, keep your headlines as simple as possible. Focus on strong, direct ad headlines that will communicate with your target audience and motivate them into taking action. Touch on emotional points, power words, and be sure to test out alternative headlines to determine which ones are pulling in the best results.

Ad Description (body):

Google AdWords only gives you two lines of up to 35 characters each, so you need to make the most of this valuable space in order to solidify your message and motivate readers into clicking on your link and visiting your website.

The more compelling your ad copy is, the greater chance of success. You really need to take your time creating ad copy. Eliminate unnecessary words and keep it clean and direct. You also want to incorporate important keywords into each ad campaign.

Play around with your call to action. People need to be shown the next step, and be given clear direction, so split test different action commands and words that trigger a positive response. It takes a bit of work, but once you've been able to create a PPC ad that converts at its maximum potential, you'll find it very easy to replicate your success on future campaigns.

Your ads CTR will depend not only on the writing style, but also on the audience you target, the product itself, and the density of the search term within your ad.

Use action words when possible within your ad copy such as "Breakthrough", "Secrets", "Revealed", "Advanced", "Powerful", "Compelling", "New", "Exclusive", "Limited", etc.

Display URL

Your web site address will go here. It is best to use your real URL here (the home page of your site), rather than a URL that goes to a specific page within your site.

Destination URL

When someone clicks on your ad, where will they go?

This is the URL that should be entered for your destination URL.

You may not want to send the visitor to your home page. It may be best for them to go to a specific landing page or mini-site, and that's okay!

Maximizing The Value Of Every Click

It's important to create highly targeted landing pages for each of your PPC campaigns.

Rather than directing visitors to your 'money page', you can capture leads by funneling traffic to a landing page instead. That way, you aren't forcing a visitor into making the decision to purchase or leave your site, but instead, can follow up with them at a later time.

It's been said that the average buyer has to see the same message 3 times or more before responding to it, and so by directing traffic to a landing page that features a subscription form (opt-in box), you can build a targeted mailing list of prospects, rather than losing the majority of your traffic who just might not be ready to buy.

Before you create your landing page, you need to really understand what your average customer is interested in, so that you can create highly tailored pages that truly communicate with them.

Your landing page is your opportunity to speak directly to your target audience, and remember, since you only have a few seconds to capture their attention, you want to make sure that you do your best to reach out to them, and lure them in with a strong headline, captivating landing page copy, and a clear list of benefits

Split Testing Campaigns

When split testing, begin with **only one element at a time**.

For example, if you change the headline on your ad, you want to make sure that everything else is left un-touched while you test the headline long enough to determine whether it needs to be improved. Then, you change another element and re-test and so on.

If you change different elements at once, you won't be able to determine what change resulted in the increased conversion rates.

Since you are split testing various advertisements, you don't have to get it right the first time, as long as you consistently work to tweak your copy until you are able to significantly maximize conversion rates.

Once you have determined what headline works best, change another element of your ad such as the body text or the destination URL.

Always test the original against the variation and give it enough time to accurately determine whether your changes have increased your subscription rate before making any permanent changes.

You also want to split test your landing pages as well.

Regardless how well you design your site, or how thoroughly you analyze each section of your landing page, there is no way that you will be able to accurately predict how well your visitors will respond to your offer, without **comparatively testing alternative layouts**.

One easy method of testing your pages and evaluating conversion rates is by using Google's Website Optimizer, a free tool that will help you run simple split tests of any websites you own.

You can sign up for a free account at:

<http://www.google.com/analytics/>

You will need to add a snippet of code to your page after creating your Google Analytics account. This code is given to you by Google and is available within your account once you have added and verified your website's location.

Once this code is placed on your website, Google Analytics will start tracking your visitors and traffic.

Getting Insane Traffic And Exposure From MSN Adcenter

If you did not hear about it yet, MSN Adcenter recently combined with Yahoo's Search Marketing to form one pay-per-click network. What this means for us is that by advertising just on MSN Adcenter (the platform that Yahoo is now using for PPC campaigns), our ads get shown on both MSN's Bing and Yahoo! That's a double whammy.

All told, MSN (together with Yahoo) now has about 33% of the search engine market share. That's a nice chunk of traffic if you ask me! And with Google Adwords clamping down on affiliates' accounts like nobody's business, it is much more secure to advertise on MSN, which also has far superior customer service and support. Click costs are also a lot lower than on Google because of lesser competition, so advertising on MSN can actually be a whole lot more profitable.

Here are the simple steps to use MSN Adcenter (oh, and MSN is also much easier to get started with than Google!):

Step #1: Sign Up For An MSN Adcenter Account

This is the obvious first step to getting started. Signing up is easy and all you need is a credit card/debit card and you're good to go. You can get started in under 5 minutes! If you're in the USA, you can also use Paypal to fund your MSN Adcenter campaigns.

Here is the link to sign up:

<http://adcenter.microsoft.com>

Step #2: Create A Campaign

Create a new campaign under 'Campaigns' in your MSN Adcenter account and follow through the step-by-step wizard to set up your campaign!

Step #2: Set Your Campaign Settings

Set your settings such as daily budget and geographic targeting. I would suggest starting off with a low daily budget to test the waters first before increasing it later on once your campaign is optimized. For geographic targeting, if you remember from our Tier comparison on the Pinball Publisher Network earlier on, you will want to target only USA and the UK (plus Canada, France, Germany and Netherlands if you choose) to get the best commission rates.

