



RESPONSIVE TRAFFIC SECRETS

How To Attract Hordes of
Eager Buyers to Your Site

Responsive Traffic Secrets

***How to Attract Hordes of
Eager Buyers to Your Site***

Brought to you by **Jason Oickle
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Introduction

The Internet is a wonderful thing. You can set up a web site and begin making money. All you need is great products, a web site that is easy to navigate and prices that will attract the attention of buyer.

Of course, there is one more thing you must have in order to make money.

You must have buyers coming to the web site and discovering all the wonders you have to offer at such a great price.

Driving traffic to your web site is the only way to really be a success. While you may have heard the old saying that if you build it they will come, that is not usually the case. **You have to create ways to attract attention and entice buyers to visit your site.**

Fortunately, there are several great ways to go about attracting large numbers of qualified buyers to your site. Among the most effective approaches are the use of affiliate partners, joint venture partners, the efficient use of forum marketing, and a pay per click advertising.

Over the next several pages, each of these four excellent traffic generation methods will be discussed. You will also find some helpful tips in how to evaluate the potential for each of these methods in your particular situation.

So get a cup of coffee, settle in and get ready to learn something new. In no time, you will be ready, willing, and able to set start generating a lot of new traffic.

High Conversion Strategy #1: Affiliate Partners

Setting up a network of affiliates is one of the easiest ways to put a lot of people to work for you without spending a lot of money. Essentially, an affiliate program makes it possible for people to earn based on their productivity.

Here are some benefits to setting up an affiliate program:

- **No salaries, wages, or employer taxes to keep up with**
- Your products are promoted by a large group of salespeople, rather than a few
- **If an affiliate does not produce, you owe absolutely nothing**

While it is true an affiliate program is not always the best option, you should look very closely at the potential.

In order to help you understand affiliate programs a little better, let's look at why a program like this can work, how to set up a viable program, and how to connect with qualified affiliates.

Why Affiliate Partners Work So Well

One of the main advantages to any affiliate partner situation is that people who are hungry can make a lot of money.

In other words, affiliate partners have a vested interest in making sales. If there are no sales, they make no money.

The creation of an affiliate program is only example of a sales and marketing approach that is commonly referred to as **hungry marketing**.

Hungry marketing does not leave any room for complacency or comfort. There is no salary to provide a cushion when sales figures lag. Unless the affiliate is producing some type of income, then he or she does not eat.

At the same time, affiliate marketing means that you do not tie up a lot of resources, financial and otherwise, in any one salesperson. You provide the basic training, a decent compensation program, and make yourself available to answer questions and offer motivation from time to time.

With affiliate marketing, **you have plenty of people doing the selling for you**, without having to spend an arm and a leg to get your product in front of the buying public.

What You Need to Know about Setting up an Affiliate Program

If you have no experience with an affiliate program, don't despair. The good news is there are plenty of guidelines to help you set up a program that will be fair and workable for you and your affiliates.

To help you get started, here are some things you need to do before you ever start structuring your affiliate program:

- **Develop product descriptions.** Yes, you need an accurate and factual description of each product you sell. That includes what is in it and how it can be used.
- **Design some basic sales collateral.** By creating a few sales tools that your affiliates can use and adapt, everybody gets ahead. The tools should be electronic documents that are ideal for use as attachments with emails, text in an email, or printing out for use at a convention or Chamber of Commerce get together.
- **Create a price list.** This is especially important if you plan on making sure your expenses are covered in the sale of each unit.
- **Set up mechanisms for easy communication.** For example, you may want to establish an email address that is specifically for receiving communications from affiliates. This will make it easier to keep your affiliate functions separated from other business functions.
- **Draft your requirements for affiliates.** Do you require a certain level of knowledge about Internet marketing? Perhaps you want people with some background in a given industry. Knowing what you need in an affiliate will make it much easier to know how to set up your program.

Along with these considerations, **it is important to analyze the nature of your business** and come up with any other basics that are unique to your situation.

While there are many aspects of operation and process that apply to any company of any size, there are also those factors that make each company unique.

Make a list of any and all unique requirements you may have.

Check them over carefully and make sure you've left nothing out. Once you finish this process, you can move on to designing the foundation for your affiliate program.

Getting Down to the Task – Establishing the Basic Structure for your Affiliate Program

There are three key elements that are essential for any successful affiliate program.

First, **there must be a line of communication** between you and the affiliates.

Second, **there must be an established means of tracking** the sales activity of each affiliate.

Last, **the compensation must be enough to merit the efforts of the affiliate** while still allowing you to make a profit.

Let's take a look at each of these three elements.

