Guide to Driving Traffic to Your Web Page
Driving Traffic to Your Web Page

There are numerous ways to get traffic to your page – some are free and some are paid – but the key to any successful online venture is getting visitors to your site.

Please note that we do not expressly recommend or endorse any advertising sources that are listed in this guide nor do we guarantee any results from employing these advertising sources. These and other vendors can be found by searching online. Some ad vendors charge when your ad is clicked on while others charge each time it is displayed; be sure to know the terms of any ads you purchase.

Co-op Advertising

Share advertising cost with your team and help set them up for success!
All of the paid advertising options listed in this document can be easily implemented by sharing the cost with your team. This saves everyone money and also allows you to set this up for your team.

Our system makes it very easy to create a shared link that can be used in place an individual team member’s URL. Simply follow these directions to create a traffic rotator URL and use that in any of the advertising options listed below. Each time a visitor accesses the shared URL, the traffic will rotate to the next team member’s page. You should make sure that all of your team members have a lead capture page tied to their website so they can gather lead information from these visitors.
Setting up a Shared Traffic Rotator URL:

- Go to the **Sales Tools** tab
- Click on **Website Traffic Rotator Co-ops**
- Select **Create New Website Traffic Rotator**
- Select your **company website** from the dropdown
- Enter the **name you want to use for this co-op**. This will create the shared URL as **www.yourcompanywebsite.com/co-op name**
- Enter the **email address for each team member** that will participating in this co-op. **Assign the number of shares** for each member. *This will typically be 1 share per person, but some members may opt to pay more toward an ad campaign to get more shares of the pie.*
- You are now ready to start using the shared traffic rotator URL.
Paid Advertising Sources

Paid ads on Google AdWords and Microsoft AdCenter can be used but they require a lot of time and effort to maintain them.

Facebook Ads

You may be better off with paid ads on Facebook where you can more easily choose your audience. For example, you can run identical ads for 19-30 yr old, 31-40 yr old, 41-54 yr old, and 55+ age groups. Check your results and tweak ads for different groups or remove them entirely. This allows you to focus on the groups that get you results. Facebook ads also allow you to choose your audience based on a precise interest.
Media Buying

If you are new to media buying, please note that most rates are negotiable. As a newcomer, you’ll be presented with a standard rate card – negotiate – most people never pay full price for media buys.

Media buying differs from direct PPC ad purchases like Facebook and Google.

Use a free tool like www.quantcast.com to check a site’s demographics to see if it serves the population you want to target.

Ad Networks

Ad Networks connect online advertisers with websites that have ad space that they are looking to sell. Some will list your static ad while others target your ad to a specific audience. Some of these sites charge per impression – that is you are charged every time your ad is displayed – not just when it is clicked.

There are three types of Ad Networks:

1. **Vertical Networks**: These allow you to target your ads to a specific niche or interest category.

2. **Blind Networks**: These typically offer better pricing to direct marketers since you have little control over where your ads will run.

3. **Targeted Networks**: These focus on specific targeting technologies that have been built into an Ad server. They use consumer data to determine when and where your ads will display. These will often display your ad to people who have visited your site or similar sites before.

Here are a few Ad Networks you can look into:

- www.AdBlade.com
- www.Advertising.com
- www.Pulse360.com
- www.mediatraffic.com
- www.adready.com
Help Wanted/Biz Op Ads
Post Business Opportunity or Direct Sales Listings on help wanted sites or on Work at Home / Stay at Home Mom sites

www.Help Wanted.com
http://www.wahm.com
http://www.2 work-at-home.com
http://www.athomemoms.com

Solo Ads
A Solo Ad is a way to ‘piggy-back’ on someone else’s email list. You pay the solo ad provider a flat fee. Depending on the service offered, you can have them send out your ad – typically a sales letter – via email that they send on your behalf. Some of these offers only include posting your URL within the marketer’s email copy. You are basically sending your email copy or just your link in their copy to an email list for an up-front fee.

The best thing about using solo ads is that the providers send to lists of already opted-in recipients – these people are open to receiving your ads.
There are tons of providers out there and there are different ways they do business. Some offer to send your solo ad to a set number of email recipients. The better ones offer to send to a minimum number of email recipients but also guarantee you a minimum number of clicks. Some even deliver MORE clicks than you pay for! Best of all are the ones that send your ad to a targeted list of recipients; you get to choose the category of recipients to send to.