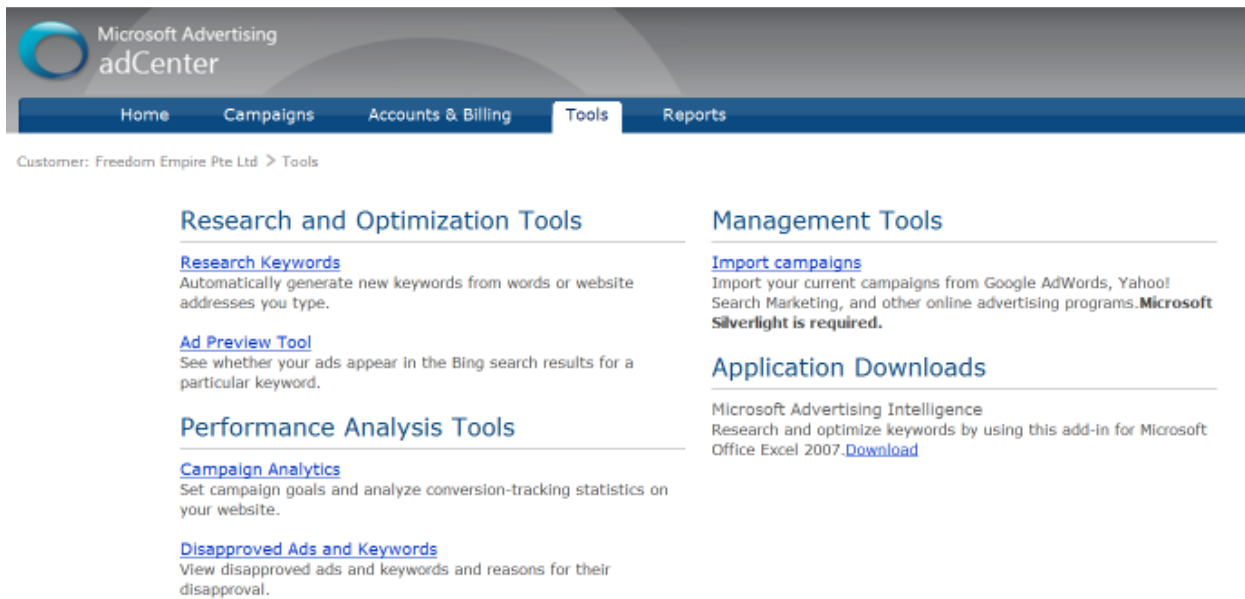
Step #3: Create Your Ad

In writing your ad copy, you will want to make sure your ad is relevant to the offer that you're promoting. You can do this by including your main keyword phrase in the ad's title and body. Make sure your ad is attention grabbing and incites curiosity in the web surfer.

Step #4: Get Your Keywords

Use the keyword tool inside the MSN Adcenter system to research for your keywords. Simply type in your main keyword phrase that is related to the offer you are promoting and then search for more keywords which you can use for your campaign.

You can also access the keyword tool at anytime from inside your account under 'Tools':



Microsoft Advertising
adCenter

Home Campaigns Accounts & Billing **Tools** Reports

Customer: Freedom Empire Pte Ltd > Tools

Research and Optimization Tools

[Research Keywords](#)
Automatically generate new keywords from words or website addresses you type.

[Ad Preview Tool](#)
See whether your ads appear in the Bing search results for a particular keyword.

Performance Analysis Tools

[Campaign Analytics](#)
Set campaign goals and analyze conversion-tracking statistics on your website.

[Disapproved Ads and Keywords](#)
View disapproved ads and keywords and reasons for their disapproval.

Management Tools

[Import campaigns](#)
Import your current campaigns from Google AdWords, Yahoo! Search Marketing, and other online advertising programs. **Microsoft Silverlight is required.**

Application Downloads

Microsoft Advertising Intelligence
Research and optimize keywords by using this add-in for Microsoft Office Excel 2007. [Download](#)

Click on 'Research Keywords' to start getting keywords for your campaign.

Step #5: Set Up Your Pricing

This is where you choose the cost per click you are willing to pay for your ads. I recommend starting high on this to get a high click-through rate early on. This will increase your ad's 'quality rating' on MSN Adcenter. Yes, like Google Adwords, MSN has a 'quality score' as well! But it is less punishing and much more forgiving than Google. Your ad is unlikely to be suspended if you're not getting high click-through rates.

What I have found is that your actual click costs will also be a lot lower than the bid you set.

Once your campaign is set up, monitor it during the first few days and make any adjustments as needed. Add more keywords and test your ad copy along the way to maximize your results.

Blueprint #4: How To Get Mass Traffic For As Little As \$0.02 Per View From Pay-Per-View Advertising!

Pay Per View Advertising (also known as Cost Per View Advertising) is an advanced method of online marketing that allows you to advertise to adware users. Adware? Sounds like spyware, doesn't it? But it's a completely different kind of software.

Adware is software that users voluntarily download to their computer in exchange for downloading a game, wallpaper etc. Spyware is software that is installed without the user's knowledge and is meant to cause harm to the computer.

When you advertise on a PPV network, your ads will appear regularly as ads on computers that have the adware program installed.

The great thing about PPV advertising is that you don't have to write any ad copy or worry about optimizing your page for Google or the search engines. You just place bids on your keywords and you are good to go! The amount of competition is much lesser too for this method as not many people are using it yet. This means the cost-per-view can be as little \$0.02!

With the definition of adware in mind, it is important to take note of the target market. People who download adware are usually young adults who have downloaded games, videos, toolbars and wallpapers. This means that offers like a free game download or a chance to win a free laptop are much more likely to convert on the Pay Per View networks.

It is also wise to stick with promoting only Pay Per Lead (or Cost Per Action) offers that only require users to fill up a form, or a squeeze page to build your list. This is because the traffic from PPV is less targeted and comes from pop-ups and pop-unders, which are not as conducive for making product sales upfront.

So what are some PPV networks that are worth having a go with?

<http://www.mediatraffic.com>

<http://www.leadimpact.com>

<http://www.trafficvance.com>

<http://www.clicksor.com>

Media Traffic is a good source to start with as their interface is user friendly and they are easy to get started with.

Go to the Media Traffic registration form to sign up:

<http://www.mediatraffic.com/register.php>

If you don't have a company name, your Full Name should suffice.

A Media Traffic representative will then email you or call you a day or two later to confirm your identity and activate your account.

