

# Get More Traffic!

## 70 Traffic Secrets For More Leads and Sales



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# Get More Traffic! 70 Traffic Generation Tips For Any Site Owner

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**M**aking money online may sound simple in theory, but in practice you need more than the cut-and-dried instructions. In online business, traffic volume is the key.

In other words, more visitors equals more money. Increasing the traffic to your website can improve your cash inflow by several means, the most direct of which is the increased potential number of sales, whether by direct payment or commission.

However, we are not here to discuss the benefits of increased viewership. Instead, we are here to talk about how to increase said viewership. How can you improve your website's traffic flow?

There are lots of tips and tricks to achieve this, but this time we'll stick to just 70, which should be plenty for you to try out.



# BLOGS

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Originally intended to be like online diaries or means of personal expression, today blogs are used by marketers everywhere.

As the popularity of blogs grew, so did the quality of the common blog architecture, and so today blogs have a distinctly different look from full-blown websites. As a marketer, making use of blogs is the basic means of making headway.

## **1** Set up a blog using WordPress.

It makes things so much easier, plus there is a wealth of plugins that can make traffic generation a breeze.

WordPress is in essence a suite of software components that make it easy to publish and manage a blog. What makes WordPress such a great tool is that you have the option of installing plugins – little bits of code that can achieve a wide variety of effects.

There are even plugins that perform actions like publishing posts automatically. ShareThis and AddThis are two plugins that can allow your visitors to share your stuff with their friends quickly and conveniently.

In fact, you will probably need help when choosing the right plugins, as there are so many choices, and not all are of equal quality.

## **2** Post entries regularly to keep things interesting and fresh.

Keeping a blog alive and interesting is always harder than starting it up. Lots of people start up personal blogs with a single thought in their minds, and as soon as they put it down to words, nothing else comes out, and the blog dies a sputtering death.

Marketing blogs are vulnerable to the same illness. If you want to keep your marketing blog alive and making money for you, then you will need to post entries regularly. About once a day is ideal, though once every 3 or 5 days is okay too.

More posts also counts as more Internet activity, which search engine spiders will pick up, and therefore grant you improved search result rankings.

## **3** Stay on topic.

If you start getting irrelevant, your readers will get disinterested. In natural conversation, topic changes are common, and more or less expected.

On non-personal blogs however, things are different. People expect you to stay on topic, and anything you put on your blog must have something to do with your product or service (aside from cross promotions – more on this later).

At least 95% of your content should be related to your product or service to some significant degree of relevance. Finding and preparing content under such rigid constraints is a challenge in itself, hence the difficulty of keeping a blog alive.

# 4 If you want to go off-topic in your posts, make sure to put a disclaimer.

Or make it possible to skip it (if part of a longer post).  
Going off topic is not always avoidable, especially if it can help prove your case.

However, when doing so, one has to do it in a way that makes it possible for readers to get around them, if they are interested in only the meat and potatoes of your blog.

If an entire blog post is mostly off-topic, then mark it with a disclaimer or a tag like “extra” or “off-topic” for easier reading and filtering.

When going on a tangent in a longer post, either make it completely possible to skip, or integrate it so well into the writing that it becomes not a tangent, but an integral element. After all, if it is an important argument in your favor, then it is not really off-topic in the first place.

## WEBSITE FEATURES

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Websites are more or less free-form, which is why it is just as easy to do it wrong as it is to do it right. As a marketer looking to improve his or her website traffic, there are things that you can do and things that you can avoid doing in order to improve not just the flow of traffic to your website, but improve the quality of the website on the whole.

## **5 Make a squeeze page that simply tries to get visitors to submit their e-mail addresses.**

Squeeze pages are not particularly new, but they are effective. As the general Internet population becomes more wary against identity theft or even just spamming, they have become that much less willing to give away their e-mail addresses.

Nowadays, you need to ask it from them politely and directly – hence the need for a straightforward squeeze page. Make it as straightforward as possible. Do not place things like “get a free something just for giving us your e-mail address”, which is quite fishy. Just ask for the e-mail address, no more and no less.