Making sure you and your affiliates can communicate is important. Not only will it make the training easier, but it will often

help to make sure the efforts of your affiliates remain within the scope of the image you wish to create for your company. Here are three ways to stay in touch with your affiliates:

- **Set up a message board.** This promotes not only communication between you and the affiliates, but also between your affiliates. Everyone gets to learn from each other at the same time.
- **Establish a special email address** for affiliates to reach you personally. Make a commitment to respond to each email received within twenty-four business hours.
- **Start a monthly newsletter for affiliates.** Spotlight success stores and include suggestions for sales strategies and niche markets. Your affiliates will feel like they are part of something really big and important.

Along with creating a solid line of communication, **it is also essential that your affiliates have an easy way of getting credit for the sales they make.** At the same time, the process should make it possible for customers to pay for their items easily, so their orders can get on the way as soon as possible.

ClickBank is very popular with many affiliates, as it provides a way to set up a payment channel that identifies the affiliate with the greatest of ease. It also allows you to see which affiliates are generating sales and which ones are not.

As time goes on, more services like this one are becoming available. Take a look around and see what you can find. Pick the channel that will work best for your business model.

As a third consideration to setting up a successful affiliate program, there is the matter of setting up a compensation structure. Ideally, the structure will offer enough incentive to motivate affiliates to generate plenty of sales. Here are a few things to keep in mind:

- **The basic commission may be based on a buy rate or on a percentage of the retail price.** With a buy rate, you keep the wholesale price and allow your affiliate to create a higher retail price.

The commission is the difference between the two. A percentage commission is just what it sounds like. You set the sale price and the affiliate earns a fixed percentage off each sale.

- **Above basic commission, have some incentives for affiliates who exceed certain sales targets.** This may be additional monetary rewards, free products, or a trip to Italy – it all depends on the nature of your business and what you can reasonably afford.
- **Create a tiered commission structure.** As certain affiliates consistently perform at certain levels, promote them to a higher commission percentage or apply a slight reduction in the buy rate.

How you choose to handle the commission will have a lot to do with how well your affiliates perform. If they can't make much

money with your program, they will not spend much time trying to move your products, no matter how good they are.

Find that balance between paying your affiliates well and still making a decent profit, and you will be well on the way to success.

Building the Team – Recruiting Affiliates

When it comes to teaming up with the right affiliates, you basically have to two options.

You advertise your program and the affiliates come to you.

Alternatively, you identify and go after people you think would be ideal affiliates for your program.

There are some benefits to both approaches. And there is no reason why you can't make use of both options to build your team.

Let's explore the benefits of both means of recruiting affiliates.

Some advantages to hand picking potential affiliates are as follows:

- **You already know something about the past successes of the ideal candidate.**
- You have at least a partial understanding of the skill set each affiliate will bring to the table.

- **You may have worked with this person in another program** and know that the two of you get along fine in a business environment.

There are several advantages to consider when advertising your program to a general audience. These include:

- You have the chance to be exposed to people you never met before.
- Some of the skills these applicants mention may be above and beyond those you have already identified as important for the task.
- You get a taste of how each applicant functions in a “cold” presentation – an important trait since many sales do not begin with a clear path and lots of warm feelings.

As with just about anything, there are also a few drawbacks to each approach.

With offering the affiliate program only to people you identify, you run the risk of:

- **Limiting your pool of potential affiliates to fewer than you really need to be successful.**
- Overlooking additional talents and skills that you may not have considered useful.

- **Competing with other marketers for the attention of a select few.**

At the same time, it is important to consider these potential liabilities to offering your program to everybody with access to the Internet:

- **You'll get a lot of junk applications.** A junk application is any affiliate signup that lacks the core skills you consider necessary to work the program.
- **A lot of people will feign interest, but soon drop out due to a lack of interest.** They were curious, but not really interested.
- **You could end up spending a lot more time on training and orientation that you had originally planned,** since you have to go over basics with people who have never been involved in an affiliate program before.

The bottom line is that you have to decide if one or both approach is the best way to go after potential affiliates. And keep in mind if one approach doesn't seem to be producing the desired results, you can always change gears and try the alternative.

High Conversion Strategy #2: Joint Venture Partners

Joint Venture or JV partners are a little different from affiliates.

With a joint venture partner, you are looking to team up with someone who already has a program going, and who may be able to compliment your core business or resources in some manner.

At the same time, you will have something to offer your JV partner so that both of you see the benefit of teaming up.