To advertise on PPV networks, you need keywords or URLs to target for your campaigns. When users type in to search for a keyword on a search engine or enter a URL that is listed in your campaign, your ad will pop up.

The easiest way to start grabbing keywords is to use the keyword research tools:

<https://adwords.google.com/select/KeywordToolExternal>

<http://freekeywords.wordtracker.com/>

You can also simply do searches on Google for relevant keywords in your market and just grab the URLs that you find! You can grab the URLs from the free organic listings or the paid pay per click ads on the side or at the top of the page as illustrated in this screenshot:

Google search for "mmorpg games" showing results 1-10 of about 17,400,000. The results include several links to MMORPG.com and other gaming sites. The sponsored links section includes "Dungeons & Dragons MMORPG", "Last Chaos™ Free MMORPG", "New MMORPG online game", "World of Warcraft—MMO RPG", "Perfect World - MMORPG", and "Free MMORPG Karos Online".

Simply copy and paste all the URLs in green into a Notepad file and then paste them into your PPV campaign and you're good to go!

And you can search for more keywords on Google to find even more URLs!

You could even hire a freelancer to do all this work for you.

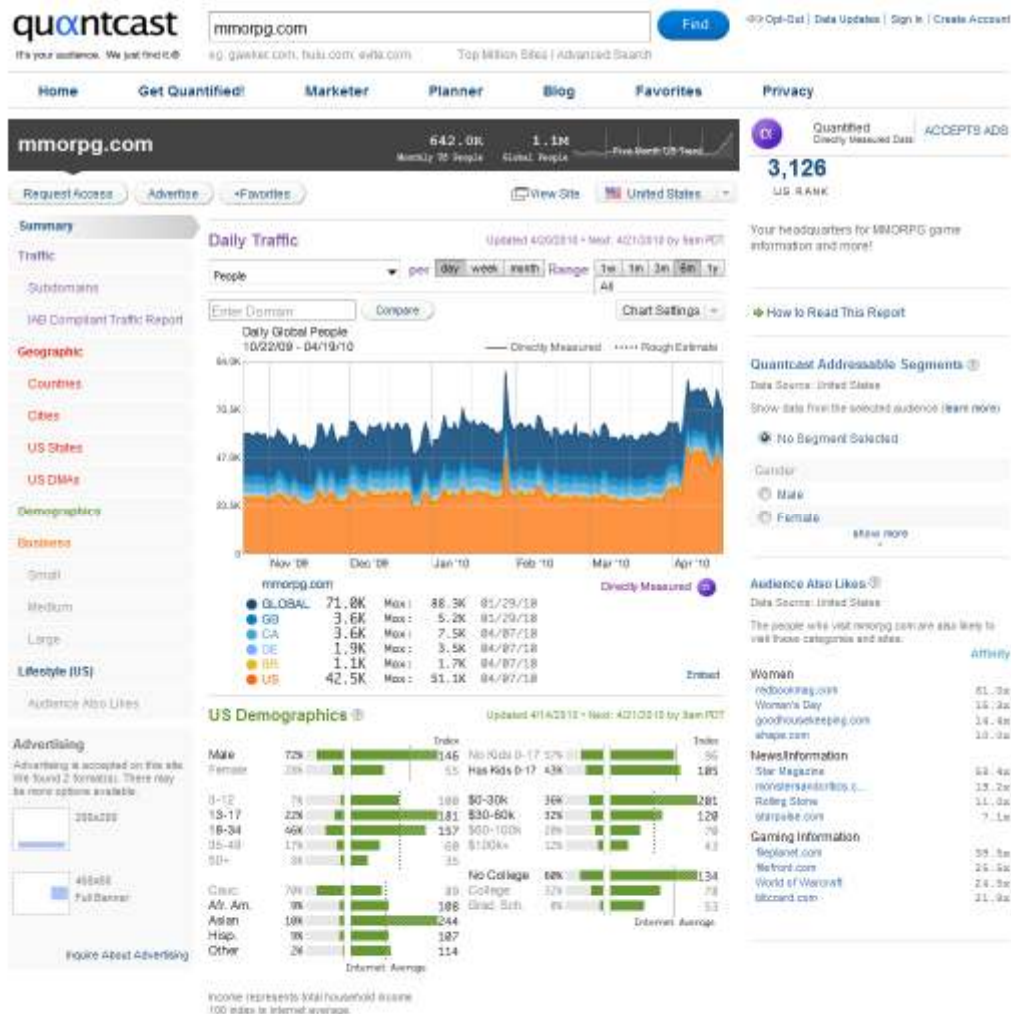
Another method for grabbing relevant URLs for your market is to use Quantcast.

<http://www.quantcast.com>

Quantcast website interface showing search and audience measurement options. The search bar contains "eg. gamer.com, hulu.com, wyle.com" and "Top Million Sites | Advanced Search". Below the search bar are three main sections: "Buy Lookalikes", "Sell Lookalikes", and "Measure Audiences". The "Buy Lookalikes" section describes defining, buying, and delivering lookalike audiences. The "Sell Lookalikes" section describes expanding the audience you can isolate and monetize. The "Measure Audiences" section describes finding your audience immediately for free. At the bottom, there is a banner with the text "It's your audience. We just find it.™" and a graphic of silhouettes of people.

Quantcast lets us search for domains and then comes up with relevant stats for that domain.

Let's plug in one of the sites from our previous Google search and see what we come up with.