## **6 Don't put video or other heavy elements on your squeeze page**

Avoid distracting the user from the task at hand. The human eye is trained to spot movement, which is how our ancestors survived during hunts or when being hunted.

If for example you put a video on your squeeze page (or worse, an auto-played video), then you risk distracting the user and keeping them from filling up the question fields on your squeeze page.

Remember that the squeeze page is intended to draw out contact information, not to push or sell the product or service; visitors get more than enough of that from the other pages.

Besides, these heavy elements can slow down loading and can be annoying.

## **7 Give your visitors the option of telling their friends as they complete their signup or just as they are leaving.**

It seems simple enough, but it can easily net you more e-mail addresses for your lists.

When people really like what you have or if they think someone they know might like it, then giving them the ability to share with their friends allows you to proverbially strike while the iron is hot.

Just remember that the e-mail addresses you get this way should not be abused, since they were not given by the owners themselves.

## **8 Add exit pop-ups with “special offers” or “maybe you’d prefer” types of messages.**

These are great for advertising your lesser-known products or services, or for cross promotions.

Many smarter Internet users know how to block popups like these, but the large majority still browses the Internet with minimum security controls, so there is not too much to worry about.

Avoid placing popups within the content pages of the website, as this may be annoying to users.

# VIDEOS

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When YouTube made the big time, the Internet experienced a paradigm shift. This is not hard to understand, as video has a sensory impact that other media do not have.

Some argue that the “broadcast yourself” philosophy of YouTube has pushed the development of the Web 2.0, where user input and feedback are used as content in and of themselves. To no surprise, the popularity of video has increased greatly since then, and today videos are commonplace.

Marketers can use these videos to generate traffic, but the rule of moderation does apply.

## **9 Link or embed videos in your posts, as this can encourage traffic for both your website and your video website profile.**

Whereas squeeze pages are not suitable for videos and other heavy Web elements, your website’s home page is.

However, there is still a natural limit of what’s in good style and what is not. Avoid going overboard with flashy effects and other gimmicks. Posts are more suitable for more than one video, but make sure none of them auto-plays.

Of course, if the videos you post on your blog are under your name in the video host, you get views there too.

## **10** Try Vimeo.

It is like YouTube but less mainstream and not perceived as being full of useless videos, as YouTube sometimes is.

YouTube has a reputation for being filled with silly, stupid, and otherwise inane videos, despite being full of useful stuff as well. Vimeo does contain some of the same meaningless videos, but it does not suffer from the same bad rep.

Additionally, having your videos hosted on a website other than the top dog can mean better buffering for viewers, as the user base is smaller.

## **11** Viddler is another video hosting service that you can try out.

On the same line of reasoning, having videos hosted on Viddler can be advantageous. Viddler is also a major video hosting service, so they have reliable service and reasonable buffering speeds.

## **12** Make A Video Response.

When someone asks you a question that you want to answer, try making a video response, which is more impactful than a simple text reply.

A video response does take more effort than the traditional text reply, but what you lose in effort you gain in customer appreciation.

They will feel a stronger connection with you because you “identify” with them and are willing to take the effort to do something meaningful like this.

Additionally, if you are blessed with good looks, this is a great way to put that natural magnetism to good use. If you are unsure of how you will perform on camera, review your recordings and take note of what’s wrong and correct them.

Take public speaking lessons if you need them.

## **13 Post Videos to Several Websites.**

Posting videos to several websites at a time is easy if you can find the right software. Posting to one website is easy, while posting to 2 or 3 is no biggie.

Anything beyond the 3-site mark get repetitive and wastes your time.

Software like Traffic Geysers can help you get leverage from the automation that the computer provides. Traffic Geysers also works for more than just video.

Of course, you can expect to pay for such software, as the creators are more often than not fellow businessmen and marketers.

# FREEBIES

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What's better than a good product or service? A good product or service that is free of charge. This has been a common philosophy for ages.