There are different types of solo ad providers:

1. **Personal Lists** – these are typically marketers who sell traffic by the click – generally from 30 cents to a dollar per click. Here are some you can check out:

   - [http://isellsubs.com/](http://isellsubs.com/)
   - [http://explosivetrafficvideos.com/solo_ads/](http://explosivetrafficvideos.com/solo_ads/)

2. **List Brokers** – you may get better pricing through a list broker since they purchase huge lists and break them out into smaller segments for advertisers like you; you also have better leverage if you don’t get the clicks you are paying for. Check out brokers like: [www.dedicatedemails.com](http://www.dedicatedemails.com) and [www.thehomebusinessagency.com](http://www.thehomebusinessagency.com).

3. **Business Lists** – these are lists that subscribers to news-like sites belong to. These are not targeted to the work-at-home niche but may result in tons of traffic.

   Here are a few you can look into:

   - [www.Arcamax.com](http://www.Arcamax.com)
   - [www.TownHall.com](http://www.TownHall.com)
Components of a Good Solo Ad

1. The Subject Line

Your subject line needs to entice the reader to open the email! Make it compelling, but don’t mislead the reader. You want the recipient to read your ad but they will be completely turned off if the subject that caught their attention has nothing to do with the rest of the email.

Keep your subject short and to the point. Use something that will arouse their curiosity or evoke an emotion. If you are involved with an opportunity that sells coffee, consider something like ‘Do you love aroma of fresh brewed coffee first thing in the morning?’

2. Content

Write the ad as if you are in front of someone; write it from your point of view. If you selling a product, service, or opportunity, explain why YOU purchased or got involved with it. Try to connect to the reader on a personal level.

Try to include information that speaks to what problem your product or opportunity resolves for the reader. If you are selling weight-loss supplements, talk about how losing those extra pounds will make the reader feel about themselves. When selling just about any opportunity, talk point out the time freedom extra income will afford the reader. Make the reader WANT what you are offering.

Include some suggested power-words but don’t overdo it! Use them sparingly. Here are some targeted attention-grabbing adjectives that help sell...

Infer added value:
Bargain, Crammed, Direct, Expert, Rare, Quality, Revolutionary, Immediate, Informative, Discounted, Reduced, Gift, Improved, Colossal, Enormous, Unlimited, Unparalleled, Sizable, Superior, Unique

Reduce anxiety:
Professional, Lifetime, Guaranteed, Security, Tested, Profitable, Refundable, Unconditional, Successful

Sound authoritative:
Approved, Authentic, Endorsed, Noted, Proven, Genuine, Reliable

Appeal to the ego - make the reader feel special:
Confidential, Personalized, Selected, Secret, Revealing, Exclusive, Limited

And here are some other good adjectives...
Complete, Exciting, Famous, Fascinating, Fortune, Insightful, Instructive, Latest, Lavishly, Liberal, Mammoth, Miracle, Odd, Outstanding, Popular, Powerful, Practical, Profusely, Quickly, Remarkable, Scarce, Sensational, Simplified, Special, Startling, Strange, Strong, Sturdy, Surprise, Unsurpassed, Unusual, Useful, Valuable, Wealth
3. Where to Send the Reader

Include a link to your lead capture page, webinar registration page, or other page where visitors can submit their contact information. Remember to use the shared URL when doing a co-op ad!

Remember, these ads are going to someone else’s list – you want to make these leads your OWN!

4. Length of the Ad

If you already have a long sales letter ready to go, feel free to use it, but these ads do not need to be long. Short and to the point is the preferred approach. You want the reader to click on your link – not spend a long time reading through an email.

5. Carefully check your ad for spelling and grammar! Read it through several times and have someone else read it as well. Check capitalization and punctuation.

This may sound an awful lot like 7th grade English class, but please make sure you use the correct word – spelling and grammar checkers often miss these very common mistakes:

<table>
<thead>
<tr>
<th>Your</th>
<th>(belonging to you)</th>
</tr>
</thead>
<tbody>
<tr>
<td>you’re</td>
<td>(you are)</td>
</tr>
<tr>
<td>there</td>
<td>(‘There are 5 fingers on one hand.’ or ‘Put that over there.’)</td>
</tr>
<tr>
<td>their</td>
<td>(belonging to them)</td>
</tr>
<tr>
<td>they’re</td>
<td>(they are)</td>
</tr>
<tr>
<td>were</td>
<td>(‘Were you sitting in traffic?’)</td>
</tr>
<tr>
<td>we’re</td>
<td>(we are)</td>
</tr>
<tr>
<td>then</td>
<td>(as in time; ‘First do this and then do that.’)</td>
</tr>
<tr>
<td>than</td>
<td>(comparison - ‘I am taller than you.’)</td>
</tr>
<tr>
<td>to</td>
<td>(‘Go to this great website!’)</td>
</tr>
<tr>
<td>too</td>
<td>(comparison – ‘It is too hot today.’ Also – ‘Yesterday was hot, too.’)</td>
</tr>
</tbody>
</table>

6. Run your ad through a spam checker – you do not want your emailed ad ending up in everyone’s junk folder. Here are a couple of online tools you can try:

   http://www.emailspamtest.com

   http://www.contactology.com/check_mqs.php
Free Advertising Sources

Embrace the concept of a congregation – look for like-minded people

Look for Forums, Message Boards, or Chat Rooms that are focused on the same area of interest that your opportunity offers. If, for example, you offer diet supplements, look for groups tied to exercise and weight loss. Join the community, start conversations, become a value-added expert and use your website as part of your signature. People will start exploring to find out more about you.