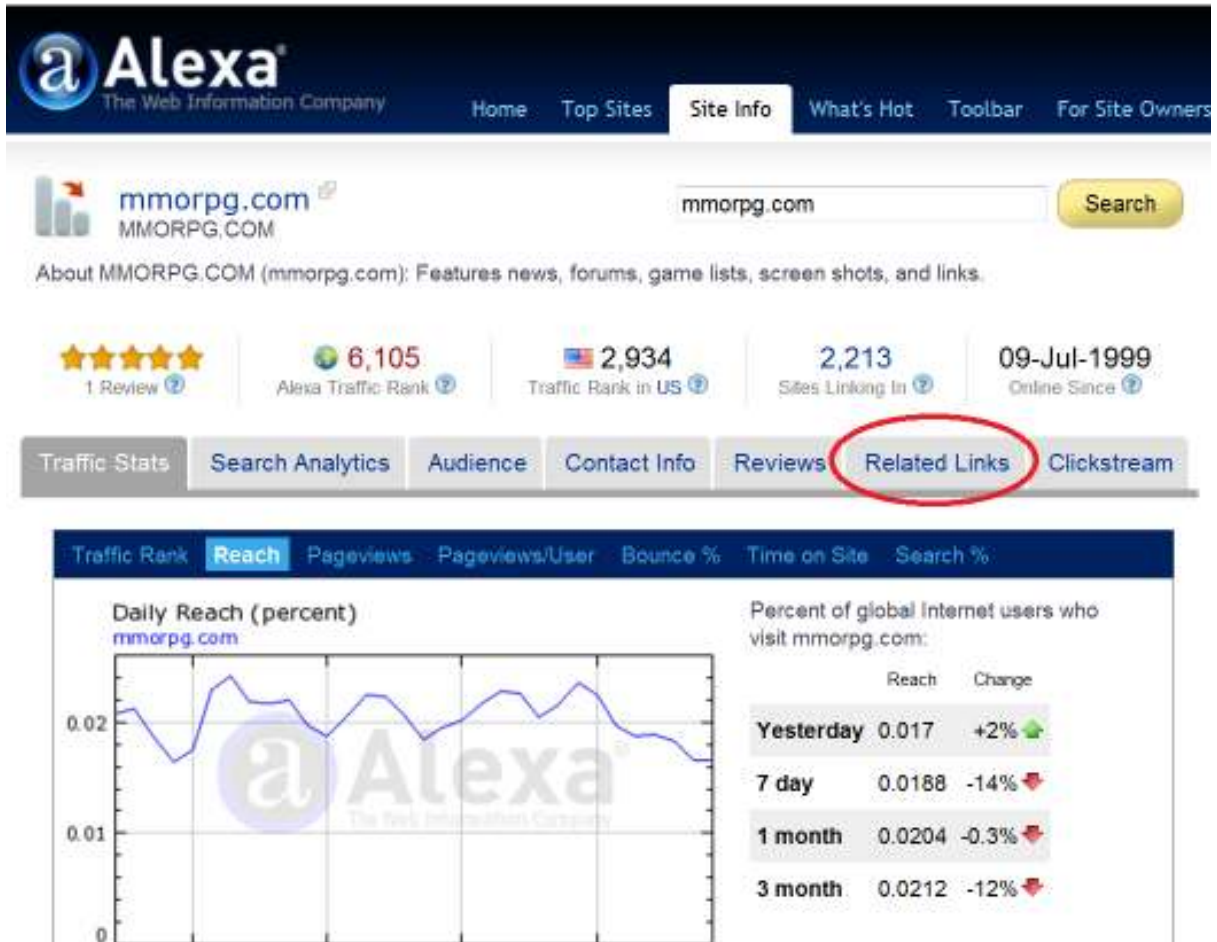


On the bottom right-hand side of the page, there is a section called 'Audience Also Likes'. These are sites that the visitors to MMORPG.com also frequently visit. You can add all these sites into your PPV campaign as well if you are targeting this niche market.

Another excellent resource for picking up relevant URLs is Alexa.

<http://www.alexa.com>






When you search for a site's info, you will find a link called 'Related Links' on its page. Click on that link.



You will then arrive at a page that shows you more URLs you can target for your PPV campaign.




Traffic Stats Search Analytics Audience Contact Info Reviews Related Links Clickstream

If you like mmorpg.com you may also like: [Learn more about Related Links.](#)

- MassMOG**
www.massmog.com/ 
Gaming and development news, articles, and discussion.
- OnRPG- The Free MMORPG Source**
onrpg.com/ 
Free MMORPGs.
- MMORPG Gamer**
www.mmorpg-gamer.com/ 
- Massive Multiplayer.Org**
www.massivemultiplayer.org/ 
- MMORPG Network**
www.mmorpg.net/ 

[More](#)

Other Sites Owned

- mpog.com**
mpog.com 
- luvexchange.com**
luvexchange.com 
- luvdirectory.com**
luvdirectory.com 

There you go, 3 resources for grabbing URLs: Google, Quantcast and Alexa. Add the keyword tools into the mix and you will have a very large and relevant keyword list to get traffic from the Pay Per View networks!

Blueprint #5: Discover The Revolutionary Mobile Marketing System For Maximizing Traffic And Profits!

Mobile marketing is a very hot topic these days. A study done in 2009 by CTIA.org showed that 91% of Americans use cell phones, a total of 285 million mobile subscribers in the United States alone. That's a huge market that is virtually untapped by most marketers!

Some marketers ignore this massive market because they feel there is no reason to use mobile marketing. Others feel it is too technical, too difficult, or too expensive. In truth, mobile marketing is extremely effective, and is a lot easier than you probably think.

The truth is, mobile marketing may one day eclipse email marketing. More people have mobile phones than internet access, and many people check their text messages and voicemail much more often than they check their email. Someday, people may be saying "the money is in the phone book" instead of "the money is in the list"!

Until then, mobile marketing is still an extremely viable marketing method. You can start using it right away, and you can get in while most marketers are ignoring this marketing method entirely!

What is Mobile Marketing?

Mobile marketing is any type of marketing that uses mobile telephones. Most people think of mobile marketing as involving SMS text messages, but it may also involve voice messages as well. It can even involve using apps, mobile websites, and even advertisements on mobile television stations.

Marketing to mobile devices requires a different strategy than marketing through email or other methods. SMS messages are typically limited to a relatively small number of characters, so you have to be a little more careful about your marketing. You have to be more judicious about what you say to get your message across in the right number of characters.

Taking advantage of mobile marketing is as simple as building a list of current and prospective customers and using a simple service to market to them. There are many online services that will help you build your list, and you don't need any special technical skills to do it.