The smart businessman can make use of freebies to make money indirectly. It may cut into your profits, but if you make profit overall, then all's good.

In an age of digital products, free products are easy to give away, since making copies is a matter of a couple of clicks.

**14** People love getting free stuff, so once in a while set up some sort of contest or giveaway.

Call it the product of capitalistic thinking, but people automatically perk up upon the mention of free stuff.

Unfortunately, it is the product of modern capitalism, specifically marketing, that has caused people to also be wary of things that sound too good to be true.

People tend to be suspicious of businessmen acting so magnanimously, and we can't really blame them for it.

Remember that giving away stuff is cool, but giving away too much looks suspicious.

## **15** Add free extras to purchases to bump up the perceived value.

One great way to increase the perceived value of your products or services is to include extras. Discounts off subsequent purchases are nice, but nothing beats a free high-quality product.

The same rule of suspicious giveaways applies here. Moreover, this is a chance to move some of your less active inventory. For digital products, giving away freebies with purchases is even easier and more flexible.

The better the perceived value of your products or services, the more likely customers are to return and tell their friends about you.

## **16** Large giveaways are more effective than small, regular giveaways, so plan your giveaway schedule accordingly.

When it comes to giveaways, the rule is bigger is better. As such, you will want to schedule larger but less frequent giveaways, rather than smaller regular bonus days.

Though regular giveaways improve the stability of cash and traffic flow, they do not make as lasting impressions as the big bashes do.

Timing your giveaways to coincide with holidays is a good idea, as people are usually much more willing to spend then – use your freebies to entice them to buy the good stuff.

# TAG-TEAM

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Where one cannot succeed, the combined efforts of many can. Teaming up with other marketers opens up a number of possibilities for marketing, in addition to allowing the group to pool resources for greater effect.

The trick is to find fellow marketers whom you can trust. The basic rule here is to make sure all parties fulfill their obligations.

## 17 **Work with Other Marketers.**

Working with other marketers can help all concerned parties boost their traffic. Mentioning each other's products or services in posts is a good way to encourage cross-site traffic.

This may be a little tricky if you are marketing different types of products, and it can also be awkward if you are direct competitors. However, you can work this out.

## 18 **Link to Other Websites.**

Link to other marketers' websites and have them link back to you under a section like "Our Partners" or "More Cool Stuff At".

Aside from less permanent links as they appear in posts and entries, you can encourage more long-term partnerships and cross promotions by including each other's URLs under a permanent sidebar or menu location.

That way, customers are more likely to spot the cross-site links and also perceive a longer-term relationship between your two websites – which can be interpreted as a mark of trust.

## **19** Promote Your Partner's Goods or Services.

When a customer makes a purchase, insert an offer for a partner's goods or services after the order confirmation, and have your partner do the same for you.

This is an easy way to make commissions and also improve traffic along the way. Upon confirming an order, redirect visitors to a page with recommendations, or generate a popup with the same intent.

You get paid for what you sold, and open up the possibility of making a little extra off of a commission – does the phrase “two birds” sound familiar?

## **20** Offer free stuff from partners and they can do the same for you. Giving away samples and free items on your own can be effective, but not as effective as having other people do it for you.

Allowing your partners to distribute something you gave them freely improves your traffic because it encourages buyers to seek the source of the freebie.

## **21 Sponsor Events.**

If you can get enough people, you can start sponsoring events or public entities like local bands and sports teams.

One great thing about working together with other marketers is that it allows you to pool resources. Sponsoring local clubs, teams, and bands is a great way to make some real-world publicity, and splitting up the costs between many people makes it less painful and more financially viable.

## **22 Email for Your Partners**

When you send regular e-mails to customers, you can include offers for your partners' stuff too. As an active marketer, you probably send e-mails to your subscribers on a regular or even irregular basis.

These e-mails are perfect for introducing your partners to the subscribers. Whether you link to them inline or via a "partners" section, or even through a footer section, you can improve traffic for your partners, and hopefully they will do the same for you.