In many instances, you and a joint venture partner may be able to engage in activities that benefit both businesses. This is especially true if:

- **Your respective product lines complement one another.** For example, if you sell flashlights and your JV partner sells batteries, it is a match made in heaven.
- **Both of you have access to different promotional outlets.** Perhaps you have a newsletter that goes out monthly to your customers. Your JV partner has an active blog that allows comments. Each of you gain access to the promotional tools of the other partner.
- **You share a similar operating philosophy.** This means the two of you probably also share some goals that are either the same or at least complimentary.

Why A JV Partnership Can Work So Well

Part of the charm of a joint venture partnership is that you get many of the same benefits associated with affiliate programs.

There is still the desire for the partner to generate sales as a means of making money.

And JV partners are still that third party who is out there beating the bushes to earn you new clients and repeat sales with established customers.

Along with all the advantages of an affiliate, **joint venture partners also offer you a few other assets:**

- **Access to more publicity outlets.** As mentioned before, you get to tap into the mechanisms already in use by the partner. Assuming the two of you travel in different circles, this could mean your marketing effort will double overnight.
- **A fresh set of eyes.** A joint venture partner can look at your use of resources and how you have arranged your marketing effort. There is every chance that you can get some great suggestions on how to make a good thing better.
- **Someone to brainstorm new approaches with.** Your JV partner can help you come up with new ideas that will be to the mutual advantage of both businesses.

While the benefits of a joint venture partnership will vary from one situation to the next, **there is usually at least one good reason to give this option careful consideration.**

Models or Types for a Joint Venture Partnership

There is more than one correct way to structure a joint venture partnership. The models range from just short of a merger to a very limited partnership that focuses on one or two aspects of the business.

Your joint venture partnership may be set up to:

- **Focus solely on publicity efforts.** The two of you may share strategies and resources to spread the word about both your businesses. This can include joint promotional campaigns, engaging in a link swap between your business sites, etc.
- **Shared managerial resources.** This may include sharing software, setting up a joint site that will provide links to your individual sites, or sharing administrative support.
- **Consultation.** Both you and your joint partner may help one another manage both businesses or conduct evaluations of each other's business model and offer suggestions on how to enhance the operation of both.

The important thing is to determine what you really want from the partnership and determine what limits need to be in place. Doing this

will give you more insight into the next issue you need to address – where to find potential joint venture partners.

Looking For Joint Venture Partners In All The Right Places

Once you make the decision to find joint venture partners, your next step is to start looking in the most likely places for the right partner.

Here are a few suggestions on where to look:

- **Message boards and forums.** No doubt you belong to at least one or two forums for online entrepreneurs. Start paying attention to what your fellow board members are doing with their businesses. You may find several potential partners that would be a great fit with your business model.
- **Online searches.** If you have some specific ideas about what type of talents or resources you need in a partner, then look around the Internet for people with those skill sets.
- **Word of mouth.** Ask some of your acquaintances if they know of someone who might make a great joint venture partner. By collecting contact names from your friends, relatives, and other contacts, you can also get some feedback about what the potential partner's way of doing business.

As an alternative, **you can always spread the word through your network of contacts** that you are in the market for a joint venture

partner. This may allow you to get in touch with someone you never considered before.

Approaching Potential Joint Venture Partners

After you begin to talk with potential partners, don't make the mistake of jumping into anything. **Instead, take some time to cultivate the relationship.** This will give you a chance to make sure the two of you really are a good fit.

As part of the process of getting to know a potential partner, engage in the following actions:

- **Share ideas about business in general.** Knowing the two of you have similar or at least complimentary ideas about running a business indicates a better chance for a harmonious working relationship.
- Find out if the candidate has ever teamed up with anyone else for a joint venture. **Get his or her perspective on what did and did not work.**
- Develop a rapport with the candidate. The more time you are able to spend interacting before actually pitching the idea of a joint partnership, the better idea you will have of what is likely to pique interest.

At some point, you will need to put together a formal structure or proposal for the joint venture. The good thing is that if you have done your homework properly, you will know how to catch interest and still manage to get in what you would really like to have in a partner.

High Conversion Strategy #3: Forum Marketing

Spending time on message boards and forums is sometimes thought to be a waste of time.

That is not necessarily the case.

There are several ways that being active on the right forum can make a huge difference in your success. For example, the right forum can:

- **Allow you to network with other entrepreneurs who might have some excellent ideas and experiences to share.**
- Develop a positive rapport with your business peers.
- **Get constructive criticism on some of those ideas that have been rattling around in your head.**

At the end of the day, the right forum can make a big difference in your life.

Why A Forum Converts So Well

One of the great things about message boards and forums is they allow people to develop relationships. Distance is no problem with a forum; you can make friends from all over the world with ease.