Basically, if you can send an email, you can use mobile marketing!

Why is Mobile Marketing Important?

Many people, particularly those who already use email marketing, wonder why they should even bother with mobile marketing at all. After all, they think, isn't email marketing supposed to be the easiest and most effective type of marketing available?

While it's true that email marketing is extremely effective, mobile marketing can be more effective in many ways. For one thing, people tend to check their text messages and voicemail more often than they check their email.

Some people only check email once a day, or even once every few days. Some people don't even have an email address! But remember, 91% of Americans own a cell phone.

With mobile marketing, you can reach people almost instantly. Rather than waiting for people to check their email, and having your message potentially get lost amongst several thousand spam messages, you can go straight to their text message box. They'll probably see your message within minutes!

Target Market Research

Market research is your first task. This is true with any type of marketing, so ideally you already know a bit about your target market. You need to figure out a few things before you get started.

1. Who is your target market?
2. What does your target market want?
3. How can you deliver them what they're looking for?

In order for mobile marketing to be effective, it must offer participants something valuable. You can't simply send out a marketing message and expect people to respond to it.

People are inundated with marketing messages all day every day. They see them in magazines, newspapers, online, on television, in the mail, on billboards, and even on busses and benches. Marketing is everywhere, and people have grown tired of it. In order to get through to people, you must do things differently. You have to reach into their psyche and deliver what they want.

Remember one thing:

- "What's in it for me?"

While they may not be thinking this in these exact words, it's the one thing people are actually focused on every time they read any type of marketing. In fact, this is even true when people read personal messages. Most people don't really care what their friends and relatives are up to unless it directly affects them in some way.

Now don't get all up in arms and start shouting, "No! That's not true! I care about my friends and family!" Of course you do. I'm not saying you don't care about them. You'd care if they were sick, or they got dumped, or their pet just died.

What I'm saying is that the average person doesn't care if their friend broke a nail or their Aunt Marge's cat just had seven kittens in a single litter. They'll send their condolences over these minor issues, but they're on the other end of that message rolling their eyes and sighing.

The truth is, people are very self-absorbed. There's nothing wrong with that, per se. It's absolutely natural, and all humans are programmed to be that way as part of their survival instinct.

This actually makes marketing a lot easier, because you can use this simple trait to cut straight to the heart of the matter and deliver a marketing message that will **get results!**

Using "What's in it for Me"

In order to fully take advantage of the WIIFM principle, you have to figure out what your target marketing is thinking and feeling. You have to understand their needs and deliver something they really want.

And I'm not talking about the product you're offering. Forget about the offer for now. Rather than direct marketing, you should use **indirect marketing**.

What does that mean, exactly?

Well, with direct marketing, you might send a text message that says something like this:

"Hey! Did you hear Marvin's Shoe Emporium is having a sale? All sneakers and pumps are 50% off today only!"

Okay, some people would respond to a 50% off sale. That kind of message would be hard to ignore. But chances are you won't be able to match such a drastic price reduction, and getting people to pay attention to your direct marketing message may be difficult.

Using indirect marketing, you would need to come up with something original, useful, and exciting to get people to pay attention. For example, you might offer a special service for free to get people to visit your website or come into your store.

You could try something like this:

"Marvin's Shoe Emporium now has a new free service! Just visit our website at MarvinsShoeEmporium.com to try out our new shoe locator service and find exactly the shoe you want!"

By offering a free service, you will get many more people to visit your offer than you would through a direct marketing tactic. Additionally, those people will often feel a need for reciprocity. When you give someone something for free, they typically feel a need to return the favor. This is why free samples work so well. It helps improve conversions drastically!

So examine what your target market is looking for and offer it to them. This will get you a lot more attention than simply sending people off to a sales page.

Providing Value

According to a study in 2007 by the Mobile Marketing Association, only one in four people is receptive to receiving mobile marketing messages. It should be no big surprise. No one really likes being “sold” on something.

But people definitely are receptive to things that enhance their lives. This doesn't seem like marketing, even though it could be the ultimate goal. There are many ways to provide value as a mobile marketer. I'm going to discuss four easy ways you can deliver value to prospects in order to get them to be receptive to your messages.

1. **Knowledge** – Knowledge is power, and by providing really valuable information to people, you'll grab their attention. This could be in the form of maps or other local information, news updates, tips, tutorials, or other important information that may not be readily available.
2. **Convenience** – If you can make someone's life more convenient in some way, you'll definitely grab their attention. A good example was our fictional Marvin reaching out to potential customers with a free shoe locating service, offering to help customers find exactly the right shoe at no extra charge.
3. **Money** – Sales, discounts, contests, loyalty programs, coupons, incentives, gifts, and other financial motivators are all great at grabbing attention. In a tough economy like today's, saving money is even more important than ever. So use discounts and other incentives to lure people in. Contests and giveaways are also very attractive, and have the potential to go viral!
4. **Entertainment** – Everyone likes to be entertained. The fact that video games, movies, and television are so popular is testament to that fact! You can use games, trivia, funny or interesting videos, and other forms of entertainment to engage and captivate your audience. Like contests and giveaways, these types of entertaining marketing pieces have a habit of going viral!

By providing true value in some way, you can reach people in a way you wouldn't be able to if your messages were purely marketing in nature. You'll also have their gratitude and respect, which will translate into more profits in the long run.

Getting Mobile Phone Numbers

The first thing everyone wants to know when getting started in mobile marketing is where to go to get a list of cell phone numbers to start a campaign.

That's just asking for trouble. You can't just buy a list of cell phone numbers and start blasting out messages willy-nilly! You'll have millions of people angry with you, and you aren't likely to get many results that way. You could even get into legal trouble if you aren't careful!

There are a few companies that claim to offer cell phone lists, but I can't speak to the validity of those lists. I highly recommend doing your research if you decide to rent or purchase a list. Make sure you know exactly what you're getting into, ask for references, look for reviews, and scrub the list against the national Do Not Call registry.