## **23 Participate in Traffic Exchange**

A traffic exchange is a service where you can get people to visit your website if you visit theirs – great for the starting marketer. When it comes to improving traffic volume directly, you can take matters into your own hands, or at least your index finger.

Through traffic exchanges you can “trade” your visits for visits from other marketers. Plus, this is also a chance to meet people with similar interests in either traffic generation or business matters.

## **SOCIAL NETWORKING SITES**

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Social networking is about making connections with people and keeping up with what they choose to share with you – and vice versa. As a marketer, you can use a social networking profile as a means to keep connected people up-to-date on what’s hot and new business-wise.

### **24 Sign-up for accounts on websites like Facebook and MySpace, then set up a profile for your business.**

Many social networking sites offer a separate class of profile for business users and celebrities, as compared to ordinary people. These special profiles get more features, but usually at a cost.

However, using these profiles gives you more freedom to post lots of content, and is within the terms of use. Compare this to businesspeople using personal pages as miniature shops, who eventually get tracked down and forced to close.

Remember to start your business right, and stick to the rules.

## **25** When trawling for “friends” or “followers” to invite, try to look for the ones who have interests linked to what you have to offer.

Whatever terminology your social networking service uses for connected people, it pays to pay attention to what people like and dislike.

A simple glance on their profile pages may turn up some useful information. As for profiles with public posts, you can also glean something from reading through them. All in all though, this can be time-consuming and tiring, but there is always the chance of finding the right people.

## **26** If you can bag a connection with people influential within their social circles, then they can invite their friends to connect to

**you.** These are the right people that we were talking about – the people who have strong opinions and can influence their other contacts to turn to the same opinion.

It’s basically like getting recommendations via the natural word-of-mouth means. The more influential a person is within his or her social circles, the likelier they are to pull other people to connect with you.

## **27** Use MicroBlogging Services

Using microblogging services like Twitter and Plurk can make it easy to update followers with quick bits of news or useful information.

Quick and concise is the name of the game of these lightweight social networks, but they can be incredibly useful. If you want to share something quickly and easily, then make use of microblogging. You'll want to learn how to use URL shortening services, as these microblogging services have very limited post sizes.

## **28** Use Ning or SocialGO

Ning.com is an easy-to-use platform that is great for setting up social networking profiles. SocialGO is similar to Ning, and is yet another alternative social networking website.

Finding these alternative social networking services can be useful as it may allow you to tap into certain markets. Contrary to appearances, not everyone is on Facebook, and there are some communities that stick to these less-mainstream services.

The label “hidden gold mines” is apt here.

## **29** Use Business Social Networking Sites

Business-inclined social networking sites like LinkedIn and Plaxo are great for finding business contacts and building networks more directly oriented towards business.

Though these websites tend to be drier and rather more limited in content and user base, they are expressly made for the purpose of business and thus those who join self-qualify. Simply put, if you are a member here, you are interested in making business connections, whether as an employee, employer, partner, purchaser, or seller.

# WRITING

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While you may be dazzled by graphics and special effects on contemporary websites, but when it comes right down to the line, it is the copy that makes the website worthwhile. Writing copy is an undervalued skill in most circles, and good copywriters are far and few in between.

**30** **Good copy on your website or blog entries is essential, since bad copy is likely to drive potential customers away.**

Not everyone is a grammar policeman, but that does not mean they won't be distracted by bad spelling and awful grammar.

Awkward phrasing is quite different from something that is just wrong. Whatever language you use for your website, do try to make your spelling and grammar perfect.

**31** **Write useful, informative articles**  
These should related to your offered goods or services and add them to article directories. This is called article marketing.

The idea is to show yourself as a font of useful information, and potentially quality products as well. If appropriate, add links to the content leading back to your website. Make sure that the article directory service allows this.

## 32 Hire A Writer

If you are not good at writing, you can hire someone to do it for you – lots of writers can be found online, and some are very good while still being affordable.

