



Phase #6 – Traffic Generation

Finding and moving your target customers.

Taping into online communities

- Become an active part of the communities in all of your target marketing – use signature file to drive people to your squeeze page.
- Participate in the groups that your target market participates in.
- Position yourself as a helpful expert within the communities.
- Build relationships and network with the others in the communities.

Joint Venture and Affiliate Promotions

- Align yourself with the centers of influence in your target markets. Whoever owns the lists have the gold.
- Remember the law of reciprocity.
- Find ways to work together on projects and tap into their lists and resources.
- Contact people with complementary products and build relationships with them.
- Contact your competitors and build relationships with them.
- What does someone need immediately before and after they purchase your product?
- Build an affiliate program and get others to join and earn commission on all sales.
- Research, Recruit and Train
- Build an affiliate training center

Free Search

- NOTE: When creating links – always use anchor links on your keyword phrases.
- Find the 3-5 keywords for each niche that you want to focus on.
- Create a blog on your company website (outsource installation and design – make

- sure blog pings directories on each post)
- Submit your RSS feed to RSS feed directories.
 - Post to your blog 3-5 times a week teaching content that uses the keywords in your list. (focus on 1 - 2 keyword phrase per post) Point people to your product website in each post.
 - Write one article each week that focuses on one of your keyword phrases and post them to article directories. (article announcer) In resource box in article point them either
to a similar blog post or to the sales page – remember to use anchor text links.
 - Create one press release per month to send people to your blog or to your product sales letter. Same applies here as with articles. (prweb.com)
 - Set up reciprocal linking campaigns with software like seelite.com or services like linkmetro.com.
 - Post on forums or in other people's blog comments with your signature file.

Paid Search

- Google PPC.
- Yahoo PPC
- MSN PPC

Other Paid Advertising

- Purchase solo ads in ezines.
- Adbrite.com
- Contact directly a website owner and purchase advertising space

Offline Marketing

- Rent a mailing list for direct mail or postcard mailing.
- Space ads in magazines or trade journals.
- Radio and TV advertising
- Teleseminars
- Write a book