It's a much better idea to build your own list. Give people a reason to opt in to your list. This is called "permission based marketing", and it's highly effective. If people give you permission to contact them, they will pay more attention to you and they aren't as likely to get upset when they receive marketing from you.

Some of the top SMS marketing companies and services include:

- <http://www.boomtext.com>
- <http://www.callfire.com>
- <http://www.motomessage.com>
- <http://www.golivemobile.com>

Always do your research before going through these companies. Some may be better than others.

Remember, shortcuts are rarely profitable. While you can try bulk SMS marketing services, renting lists, or buying massive lists of numbers, I don't advise this. Grow your own list by using a service to build a list of people who truly want to hear from you.

Voice Marketing vs. Text Messaging

Both voice marketing and text marketing have their uses. Neither is necessarily better than the other overall, as both have pros and cons in certain situations.

Voice Marketing

Voice marketing involves the use of recorded messages to speak directly to people who answer their phones or leave voicemail messages for those who do not.

It is especially useful when marketing to people over the age of 55, because many older individuals do not use text messaging or don't like to do so.

If your audience isn't as tech savvy as some, voice marketing is a great choice. Instead of having people visit a website, just ask them to visit your store or call you. This will give those who aren't as adept at using technology the opportunity to do business with you.

Text Messaging

Text messaging is much more effective when targeting younger generations. Almost everyone under the age of 40 uses text messaging, and those who don't use it often are still capable of reading them when they are received.

Text messaging is very easy to use and are generally much more affordable than voice campaigns, so if you're marketing to younger, tech savvy individuals, I suggest using it exclusively.

These days, almost all cell phones have SMS text messaging capabilities, and very few people are unable to receive them. This makes text messaging universally available.

Text messages are also much easier for people to respond to, because they can see the action they need to take without having to review a voice message to write down a phone number or web address.

When sending text messages, limit them to 150 characters. Most SMS services have a limit on the number of characters allowed, and by using 150 characters, you should fall well within the safe limit of almost all of them.

One way to make it easier to get people to respond to text messages is to use short codes and keywords. A short code is a five or six digit number people can send a text message to, and a keyword is the word texted to the system to initiate a certain action.

For example, you can tell people:

"Text 'FindShoes' to 55555 to find out more about our free shoe locator service!"
You will have to register your short code with the Common Short Code Administration at:

<http://www.usshortcodes.com>

It will take about six to eight weeks to receive confirmation that your short code has been registered and cell phone carriers approve your code. You will have to lease the code for 3, 6, or 12 months at a time, and you will need to pay \$500 to \$1000 per month for the service.

If you can't afford to do this, you don't have to. You can also use a shared short code available from a number of different companies. You'll get a dedicated keyword that will separate your messages from others who are using the same code.

Respecting People

When using either method (text or voice), always remember to respect the time of those you're marketing to. Some people have to pay for text messages, some must pay for incoming calls.

There are some people who are charged a flat rate the first time they use their phone in a day, so you could cost someone \$2 every time they answer one of your calls. For these reasons, never send out messages that are irrelevant or don't contain valuable information. It's a waste of your time and theirs to do so, thus you should make sure every message you send is of value to those who read it.

It may not seem like a lot of money to you, but to some people \$2 is quite a lot of money. If someone answers your call and they get charged for it, that call better be of value to them. If not, you're likely to not only lose a potential sale, but generate ill will and even complaints that could land you in legal trouble.

It's best to be respectful just in case!

Legal Issues in Mobile Marketing

Just like email marketing has the CAN-SPAM Act and telemarketers have very strict rules to follow, mobile marketing has its own set of legal hassles you have to worry about.

Contrary to popular belief, the CAN-SPAM Act actually applies to both email marketing and text marketing. It is illegal to purchase lists of mobile phone numbers and start sending out text messages without permission. So not only is unsolicited text messaging a way to upset the public, it's also a recipe for huge fines!

You must get people to opt-in to your mobile marketing list, and you must offer them a way to opt out. You must get "express prior authorization" before you send a commercial message to a device, and you must have a clear and easy way for them to get off your list.

The "express prior authorization" can be orally or in writing, but you can't tell people "you will receive these messages unless you tell me to stop sending them". They must specifically opt in.

One way to get people to opt in is by getting them to send a text message. Once they have sent a text message to you or your system, you are legally free to respond. But you must still be careful!

If someone sends you a text message that says:

"I want more information about your shoe locator service."

You cannot legally start sending them messages about gardening supplies and golf clubs. You can only send them messages related to their original request. You can

get around this by adding a message to your marketing letting people know you may send them additional related messages if they don't opt out.

Marketing to Children

The U.S. Children's Online Privacy Act protects the privacy of children, and it applies to anyone who runs any type of web service, including websites and text messages. The laws regarding marketing to children are complex, but you must ensure you obtain "verifiable parental consent", let parents or guardians know they can view their child's personal information, and make sure you have security in place to guard their contact information.

If your company sells anything that would be considered "adult material", you should have some sort of age verification. This includes any kind of erotica, adult toys, dating, gambling, cigarettes, alcohol, violent video games, and other material that should not be provided to children.

Privacy Issues

U.S. privacy laws are convoluted and difficult to understand, but there are a few things you can do to improve your privacy policy. Be sure people can choose how their information is shared, explain who has access to their data, and tell them how you will enforce your policies.

A privacy policy is very important, so it's a good idea to get a lawyer to write your privacy policy. This will help ensure you're within the law, giving you protection if someone ever initiates a lawsuit claiming you violated their privacy.

Your Mobile Campaign, Start to Finish

Now that you know a bit about mobile marketing, it's time to implement a step-by-step system. You're going to learn exactly how to set up your mobile campaign right from the very beginning.

Step One: Choose a System

The first thing you need to do is figure out what kind of system you want to use to collect leads and send messages. There are many different companies you can use for that, and I won't recommend one over another because different systems work better for different people.

