

Targeted Visitors + Subscribers = Online Success

By Mike Merz

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The title of this article is not altogether accurate ..;)

There are many variables to launching a successful Online campaign.

But when it comes time to sell your finished product/service, attracting targeted visitors to your promo page, and even more important, acquiring their email address in the process, are absolute necessities.

I've put together a list of the Net's most popular resources to aid you in your quest of the aforementioned:

Targeted Traffic

- Search engine/directory submission

The major search engines/directories account for the majority of all web traffic, and submitting to them is an absolute must.

The best service I know of, in reference to submission, head content analysis, tips on how to get accepted, how to increase your rank, and much more, can be found at Robert Woodhead's SelfPromotion.com (... and it's free.):

<http://im4newbies.com/selfpromo.htm>

Another terrific freebie that will greatly increase your understanding of how search engines work is offered by Sumantra Roy of 1stsearchranking.com:

mailto:1stSearchRanking.1000.1093@optinpro.com

- Free traffic generators

There are many "startpage" programs out there (you view a different advertiser each time you open your browser, allowing your page to be seen by another user ...), but they're some that are good and, well, some that are not! ..;)

The best one I've encountered is TrafficSwarm, which not only has a higher view ratio than most, but also awards additional credits for clicking through the links of others:

<http://im4newbies.com/trafficswarm.htm>

- Free classified ad sites

Once again, these can be a dime a dozen, or actually worthwhile (NOT to be confused with FFA sites!)

The one that I've had the most success with is Bogdan Fiedur's AdLandPro:

<http://im4newbies.com/adlandpro.htm>

- Paid traffic sites

There's a ton of these out there, too, and so far the only one that I've deemed worthwhile (my opinion, of course ..;) is TrafficZilla, which is also extremely inexpensive for all the options it provides:

<http://im4newbies.com/trafficzilla.htm>

Once you've attracted the targeted visitors, you've won half the battle ...

But converting visitors.prospects into customers isn't your only concern!

You must do all you can do to make the visit worthwhile, for both you and the visitor.

You should always ...

- remind them to bookmark
- offer them something to take home with them (a freebie report, ebook, etc., ...).
- and most important of all, get their email address for future followup.

A popular form of followup is the ezine/newsletter, and the larger your list of subscribers, the better.

Once again, there are many factors that will contribute to your publication's success, including ...

- your ability to form a bond with your subs
- giving them what they want
- attracting the right kind of subscribers

The last one might seem an impossibility, but you can help achieve it by doing the following ...

- DON'T make the "free subscriber give away" the focus of your promotion!

Freebies are great for drawing a lot of subs, but they also attract those that only have an interest in what you're giving away.

Provide content that will keep them coming back, and make the attributes clear in your promotions.

- Use pop up and email subscribe options, in addition to forms.

When using the former, the would be subscriber's email client is triggered, forcing them to use the address that they have programmed into it as a subscribe address. Most of the time, it is their ACTUAL email address, as opposed to a remotely hosted free address, like Yahoo, Excite, or Hotmail, which are more likely to bounce, and aren't as accessible.

And what are the best ways to gain subscribers?

My first recommendation is to pick up Paul Myers' Amazing List Machine ...

Paul is one of the most respected, and opinionated, Internet marketers around. I honestly recommend ALM as a "required course", if you truly want to build a quality list, in record time:

<http://im4newbies.com/alm.htm>

- "Free ad for subscriber" programs

My favorite ... Bo Ekvall's 2 Bucks An Ad

<http://im4newbies.com/2bucks.htm>

- Pop up subscriber generators

Works like the free traffic generators mentioned earlier, but meant to be used to gain subscribers (ad the code to your ezine/newsletter signup page ...).

SubscriberDrive

<http://im4newbies.com/subscriberdrive.htm>

- Co registration services

Gain as many targeted, quality subscribers as you can handle, (and afford ..;) using these two top notch services ...

Marty Foley's Lead Factory

<http://im4newbies.com/leadfactory.htm>

Traffic Maestro (also good for guaranteed site traffic ...)

<http://im4newbies.com/trafficmaestro.htm>

Here's a tip ...

A great way to promote your wares, newsletter/ezine, AND yourself, is to write articles and submit them to the directories, and other ezine publishers.

The most effective tool I know of for automating both ezine/newsletter and article submission is via Jason Potash's EzineAnnouncer. Jason is currently offering a free trial, and I highly recommend adding it to your promotional arsenal:

<http://im4newbies.com/ezineannouncer.htm>

Apply all I've mentioned, and I'm sure you'll be happy with the results! ..;)

Successfully yours,
Mike Merz
Internet Marketing For Newbies

P.S.

Don't forget to save this article for future reference ..;)

Feel free to change the affiliate links in this article to your own, but it's content and the following resource box, MUST remain intact.

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Mike Merz is a well known Internet Marketing expert, specializing in Online campaign startups, and owner of Internet Marketing For Newbies
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