

Do You Completely understand the importance of Targeted Leads?

By Jonas Carlstrom

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Don't even consider spending a dime on Advertising before you –
Completely understand the value of Targeted leads.

Targeted Traffic Generation.

Traffic Generation - is usually considered as one of the most stressful parts of an Online Internet Business.

Like most people you'll probably already know you're success depends on your targeted traffic not just any traffic.

But still without any traffic you'll have tiny possibilities to make any sales or to make yourself heard or.

It's like when you build a great palace (website) in the deepest of woods without any roads or possibilities for people (traffic) to come visit you.

So when you're finished building roads or whatever ways for creating it easy as possible for people to come visit your palace, does that guarantees that they are interested in your particular services? No way.

So you need traffic, however because people are so desperate for traffic they end of wasting \$1,000's advertising in the wrong places.

As you read in mind always remember quality is always higher than quantity - every single time.

To generate the most amount of quality traffic you should focus on these major traffic generators AND you'll also need proven systems/schedules for your marketing.

You'll actually need TOOLS to help you so you can save your valuable time.

When you've got the tools and system in place...that's when your quality traffic will appear.

I say it again to generate traffic you'll NEED a proven system and tools to:

*Create a List of Targeted Prospects

*E-mail List of Targeted Prospects
(Email Marketing)

*Announce Your E-Zine

*Promote Your E-Zine

*Place ads in other quality ezines
(Ezine Marketing)

*Promote Your latest Article

*Create a New Auto-response Message

*Send a FOLLOW UP /Special Offer
(Autoresponder Marketing)

*Analyse Positioning, Keywords

*Generate Meta Tags

*Submit Your URL to the search engines
(Search Engines Marketing)

*Create and place sales ads

*Find a new Reciprocal Link Partner

*Write a Press Release

*Submit a Press Release

*Use Joint Ventures

In this article I'm going to focus on the following three Marketing Techniques to generate Targeted Quality Traffic:

EMAIL MARKETING

My main traffic and sales are generated from my Email marketing.

Email marketing is one of the most popular, cost effective, yet misunderstood methods of online marketing on the web today.

If you for example buy 1 Million email addresses and it's probably the worst thing you can do.

You'll piss people off, your ISP probably will shut you down and the conversion rate is minimal. Why? Because the harvested email belongs to people that isn't interested in your proposal.

The solution is always to get targeted leads/prospects !

But why should you buy 1000 expensive targeted addresses for \$100 when you can use your own tool/software to generate targeted leads...

That's what I'm doing.

I'm using a new unique 3-in-one email marketing tool that enables me to TARGET and generate up to 5000 prospects/leads every single day!!!

I Simply decide the type of prospect you require, where in the world you wish to target and the software will do the rest.

By leveraging the thousands of dollars spent by website owners to be accurately found by their descriptive meta tags, combined with leveraging the millions of dollars spent on search engine spidering technology, this software ensures that prospective websites are targeted with a 99%+ precision !

That's effective email marketing.

I simply use it every day..

EZINE MARKETING

Let's start with the definition of an ezine. Ezine stands for 'Electronic Magazine', and is a publication sent by email to an opt-in list of subscribers who have asked to receive it. (Noticed I said 'opt-in', meaning NOT spam).

There are literally hundreds of thousands of ezines in circulation, based on every topic under the sun.

From online business to cookery, you name it, they publish it. An ezine usually consists of an article or two based on the subject of the ezine, maybe a few classified adverts, and maybe some information on the site that publishes the ezine.

I want you to understand right now that Ezine Advertising really is incredibly powerful. Let me explain why in simple terms, what is cheaper?

A) To Email 10,000 People or

B) To Mail Through the Post to 10,000 people

Targeting the right audience is important in whatever form of advertising you pertain to, but there is no easier way to do it than with ezines.

The greatest advantage is the cost efficiency.

Ezine ads start at around only \$10. In fact, I've had some pretty good results from spending between \$10 - \$35 myself.

For a small CPM (cost per thousand impressions), you can reach thousands of pre-qualified and targeted prospects who will respond to adverts simply because they have an interest in that topic.

For instance, imagine announcing a new type of dog food that's ten times as delicious as ANY other dog food, guaranteed.

Advertising in an ezine which is sent weekly to 5000 dog lovers would be very effective. MUCH more effective than generalizing your advertising and hoping that someone, somewhere will like their dog enough to purchase your new food.

Try and visit the ezine website and see how up to date the newsletter is before you jump in.

Chances are that some of these databases may be out of date, so if necessary visit the site or contact the publisher to ensure that you have the right information.

Make sure you get a list of advertising prices and ad specifications, to ensure that the ezines can cater for your advertising budget.

SEARCH ENGINE MARKETING

So you also want to reach the frontpages on the major Search engines like Google and Yahoo etc.

Just don't buy any \$40 submit packages to +10000 search engines because it is NOT effective.

But for you to succeed on the search engines you'll actually need to work with different tools to make it happen.

There is NO one way to go !

Below are some submission tools, keyword tools, step-by-step training and up-to-the-minute techniques that the guys on the frontpage use.

Remember that the site submission process is dynamic and ever-changing, so these leading-edge resources are continually updated.

* Submitter

Submits to the major search engines rapidly and safely in real-time. Regular updates keep pace with the changing search engine picture.

* Keyword Analyzer

Look at your site the way spidering search engines see it. Check your own keywords and check up on your competition with this dynamic research tool.

* Keyword Counter

A deadly way for you to gain the upper hand on the search engines and leapfrog the competition. Counts keywords with 100% accuracy.

* Meta Tag Generator

Some can even generate instant Meta Tags for your site and sends them to your email box - in the specific format needed for your Web pages.

* Link Popularity Checker

Gives you an accurate diagnosis of just how 'networked' you are on the Web. Use this information to forge strong business relationships with potential partner sites.

* Search Engine Position Analyzer

Displays exactly how you are doing today on the top search engines under your specific keywords and keyphrases.

check the Top Directories

The directories are a terrific resource for your Web site but they are evolving quickly. Stay on top of the fast-changing picture here.

You'll need to find the TOP Pay-Per-Click Engines

Get a Global Search Engine List

If you want to market to the world audience, explore the vast range of possibilities here. Includes the growing list of search engines around the world to help your business 'go global'.

Happy Marketing !

See you at the frontpages !

Jonas Carlstrom – President

<http://www.ebiz-area.com>

==For proven Targeted Marketing Tools -

<http://www.ebiz-happeneurs.com/land8.html>

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