Many companies have a trial so you can test their system to see how well it works for you. If a company does have a free trial, give it a chance to see if you like their setup. It's the only way you can be sure you'll be happy with how everything works.

In addition to service providers, you could host your own system. There is already software available that you can install on your server for a mobile marketing system, or you can have your own proprietary software created if you have the funds available to outsource the development.

Step Two: Set Up a Lead Collection System

Once you've chosen a system to collect leads and send messages, you need to build a website that can collect those leads. You will need to get a few things to set this up.

1. A domain name
2. Web hosting
3. The website itself

You may already have a website. If you do, that's great. But it's a good idea to get a domain specifically for lead generation. It's a lot easier to get someone to visit www.YourDomain.com than it is to get people to visit www.AnotherDomain.com/mobile/subscribe.html or something like that.

On your lead collection page (also known as a squeeze page), you need to give people a compelling reason to subscribe for your messages, as well as a link to your privacy policy, a link to unsubscribe, and a form to submit their mobile number.

Your squeeze page should have the following elements:

- A nice, professional design
- A headline that captures attention and gets people to read more
- A video or bullet points explaining why they should subscribe
- Clear information about what they will receive as a subscriber
- A form to enter their mobile number
- A call to action to encourage response
- Links to your privacy policy, terms, and a way to opt out

I suggest getting a professional designer to create your lead capture page so it looks clean and professional. The better your squeeze page looks, the more people will trust you.

Speaking from experience, poorly-designed pages signal something shady or seedy. It's like walking into a shop with dirty floors and cracked furniture. You expect it to be run by a shady character using stolen goods or shoddy merchandise.

But a professional design conjures up images of walking into a clean store and being greeted by a smiling, courteous staff. You expect to get good service and buy quality products there.

Your design is the first thing people will see, so make sure it represents your brand properly. It should be clean, attractive, and eye-catching, but not so overly-complex that it detracts from your marketing message.

Your headline is vital. You may want to test various headlines in order to find one that works best. A good headline can double or even triple response rate, so make sure it's really compelling!

The video or copy you use on your page is also extremely important. It should tell people why they should subscribe, what they will receive if they do, and how you will use their information. Be sure to tell them you won't share their information with anyone else, and approximately how often they will be contacted.

Make sure you include a clear **call-to-action**. This is vital, because people won't just enter their mobile numbers without being asked to. Remember the sales motto A-B-C? It stands for "always be closing", and it means you should spend every moment trying to get the sale.

It's no different when you're collecting leads. You have to do everything in your power to push them to opt in. This includes:

- Telling them what benefits they will get for subscribing
- Ensuring them of their privacy and the safety of their information
- Letting them know they won't be spammed
- Telling them exactly what to do

Make sure you put a clear call-to-action to tell them exactly how to opt in. It could be something like this:

“Ready to start receiving text alerts every time we discount a pair of shoes you really love? Enter your mobile number in the form to the right and we’ll send you a text right before the sale starts so you can be first in line! Never miss another great pair of discounted shoes because you didn’t know they were on sale!”

This reiterates the reason they should sign up (to receive text alerts), why that benefits them (so the best pairs don’t sell out before they even know about the sale), and what they should do (enter their mobile number).

The provider you choose to handle your mobile opt-in system and message sending should have clear instructions that will help you integrate a form into your squeeze page.

If they don’t, be sure to contact their support and ask for help setting everything up if you need it. If they are unwilling to help, it’s a good sign this company is not the right one for you!

Step Three: Develop the Incentive

You need to make sure you have an incentive system in place before you start promoting your squeeze page. Your incentive might be texting them a link to a free report.

The reason your incentive needs to be ready immediately is so you can begin contacting your leads right away. If you wait too long to contact a lead, it gets “cold”. The lead forgets who you are, why they subscribed, and what benefit they were supposed to receive. This can lead to a large opt-out rate, or even make people angry enough to generate complaints.

You want to make sure to keep your list interested. Keep sending them new stuff that is useful, valuable, and adds some sort of life-enrichment to their day.

If your system allows it, you may want to have a welcome message set to go out immediately after they subscribe with their first incentive, like an autoresponder for email.

That way, people get an immediate benefit from being on your list, and they will start warming up to you right away. Remember to make sure your incentive is something valuable people will really be excited to receive!

Step Four: Promote the System

Once you get your squeeze page developed, it’s time to promote it. There are a few different ways to promote your squeeze page. You may want to change these up based on whether you’ll be marketing a local business or a predominantly online business, but you will soon find out which methods work best for you.

Existing Subscribers & Customers

Obviously, promoting to existing customers and subscribers would be your first step. If you have an email list or a snail mail list of customers or subscribers, you can get them on your mobile list, as well.

You will want to make sure your incentive for opting in to your mobile list is different from the one you used to get their information before. Otherwise, they will have to reason to join your mobile list.

You can place small stickers, flyers, magnets, or other items in shopping bags, on walls, pass them out locally, place a link on your website, and anywhere else your existing customers might see it.

Article Marketing

Article marketing is a really good way to get traffic to any web page, particularly if you will be promoting online methods. It can still work for local promotions, too, so don't be too quick to dismiss it if you are running local campaigns.

You'll need to write articles of about 300-600 words and submit them to article directories. You can also outsource these articles for about \$5-\$10 each via freelancing sites and forums.

You can outsource article writing via places like:

- <http://www.elance.com>
- <http://www.odesk.com>
- <http://www.warriorforum.com/warriors-for-hire>
- <http://forums.digitalpoint.com/forumdisplay.php?f=60>
- <http://www.textbroker.com>

These articles should be based on keywords. You can find keywords to use in your articles through keyword research. I recommend using the Google keyword tool, which is free.

- <http://adwords.google.com/select/KeywordToolExternal>

You will need to enter a seed keyword phrase in order to get a list of keywords you should use for your article titles. Let's say you have a shoe store in Chicago. You might want to enter "Chicago shoe store" as your seed keyword phrase. You might also want to add general terms like "buy shoes", so you can get additional traffic.

