

Using the media to get drive traffic to your website

By Bob Bishop

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Internet Traffic Tips <http://www.internettraffictips.com>

I worked in radio for over 20 years as a morning show host. We were always looking for stories that would interest our audience. Whenever someone would contact us with an interesting story we would almost always put them on the air. These interviews almost always created some good water cooler talk. This is an example of how you can use the media to generate massive traffic to your website.

I was listening to FOX TV yesterday while working on today's newsletter and a story came on that fascinated me. It was about a young lady named Karyn. She was \$20,000 in debt! You're probably saying to yourself right now, yeah, big deal, aren't we all?

However, Karen was trying to do something unique to solve her problem.

She put up a website (<http://www.savekaryn.com>) explaining how she got into so much debt and if anyone wanted to help they could send her a buck or two. Now you might be asking yourself right now, who would give her money?

Apparently a lot of people are!

Here's an excerpt from her weekly update...

"Hi everyone! Did you send a dollar yet? Try to if you can! This week I received 40,493 hits on the website. Not bad. And I got almost 1,000 emails! I've been swamped at work and will try to answer them this week...

On the money front, I received \$617.51 through PayPal and the PO Box, and \$156 from my eBay sales. Last week's "Big Ticket Item," a Burberry purse, went for \$58! I'm on my way to living a debt-free life! Don't forget to check out this week's "Big Ticket Item" on eBay, a pair of authentic Gucci sunglasses!"

...40,000 HITS IN ONE WEEK! And she's made almost \$3000 in about a month!

Are you getting 40 thousand hits a week on your site?

What can we learn from this young lady?

She's got a website that's nice, but I know she didn't spend big bucks to make it.

She's very blunt about asking for donations (ie; asking for the sale)She makes it easy to make a donation (ie; sale) by adding a link to Paypal or you can send money via snail mail.

And.....

She's getting massive publicity! I don't know the full extent of the press she's getting but what I am aware of is...

Coverage on FOX TV! At least 3 or 4 minutes of airtime. Just imagine what that would have cost her if she had to pay for advertising.

Coverage in USA Today!

Along with mentions on many websites with some good reviews and some bad. Even the bad ones are including a link to her website!

Have you sent out press releases for your website?

Have you contacted your local media to try and convince them to interview you?

Are other websites linking to your?

Give it a try. I think you'll be amazed at some of the results. The power of a press release can be incredible!

Bob Bishop

Publisher of the free daily newsletter

Traffic Tip of the Day

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