Social

Create a Facebook page with a link back to your website. Encourage people to Like your page in exchange for free info or entry into a drawing.

Media

Look into pinning images on Pinterest. Post images that link back to your web page.

Join groups on LinkedIn; search for groups related to Work at Home, Stay at Home Moms, Direct Sales. Advertise that you are looking for sales people and/or team members.

Niche Sites

Become a member and post on community sites like http://www.circleofmoms.com

Blogging

Post useful information on your own blog – include links to your lead capture pages.

Guest post on other blogs that target your niche. It’s best to get your own article posted that includes links to your lead capture page, but at the very least try to post useful and informative comments on other people’s posts.
**Articles**

Publish informative articles on free article sites. Include links to your lead capture pages.

Here are a few suggestions:

http://www.sooperarticles.com/
http://www.ezinearticles.com/
http://www.goarticles.com/

**Free Classifieds**

Sites like [www.Craigslist.org](http://www.Craigslist.org) allow you to post listings for free. The only caveat is that they typically list ads by date so you will need to frequently update or re-post your listing.

http://www.salespider.com lets you post an ad for free. Be careful when signing up for sites like this – you may want to create a separate email address on hotmail or Gmail to submit on this site. They typically use your email address to send you scores of other offers in exchange for your listing.

http://www.superads.com is another free classified site.
Other Online Advertising Sources

Custom Web Forms
Create a custom web form for your team in our system and post it on any external site.

These forms can also be used for co-op advertising to share the cost of leads with your team. You get to select the fields you want visitors to complete, background and font colors, and the category you want new submissions added to.

Go to Sales Tools >> Custom Web Forms

Once the form is created, simply grab the HTML code and add it to any website.
Banner Ads
You can place banner ads on any website. If you are using our system, you have banner ads available right in your back office. You can place banner ads on other websites you own or you can pay a fee to place them on other sites.

Simply go to Generate Prospects >> Banner Ads.

You can preview the ad to see what it will look like. Once you’ve decided which ad to use, simply grab the HTML code and add it to any website.

Pay to place a banner ad on a site that ranks high for a keyword relevant to your niche. In this example, a mailing list company placed their ad on a site about MLM companies.
Offline Advertising
Don’t forget about tried-and-true old-fashioned offline advertising. It still works!

Radio/TV Ads
There are many media specialists available to work with. Some sell and arrange air time for advertising that you have ready to go while others offer a full range of services from consultation to ad writing and recording.

Car Advertising
Don’t waste precious time while you’re driving around – advertise on your vehicle!

Car Rear Window Signs
http://www.signazon.com/car-window-decals/

Vinyl Car Lettering

Car Door Magnets
www.vistaprint.com/car-door-magnets.aspx
http://www.123print.com/Car-Magnets

Online and Offline – Digital and Print Magazines
Home Business Connection magazine is a great source for advertising in both digital and print format. Contact publisher Cutting Edge Media for advertising information: http://www.cempublications.com.

They offer and manage co-op advertising to help your team offset the cost – or you can use the co-op functionality within our system and publish the shared URL in your advertising.
Printed material

Flyers and Hotcards
Basic information in a nice graphically designed format go a long way to help someone you’ve spoken to about your opportunity remember you. These can be handed out in person or mailed as follow-up.

Postcards
Send postcards to a targeted list of prospects. There are services out there that will print and mail your postcards for you.

Tear Sheets
Create a mailing that looks like a copy of a newspaper article. It can be press release about your opportunity or something you’ve written to look like an article...anything that contains a line to your lead capture page. Attach a post-it note with something like ‘Thought you’d be interested – J’ hand-written on it. Most people will think that it was sent by someone they know (most people know someone whose name starts with J – Jim, Jay, John, Jennifer, Julie...)

“Hand-written” notes and letters
Since most people throw away junk mail before ever opening it, hand-written letters work best. There are companies out there that specialize in making printed material look hand-written.

Here’s one that you can try: http://thinkinkmarketing.com/

Out-of-the-Box Ideas
Original, attention-grabbing mailers work best. See what companies like http://www.structuralgraphics.com/ have to offer.