Once the tool has generated a list, simply click "Global Monthly Searches" to sort by the number of searches each keyword receives each month. This will give you an idea of how many people are searching for these phrases.

But it's not enough to know how much traffic a phrase will get. You also have to ensure there won't be too much competition for you to have a chance to rank well. Most of your article traffic will come from search engines, so you have to be sure you'll have a chance to rank.

To do this, type each phrase into Google "in quotes like this". You will see a number under the search bar after you perform your search that will tell you how many people are using that exact phrase on their web pages.



"chicago shoe store" Search

About 30,900 results (0.48 seconds) [Advanced search](#)

As you can see "Chicago shoe store" is found on about 30,900 web pages that are currently indexed by Google. That's not bad. Ideally, you want to target phrases that have fewer than 10,000 results to have the best chance to rank, but you can still compete with more results in some areas, particularly local searches. This result of 30,900 would be possible to rank for, but you might have to get some links going to your article to push it up in the search engines.

You'll want to submit your articles to the top article directories, and create a quality "resource box" when you submit. This resource box is a couple of sentences you can use to promote yourself, so use it wisely.

Here's an example:

Having trouble finding the perfect pair of shoes? [Click here](#) to try our [shoe locator service](#)! We'll find exactly the shoe you're looking for, order it, and have it waiting for you to pick up at your convenience!

You will usually get only two links to your site in your resource box, so use them carefully. Many people use keyword phrases to link to their pages in order to get search engine optimization benefit from those links, but you can also link your call-to-action, as well.

Some directories to submit to include:

- <http://www.ezinearticles.com>

- <http://www.searchwarp.com>
- <http://www.buzzle.com>
- <http://www.goarticles.com>
- <http://www.articlesbase.com>
- <http://www.isnare.com>
- <http://www.articledashboard.com>

You can also use your articles to build pages on social content websites like:

- <http://www.squidoo.com>
- <http://www.hubpages.com>
- <http://www.infobarrel.com>
- <http://www.wetpaint.com>

And you can use those articles to create blogs, too. You can host a blog free at:

- <http://www.blogger.com>
- <http://www.livejournal.com>

Do NOT host your blog on WordPress.com. If you want to use WordPress, host it on your own domain. WordPress.com does NOT allow commercial activity on your blogs!

You should be aware that most article directories check articles before they are posted, so they should be free of spelling and grammatical errors and well-written. You should post to eZineArticles.com first and wait for your article to be approved,

then submit it to other directories. This is because if they find the article elsewhere when you submit it, they will require proof that the article is yours, and it's a hassle. Just submit it there first, then submit it to other directories.

Video Marketing

Video creation is actually very easy, and you can also outsource it relatively cheaply from some of the places I mentioned in the article directory section.

These videos can be submitted to various video sharing websites, and they will have a good chance to rank well in the search engines, because many search engines now display video results in addition to regular results.

For this reason, your video titles should reflect keywords in the same way your article titles do. You may be able to link for more highly-competitive keywords with videos than with articles.

You'll want to put the URL to your squeeze page in the video description on sites that allow it. Link it to the page if you can, otherwise just put the URL.

Also, be sure to put your squeeze page URL in the video itself. This can either be done as a subtitle throughout the video, or it can be done on a specific page at the end.

Don't forget to add tags to your videos on sites that use them. This can help you get additional traffic when people search on the video sites themselves.

Some video sites to submit to include:

- <http://www.youtube.com>
- <http://www.vimeo.com>
- <http://www.metacafe.com>

Social Media

If you don't already have a social media presence in your industry, it's time to get with the program! Social marketing is a very important way to establish a presence and gather groups of loyal customers and potential customers.

Social media allows you to get the word out about your products and services, and it helps your media go viral. People can easily use social media to share your links.

Make sure you have a presence on:

- <http://www.twitter.com>

- <http://www.facebook.com>

You can use other social media sites, as well, but these two are by far the most important.

Twitter allows only very short posts, so you can use this to make quick announcements. It's perfect for sending people to your squeeze page to subscribe. You can use Facebook to create a fan page for your business or niche market, which will allow you to stay in touch with your potential customers in a way you couldn't with other types of media.

Conclusion

Mobile marketing is not a difficult process. In fact, it's quite simple. If you can build and run an email list, you can definitely run a mobile marketing campaign.

The elements needed in a mobile marketing campaign are simple enough to set up. It's almost exactly like managing an email list. You gather leads, then contact those leads with offers.

But mobile marketing requires a different approach to email marketing, and you need to remember this. Don't use hard sell tactics like you might in an online campaign, because people don't like receiving marketing messages on their phones. This is especially true for people who have to pay for incoming text messages or use prepaid minutes to get your messages.

Instead, offer significant value of some sort with every message you send. The key to mobile marketing is offering enough value to make any charges they incur worth it, and getting people to pay attention to your messages and then take action!

Resources

Please do your due diligence before using any of these providers.

Mobile Marketing Agencies

- <http://www.hipcricket.com>
- <http://www.ipsh.net>
- <http://www.mobilestorm.com>
- <http://www.punchkickinteractive.com>

- <http://www.3cinteractive.com>

Consultants

- <http://www.directmobilepartners.com>
- <http://www.tomiahonen.com>
- <http://www.smlxralarge.com>

Conclusion

I hope you have gained some useful insight into the advanced tactics I use to generate swarms of traffic on a daily basis.

These tactics work like crazy for me and they can for YOU too!

The idea is to constantly promote your website until you start seeing 100 visitors per day, 200 visitors, 300 visitors and then 1000's of visitors...

The key to your success is to choose ONE method to start of with and stick with it until you are getting consistent traffic from it. Then move on to the others to add to your 'marketing mix'.

Remember, always keep your pedal to the metal when it comes to getting traffic!

To YOUR Online Success!

A handwritten signature in black ink that reads "Fabian Tan". The script is fluid and cursive, with the first letters of "Fabian" and "Tan" being capitalized and prominent.

Fabian Tan

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