Unsurprisingly, lots of people have a fear of writing for public viewing, and this can hamper skills development. If you would rather not spend time forcing yourself to get better, hire someone who already is.

## 33 Use Programs that can Post Articles for You

There are computer programs that allow you to post articles to several directories at a time, so you can get more reach without more effort.

Posting to a half-dozen or more websites is tedious, so why not get programs that can do this for you? The initial setup is probably the hardest part of using these programs, and after that it's all just a few clicks and taps.

## 34 Guest Post

Guest writing, or writing for someone else's website under your own identity, is a good way to get some cross-website traffic, especially if the website you are writing for deals in similar things with yours.

This is a great way to get leverage off of another website's popularity. Of course, the stuff you write must be of excellent quality.

A badly-written entry posted on a popular website is definitely not how you win fans. Conversely, you can have someone famous write for your website, or you can conduct an interview with them and post the transcript.

## ONLINE ADVERTISING

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Online advertising is the bread and butter of online marketing, so this section will be sure to help you out. Remember that most of these services have several competing companies offering them, so looking around and checking out the best prices.

Of course, one cannot give up quality of service for a cheap bill.

**35** **Make use of pay-per-click (PPC) ads**  
You get the word out while only paying for those that actually click through. Pay-per-click is a cost-effective way of getting people to visit your website.

Your ads are spread wide, and you are billed for every unique user who clicks through to your website, and not for simply having the ads displayed.

**36** **Cost-per-action (CPA) advertising is also a viable choice, and it is more flexible than PPC.**

Cost-per-action is even more cost-effective than PPC because you can set it to pat out when a visitor does something more useful than just

visiting – such as filling out a form or completing your squeeze page. The rate per completed action is usually higher than that for unique visitors.

## **37** Banner ads may seem old-fashioned, but they are still found everywhere, so try them out.

Less cost-effective but easier to manage, these are still the standard fare for online marketers everywhere. Different online advertising companies offer different sizes and targets, so look around and pick the ones you feel are best.

## **38** Advertise on e-zines.

These are regular or semi-regular publications with targeted audiences that may line up with your business interests.

Indeed, if the e-zine's target audience members are, by logic, aligned to your offers, then this can give you a major boost in high-quality traffic. However, be aware that your competitors may try out this tactic too.

## **39** Advertising on digital classified ads websites can help too.

The crowd gets even worse here, but you never know who will come strolling into these websites, so posting your ads here is not a bad idea. Plus, these tend to be quite cheap.

## **40** Online radio is gaining popularity, so advertising on these Internet-based radio stations is a good idea.

Advertising on these digital radio stations means shelling out a significant sum of money, but it is active advertising that listeners cannot skip past.

## **41** List builder websites have lots of e-mail addresses, so you can take some and add to your list for advertising mail.

For marketers looking to work through e-mail, these are veritable hoards of treasure. Generally speaking these websites contain the e-mail addresses of people who have expressed their interest in marketed products, but there is always a chance that you come across as a spammer.

## **42** Google's AdSense is a context-sensitive advertising system that can deliver your ads more precisely to the right people.

AdSense takes note of the meta-data and “description” of a webpage's content to put up ads that have some relevance.

For example, if a webpage is for a game concerning battleships and airplanes, then the ads that appear may be for model battleships, or a museum exhibition about biplanes, or even a flying school. This adjustment to contexts means better basic viewer interest and thus more effective advertising.

## **43** Submit your website to online website directories.

It will improve your overall presence, while tapping into the certain overlooked audiences.

Aside from waiting for search engine spiders to visit and map your website out, you can take an active step and submit your website URL to website directories. Some people, particularly those looking for websites similar to each other, will turn to these directories.

## **ONLINE INTERACTION**

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Increasing traffic is not just about getting people to come and go, but also making them stay and share. Highly active websites not only get lots of traffic coming in, but also high levels of user activity on those websites.

Remember that the activity level of your website also factors into your search engine ranking, so getting this up is highly recommended.

## **44** Join Forums

Join forums, or set up your own and make your contributions by interacting regularly with members, instead of lording over them with your administrative powers.

