

MODULE 4: Turbo-Charged List Building

SniperListBuilding.com

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James Brown & Stuart Stirling

Cheap PPC Traffic

Forget Adwords, they're dead as a doorknob and plus they're really expensive. The truth is, there are a bunch of search networks out there that are practically giving away traffic.

I'm paying a little as .05 per click on high traffic keywords!

No need to go into great detail about PPC, I'm sure that most of you know the drill and this course is getting longer than I expected.

PPC is going to be the most common way to get paid traffic.

It's important to know where you are spending your advertising dollars, so I will give a brief spill on each so you know what type of traffic to expect.

These are the 3 PPC networks that I've personally tested and seem to get pretty good conversions.

Ask.com - <http://sponsoredlistings.ask.com/>

- Ask.com is the 4th largest search engine
- Over 95 Million Unique Users
- They own over 100 premium online properties
- Ads appear on Match.com, CNET, DogPile and a lot more high traffic sites

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- Can geo target your ads

MIVA – <http://miva.com>

- It's been around since 1999
- Allows you to see competitor's bids
- Has the largest performance marketing networks

7Search - <http://7search.com/>

- Also started back in 1999
- Receives over 1.5 billion searches/mo
- Only \$25 to get started

Each of these search networks have a different demographic. So it's wise to find out where these lower end PPC networks are getting their traffic so you will know if your product will convert.

Ezine Marketing at It's Best!

These are also called SOLO ads; you can pay these people to send an email out to their list about your product. Sort of like a Joint Venture deal, you just have to choose the right newsletter provider.

This is a great way to build a mailing list by using someone else's list!

There are plenty of places where you can find people with email lists such as:

<http://DirectoryOfEzine.com> – They charge \$197 for access to their directory of ezines that allow advertising in their newsletter. This is the most direct way because these list owners are prescreened by DOE.

<http://New-List.com> – This is a free alternative where list owners publish links to their lists and it's organized by niches and categories. When you see a list you like simply contact them and see if you're able to market to their list, in most cases there will be small fee.

Siphon Traffic from Popular Blogs

Believe it or not, blogs in your niche receive pretty much all the traffic! Not product pages or anything else!

I know in the Internet Marketing niche, there are bloggers that have over 50,000 readers that are interested in learning how to build an online business or make money online.

The key to marketing anything is to find out where your audience is and place yourself in front of them.

If you're launching internet marketing products then this is going to be your bread and butter.

Although it might cost you a few bucks, this is where most of your sales are going to come from.

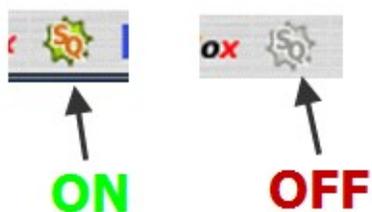
You can find blogs in your niche by using Google and the SEO for Firefox plugin.

You can pick up all kinds of blogs that receive a bunch of traffic with this technique.

Advertising platforms such as Google are going to be extinct here in a few because a lot of traffic is on individual sites these days and they have self serving platforms.

So here's how you would go about finding these high traffic blogs:

- **Turn on your SEO for Firefox plugin**

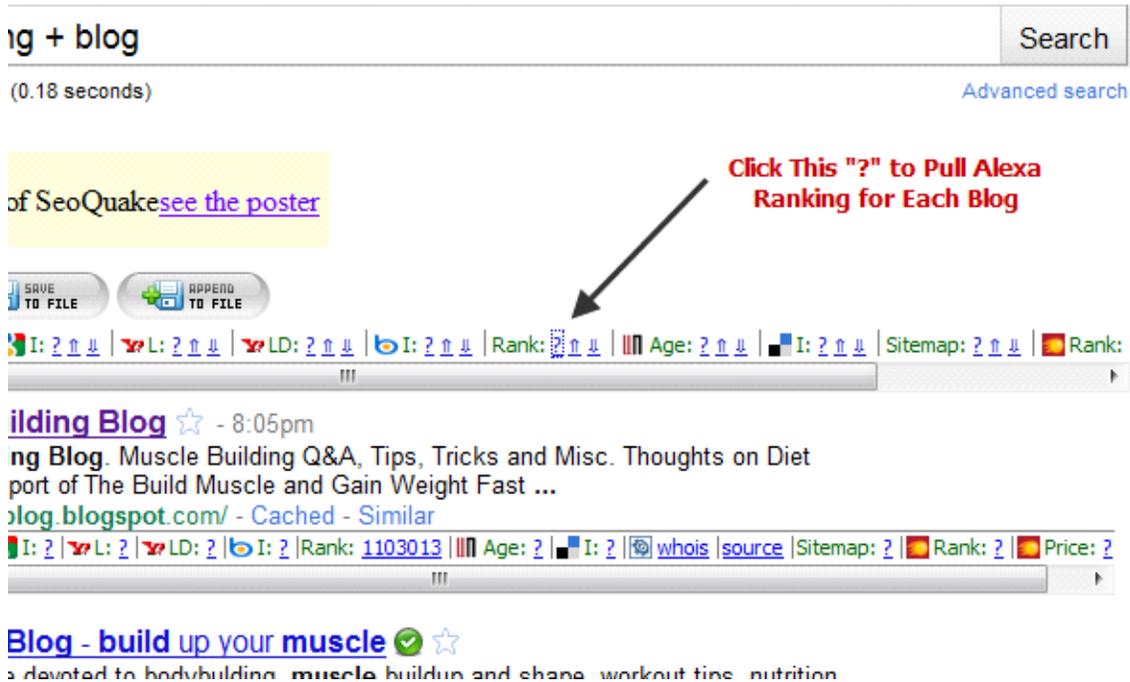


- **Search Google for your niche + blog**



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- Sort the search results by Alexa ranking using the Firefox plugin, you can also visit each site without sorting them.



Click the "Up arrow" to sort by Alexa ranking

- Once you visit the site you want to make sure they're Alexa ranking is lower than 200,000 and that they have an advertising program



If the blog is related to your niche and the price is right on advertising then you've just found a source of targeted traffic for cheap!

Keep repeating this process until you feel you have enough sources of traffic to send to your site.

Paid Social Ads

In all honesty, social media and the whole process is utterly boring! I spent weeks trying to figure out how to siphon traffic from social media sites without spending months in front of my computer making Tweets or status updates that don't even get read!

The key to winning with social media is paying for the ads while they're still cheap!

A lot of social platforms are just now introducing their advertising platform so you can target a bunch of people and get a TON of clicks for cheap!

Plenty of Fish – <http://www.plentyoffish.com/advertising.aspx>

Depending on the type of CPA offer or product you are promoting this can be a great way to get targeted traffic.

I've seen this traffic source convert well with Dating offers and relationship advice products such as "get your ex back".

Sponsored Tweets - <http://sponsoredtweets.com/>

Here you can pay for "BIG SHOT" tweeters to tweet about your website. If they have over 10,000 responsive followers then this could mean a lot of instant traffic.

Facebook – www.facebook.com/advertising

I'm sure you've heard all the buzz surrounding Facebook and it's for a good

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reason. Marketing is moving more towards local markets and target markets and Facebook does a good of doing both.

This ensures that your advertising dollars don't go to waste.

One thing to note when creating your campaign is that you want to pay "CPM" which is Cost per Impression (every 1,000 impressions). This way you're ad is viewed more times and in most cases it's cheaper than paying per click.

MyAds – www.myads.com

This is the new Myspace advertising platform and MySpace isn't the only site you will be advertising on!

MyAds is actually owned by the Fox Network and they own a bunch of sites that receive millions of views each month.

In Closing...

I think this was the shortest module because paid traffic is less hectic and you receive results much faster.

As you might have noticed, I go against the grain when it comes to building traffic. I try a lot of different traffic techniques and stick with the ones that actually work.

Where almost through the entire course!

The next module is all about crafting good emails and building a highly responsive list with simple wordplay and usage.

See in the last module!

James Brown & Stuart Stirling