These relationships can bring along all sorts of positives. If you conduct yourself with a degree of respect for others, exhibit some intelligence, and don't hog the threads posted on the board, **you will quickly develop a good reputation among the membership.**

Your good name means that:

- **People will like you and trust you.**
- People will be more likely to offer advice when you have a question.
- **People will solicit your advice when they need some help.**

How to Find the Right Niche Forums

Not just any old forum will do, no matter how entertaining it may be. **Keep in mind you want to find forums that will help you to move your business forward.** In order to find the right niche forums, here are a few tips:

- **Focus on forums that have to do with Internet marketing** or with your particular niche. You will probably be able to share some of what you have learned as well as pick up a few ideas from others.
- **Ask people** in your network about the forums they belong to. You may come across something really good that way.

- **Do a search.** Use keywords that have to do with your products and the markets you want to break into.

Doing It Right – What To Do Once You Join a Forum

Before you start posting all over a forum, there are a few things you need to do in order to get yourself established and create a reputation that is positive, not negative. In order to accomplish this, try the following:

- After introducing yourself, **sit back and lurk for awhile.** This will help you to get a handle on the dynamics among the regular posters and identify ways to begin participating.
- **Make your posts count.** A little humor is okay now and then, but don't be cute. Put some thought into each post and keep your responses focused.
- **Read the forum rules before you set up your signature.** Some forums will encourage including links in your signature; others will encourage it. If in doubt, check out the signatures of the other posters and follow their example.

Participating in a forum or two can be a great way to build a support system that helps you find affiliates and partners, get feedback and ideas, and in general help you to know you are not alone in your desire to be a success.

High Conversion Strategy #4: Super-Targeted PPC Marketing

Pay per click marketing or PPC provides a great way to get your ads in front of a lot of people. Essentially, you have the chance to place ads on all sorts of web pages for very reasonable prices. Best of all, you only pay for clicks that take place. This means very little in the way of up front costs to set up a pay per click strategy.

Why PPC Works So Well

There are several reasons why a pay per click approach is likely to work for you:

- **PPC ads are placed on web pages that are relevant to what you have to sell.** This means if the person visiting the site is interested in the topic of the web page, there is a good chance he or she will be interested in your products.
- **The ads are optimized to pick up on common long-tail keywords.** This helps to increase your chances of connecting with people who have a direct interest in what you have to sell.
- Compared to many other advertising schemes, **PPC is an inexpensive way to reach a large audience.**

Bidding on the Right Keywords

In order to draw attention to your ads and show up in browser searches, **you want to bid on use of the right keyword phrases.** There are a few ideas that will help you go for the right ones:

- **Include words like “buy” “purchase” and “find” along with the name of your products.**
- **Be specific.** A long-tail keyword can include several words to help narrow the search. Instead of “buy boots”, go for something like “purchase men’s leather hiking boots”. The more focused the keyword phrase, the easier it will be to show up in search results that will pay off.
- **Check your ideas for keywords with online products** that help you understand what keyword strings are being used for searches.

A Few Things You Need to Make Those PPC Ads Really Fly

The first thing you need for a good PPC ad is copy that will get the point across in a few words. Consumers have short attention spans these days and you need to reel them in before they have a chance to lose interest.

Along with solid copy, there are a couple of other things to keep in mind:

- Use keywords effectively in the copy and header for the ad. It will optimize your chances for connecting with the right consumers.
- **Create a great landing page.** This does not necessarily mean loading the page with a lot of bells and whistles. Make it informative, but also make it clean and easy to read. Also draw attention to where the consumer needs to go to place an order.

Conclusion

There are a lot of things you can do to drive traffic to your web site and earn a nice living with your business. Not every method is going to work for every situation.

The trick is to find what works for you and run with it.

Look into the possibility of building a network of affiliates, teaming with a joint venture partner, participating in forums, and starting a pay per click marketing campaign. **There is a good chance that you will find that one or two of these options will pay off for you in a big way.**

Now, if you're one of the readers who would like to take this experience to another level—and truly re-tool your traffic generation capabilities, you must be willing to make at least a small time and money investment.

And a great place to start with this is by grabbing a copy of Traffic Tactics, [which you can find here](#).

Jason Oickle

IMPORTANT!

“The Difference Between You and the Gurus Is Simple:

They Know How to Generate Traffic.

And You THINK You Do.

Do Yourself a Favor and Find Out What They Know...”

Every single day that you choose to generate traffic, you simultaneously choose to give money to your competitors.

Rather than investing in the future of your business, you are padding the profit margins of your competitors, so that **they can make investments that will – they hope – put you out of business.**

But now you can fight back. You can use what you’ll learn in Traffic Tactics to crush your competitors in head-to-head traffic generation competitions.

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