If it is your forum, wield your powers responsibly. More importantly, actively participate in conversations that interest you or have something to do with your business. If you own the forums, then participating like this allows the members to feel that you are serious about listening and connecting to them, and the common human response is to accept and appreciate this.

## **45** Use an Auto-Responder

Setting up an auto-responder properly can help reduce workload while improving customer service and satisfaction, plus you can insert links too.

Auto-responders are rather tricky things, so you will need a lot of tweaking to get them working right. Once you do however, you will find your workload greatly eased.

## **46** Provide Quality to Traffic Coming from Social Bookmarking Sites.

You can use social bookmarking sites like Digg, Reddit, and StumbleUpon to leverage popularity from users, but you have to make sure that your website is high quality, or else you will get marked down.

Remember that the power of social judgment can cut both ways. This can be unpredictable because you can never be quite sure how the crowd will take it. Worse, people have a tendency to make use of the first person's reaction as a basis for examination, meaning your first few initial impressions will do much towards driving the crowd towards or against your favor.

## **47** Comment and share your ideas

Make sure to be relevant and avoid adding too much advertising stuff to your comments or forum signatures.

Add your comments and voice your opinions, but always be sure that you are on the same wavelength as everybody else. Insert links when appropriate, and make sure that your forum signatures contain a minimum of advertising content. Remember that you tread a fine line between “spammer” and “user with some advertising intentions”.

## **48** Answer questions on Yahoo! Answers, and when opportune, mention your website.

Yahoo! Answers is a community that allows people to ask questions and get answers from the community.

Be helpful and honest, and try to provide answers that are actually useful. There are also other such websites, sometimes with specific contexts, but the general idea is to look for questions that are within your power to answer, and slip in an ad when the situation allows it.

## **49** Writing a regular newsletter for sending out to subscribers is a great way to keep them in the loop and you in their minds.

These newsletters are usually sent into e-mail inboxes, but having a copy on your website is a good idea because it gives new visitors an idea of what they can get, and also serves as a backup for your regular visitors and customers.

# IRL ADVERTISING

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Just because you run an Internet business, why should you limit yourself to Internet-compatible media for advertising? In-real-life (IRL) advertising techniques can work too. While other companies ask IRL viewers to visit their brick-and-mortar locations, you will ask them to visit your address in cyberspace.

## 50 Advertise in Newspapers

More and more businesses are advertising in newspaper classified ads and directing readers to their website – you can do the same. It makes sense because a URL (particularly a shortened URL) makes it easy to fit lots of information into a small physical space.

Of course, other selling copy will be needed alongside the URL, but for the full details interested parties can visit the webpage mentioned.

## 51 Print posters and post them on public bulletin boards or other places, as long as you have permission to do so.

These can be boards in community halls or even the local groceries and general stores. You can even post in coffee shops, if the managers allow it.

You can even include gimmicks like tear-off tickets with codes on them for special discounts and so on.

## **52** Prepare flyers and hand them out to people with a smile, or slip them under car wiper blades and the like.

Get out there and get some sunshine and exercise while promoting your business. The same principles apply for flyers – nothing too flashy, or promises that are “too good to be true”.

It is up to you how fancy you want to make your flyers, but you will always need the right attitude to make the receivers really look and examine what you just gave them.

## **53** If you see someone reading your poster, you could walk up to them and talk to them about it.

This can be highly effective at converting viewers into customers, but it takes a lot of guts and some luck too.

People are rather suspicious of total strangers who walk up to them and want to talk, so you will need to introduce yourself and your business first. If they won't listen, gracefully allow them to leave. Most of all, be civil, polite, and charismatic.

## **54** Business cards make introductions and face-to-face advertising easy.

When meeting potential business contacts, it pays to have business cards prepared, as they can make

sharing contact information as simple as can be. Additionally, it serves as a reminder every time it is seen, whereas an uninterested person will discard your conversation almost immediately.

## **55 Use word-of-mouth advertising.**

Talk to your friends and family about what you're doing, and they can tell their other acquaintances. Tell them what you're up to and ask them to visit if they have the time or are interested.

You can either ask them directly to tell their friends or leave them to do it on their own.

## **56 Use Radio Advertising.**

Though radio is becoming less and less popular, radio advertising is still a viable means of advertising your website, goods, or services.

Radio is still a free source of entertainment, and it continues to be common, so why not make use of it? Lots of radio stations offer reasonable rates for advertising on air.

## **57 Physical mail is another choice.**

Whether you do it through the postal service or drop post-card type ads in people's mailboxes. You can also distribute pamphlets and leaflets in said mailboxes.

These can be easily thrown away as junk mail, but that is why you need to work with large volumes of these messages, to increase the chances that someone will actually open it up and read through it.

Either that, or find some way to make the letter really stand out but not in a dangerous way. Placing something bulky and innocuous inside can work.

**58** **Take Advantage of Street Level Advertising**  
Street-level advertising, such as placing stickers or posters on your car, is an unusual and attention-grabbing way to spread the word. Admittedly it might make you look like a fool, but if it works then it's worth it.

## **PRESS RELEASES**

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Press releases are not just for celebs and big-time businesses. Even small businesses can make use of press releases. Announce your public opening, new products or services, and so on. You will need good writing and impeccable timing as well as the right places to publish.

**59** **Press releases are very useful if you know how to write and publish them.**  
A press release has a different feel from general informative or promotional material. This is why press releases can be difficult to pull off, especially if you are set in a hype-pushing marketer mindset. In these cases, if you are not confident, get some skilled assistance.

## **60** The tone of press releases should not aim to sell, but to inform.

This is so that people won't immediately think it's simply a selling tactic, and thus improve the volume of visitors encouraged by press releases.

This is a type of soft sell, where one allows the reader to come up with a course of action rather than recommending one. This also generally improves the quality of visitors, as those who do come by are often more interested than the casual passersby.

## **61** Save press releases for major events.

This includes a revamped website, a new product or service, or for announcements for big events that you will hold.

A press release is a major announcement, so do not abuse it. A celebrity does not make a press release for a walk-on role in a film, but a lead role will certainly warrant one.

Likewise you may not produce press releases for regular giveaways, but the holiday bashes certainly may be worth it. U

se your press releases judiciously and you will find it giving you nice bursts of traffic.

# SALES

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Aside from selling from your website, there are other ways to sell them too. In fact, selling it in multiple ways makes it much more accessible to various people, and thus improves your sales directly and traffic indirectly. To encourage them to visit your actual website, offer a discount via a link in your product description.

**62** **Sell on eBay.** Selling on eBay is a good idea because it makes selling products easy while allowing you to tap into a huge market. The model of payment relies on credit cards, so you should have some way of accepting payments.

Preferably, your bank account should be suitable for accepting many payments over short periods of time, which means that it should be a business account and not a personal account. Remember to choose the right category for your product, because eBay deals in just about everything, so you need to make sure interested parties can find what you have to offer.

**63** **Sell on Amazon.** Amazon.com, like eBay, is a good place to sell stuff, but only if your product is a book, a white paper, or an audio book. Amazon focuses on the literary class of products, so while its scope is more limited, its user base is more targeted.

Self-help books in digital format are very popular here, so you can make some major profits via Amazon. Additionally, there are some

opportunities to make money on the side via Amazon Associates, so take some time to check that out.

**64** **Take Advantage of the Kindle Fever.**  
If you do have books and other lengthy text products, consider publishing them in Kindle format, since the Kindle is getting good buzz. Other formats like PDF are good too.

What you should not release are directly editable document formats – like MS Word documents, RTF and TXT files, and so on. The Kindle format is particularly nice because the Kindle device is meant for digital reading anywhere, which makes it a perfect platform for most online marketer literary products.

## MIXED BAG

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This section contains those tips that do not quite fit in the other sections, but will certainly prove interesting and worth trying out. Use them as they are, or combine them with other tactics for synergistic results.

**65** **Set up your blog or website with RSS, so your subscribers can get your posts as they go online.**

Some people have something called “data addiction” – these are the people who get antsy if nothing new comes up on their feeds every

few minutes, or those who check in on their profile pages too often. Take advantage of this, or simply keep customers updated as the news comes up with RSS. RSS is easy to set up and use; in fact, it does pretty much everything automatically after the initial setup and tweaking.

## 66 Use Audio Instead of Video.

Using audio instead of video can make your site easier to load, and will reduce the number of people who leave because your page won't load quickly. This is an easy trick that can seriously improve the quality of your website's user experience.

The fact is that audio files are much smaller than video files. Moreover, the quality of audio files is easier to adjust, as human ears are not quite as sensitive to changes in "quality" as the eyes are. How many people do you know care for sound quality more than or even on the same level as graphics? In any case, the quicker your page loads, the quicker the media is buffered, and the more continuous and stutter-free the experience is.

## 67 Be Nice 😊

Being nice and polite is simply good practice all around, but applying it online can help you avoid losing customers due to rudeness on your part. This is pretty obvious, but for some reason people tend to change their personalities online.

Perhaps it is the removal of the direct connection that makes them feel they can be less restrained.

However, as a businessman and overall nice online person, it is in your best interests to always be civil and polite. You can attract more ants with honey than vinegar, as the old saying goes. It also gives your detractors and opponents less ammunition to use against you, in addition to improving the quality of your relationships with your customers, who may even speak up on your behalf in cases of conflict.

## **68** **Get Your Ads Seen on Book Inserts.**

Book inserts are simply small sheets with advertisements inserted into books, which big-time vendors like Amazon do, so look for how to get your ads on these inserts. This is an overlooked area of low-level advertising. It can be highly effective because the receiving parties are interested in the product it is included with.

This interest rubs off on the ad insert, more so if the ad is strongly related to the product. In practice, this is done for physical books, but it can also be done with other products, and even with digital products. For example, one can include an ad for a grilling cookbook with a new barbecue grill, or an ad for a book of crochet patterns with every purchased knitting manual.

## **69** **Apply SEO.**

Apply SEO to your website and posts to get better spider results from search engines, and increase your relevance and search rankings. SEO, if you have not heard of it, is “Search Engine Optimization”, a set of techniques used by search engines to refine the quality of indexing and thus produce more relevant results every time a search is requested.

Of course, marketers can change their material to maximize the effect of this. As a marketer, your task of applying SEO techniques means making your website look better and more relevant for your given niche. This entails using the right keywords, setting the right meta-data for webpages, and more.

SEO is a broad and deep subject, and there is not enough space to discuss it here, so you are better off finding a book or course dealing exclusively on the subject matter.

## **70** Buy expired domain traffic and get visitors who are redirected from websites that no longer exist.

Traffic from visitors looking for websites that have expired generally goes to waste – they end up being redirected to pages offering to sell them the domains. Why not get the traffic redirected to your webpage? Admittedly it may not be at all related to your business, but a tactic is a valid tactic if it works, and this certainly does boost your traffic figures.

Contacting the owners of these domain hosts is the first step, and they are usually obliging about expired domain traffic purchases. Alternately, you can buy other people's websites, like a corporate takeover and either have their traffic redirected to your page or take control of their websites.

# CONCLUSION

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These tips may be numbered 1 through 70, but in actuality there is more than just 70 bits of useful information there. If you pick out the lessons and learn them well, then you can make a success out of any online marketing endeavor.

From blogs and the right way to run them, to advertising online or in meatspace, to using business and social connections, marketing is all about establishing and reinforcing links with others. You can connect to people on so many levels, and the more levels you can connect to, the stronger your influence and the better your chances of profit.

Most of all, find ways to enjoy what you do. Having fun while you make a living is the best way to ensure you enjoy your job and also makes you perform your tasks better. Other than your mindset and skills, you may need some good luck – so here are our best wishes for your success!