



Online Advertising in Ten Easy Steps Report

Brought to you by: Lisa M Cope – [Flipidy.com](http://www.flipidy.com)

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Hello Fellow Online Advertiser,

Are you prepared to learn ten proven solutions for advertising your business or product online? This could very well be the information you have been searching for!

These solutions aren't fly by night gimmicks or tricks. They are proven rock solid methods that you can use to effectively advertise your business online.

The methods in the report aren't new or complicated, but they are the most effective.

Step One: Online Advertising an Overview

Online advertising can be a very cost-effective solution to promote your business or product. There are many different types and although many can give you a very good coverage for your money, some can lose you money very quickly if you do not know how to use them well. Online advertising is not the same as offline advertising. It is in many ways a much more direct medium than TV or magazines.

If someone is looking at a web page that you are advertising on, then it is because they have chosen to go to that page. Although it could be that they are just surfing around, people these days tend to be more web savvy and targeted in what they are looking

for and in the sites that they look at. Most people now use very well targeted web searches and so if you target your advertising well enough so that it appears in places that are highly relevant to your site, then it is quite likely that you will get a good result.

There are many different types of online advertising such as, pixel advertising, ezines, banner ads, article marketing, forum marketing, text links, pop ups, e courses, back end product sales, content sites, pay per click, joint ventures, and viral marketing. But you have to decide which is the best for your product. One of the easiest way, if you are not experienced is to find out what methods the biggest sellers in your market are using. If they are successful in the same market as you, then it is a good bet that this type of advertising works well with that market. But that only means that it is a good place to start, after you have had some success, you will have a better idea of what the market wants and what other ways you could advertise to them.

Online advertising is really like any other type of advertising in that you have to know your market and what they want. You also need to know the right way to reach them. The best way is if you are a part of this market and are interested in what you are selling, so that you will know what they want. But if you are not, then it is a good idea to look through a lot of sites that are on the same subject and especially forums to find out what they are interested in. that way you will know what to sell them and how to sell it.

Step Two: Targeting Your Online Advertising

When targeting your online advertising keep in mind that there are hundreds of millions of web users and at least some of them are probably looking for a product just like yours. This gives you a huge potential profit if your product is good and your advertising is seen by them and if it lets them know how good your product is and why it would be a good thing for them to buy.

But if you are not targeted enough in your audience, then it is quite likely that you will either waste a lot of money or a lot of effort, or both. Many people, when they start advertising online, try to keep their advertising as wide as possible. The

reason behind this is usually that they think that the more people that see the advert, the more they will sell. After all a product that is seen by millions of people will sell better than a product that is seen by thousands.

Although this sounds reasonable and in fact may be partly correct, it does not work in the context of getting a return on your effort and money. If you are advertising an exercise machine that is usually bought by women hoping to tone their thighs, there is no point in advertising it just as an exercise machine. If you do this you will be spending your advertising budget on advertising it to runners, body builders, people recovering from a broken leg, soldiers, athletes, active pensioners and many more groups that will never buy it. But you will still be paying for the advertising. But if you sell directly to women in their twenties and thirties who are in reasonably well paying jobs and can afford it, then you are much more likely to get a return on your investment.

So although a lot less people will see the advert, it will be seen by those that are actually interested in buying it, rather than by those that will not. This is very important if you are using advertising that costs you money for each visitor to your site . Then you will need to make sure that the only people that you send your ad to are those that might buy it. That way you get a much better return on your money and your advertising will be much more successful.

Step Three: Advertising Through Content Sites

Content sites are one of the best and most effective ways to advertise online. If you have your own content site, then you are making your own traffic by advertising in the search engines. This means that so long as your content site is on the same topic as the product that you are trying to sell, then your traffic is not only free, but it also targeted as well. The people that are going to your site are going there to find the information on that site, so they are interested in that topic, if you are going to make the best use of that traffic then you have to sell them something that is on the same topic and is useful to them.

You also need to make sure that the content on the site is good quality and original. If the content on your site is not of good quality, then the people who go to your site will be unlikely to buy from you as the site will not be one that is useful to them. This means that they could see the product that you are selling in the same way. But if it is good, then they will be more likely to view that product as being good as well. The best way is to try to make a site that is useful and that gives good information, so that they not only enjoy your site but so that they also want to go back again.

You also need to make sure that the content on your site is mostly original. If you just have the same content that other sites have from article sites, then the search engines will just see it as duplicate content and they will not send people to your site. But if you have original content on your site then the search engines will send properly targeted traffic to you. So if you have the right products that match the content, then you have a good chance of them converting well.

Content sites are one of the best ways of advertising online, as after you have built the site and got plenty of back links to it, then all you have to do is to add content and aside from the hosting costs, you have a free source of good traffic that you can send to your sales page. That way you can get very good traffic that is interested in the product that you are selling for very little cost to you.

Step Four: Advertising With Articles

Advertising with articles is not only an extremely effective way to advertise online it is also one of the fastest ways to see a return on your investment. If you have a limited budget then this is the way to go because it doesn't cost anything to submit articles. It works like this; you write an article on a topic related to your business or product. Then you include a resource box at the end that has text describing your product with a link to more information. Then submit it to article directories where webmasters look for content for their websites or ezines. They then publish your article if it fits in with their site. The whole thing is done on a no cost basis, as it is beneficial to everyone. The ezine publisher or webmaster gets a

free article, the article directory gets visitors to their site and you get publicity for your business.

The only stipulation for the person who is publishing your article is that they are not allowed to alter it in any way. This includes keeping the resource box and link to your site at the end of the article. One of the reasons that this works so well is that the only webmasters who will publish your article are ones that have a site on that subject. You then have a targeted audience that is already interested in the subject of your site who is reading your article and then clicking through on your link.

You can cut out a lot of the work involved in submitting to lots of article directories by using a submission service. For a monthly fee they will send your article to lots of different directories. If you do not mind doing some extra work then there is an even more effective way of doing article advertising. Instead of putting your article on a directory, you can search out the websites that you would like to see your article on and contact the owners to see if they would like you to write an article for them, (with your resource box of course).

A lot of website owners are very keen to get extra content and if it is a high traffic site then it might be worthwhile offering to write exclusive content for them that you will not send to other sites. This will make the owners a lot more interested in getting free exclusive content for their site.

But remember it is not so much quantity as quality that counts. A good article that is well written is much more likely to be used than a lot of articles that are not so good. But if you do it right then article advertising can be a very effective way of promoting your site.

Step Five: Advertising in Newsletters or Ezines

This is one of the most direct ways that you can advertise online. Newsletters, often referred to as ezines are like magazines online. Most of the time they are presented in a newsletter format rather than an actual magazine. But they have one very big advantage over most types of online

advertising. They are very targeted to a particular topic. They are not paid for, except with a few exceptions such as financial and scientific ezines, but are usually sent free by the owner to their subscribers. The way that the owner makes money from their ezine is through advertising, either for their own products, or other people's products that they have an affiliate link for, so that they get a percentage of the sale.

Because the readers of the ezine have signed up for them and receive them on a regular basis, they are very targeted on their market. After all if the readers were not interested then they would just unsubscribe. Any ezine owner that has a successful ezine also knows that they have to give their readers good content and not just advertising. There has to be a balance where the main emphasis is on the content, providing good informative content for the readers that is both interesting and useful and occasional advertising. But even then to be really effective the advertising has to fit in with the context of the article so that it is more seen as helping them to find something that could help them with a problem than just trying to sell them something.

But the best part is that you do not have to spend ages building up a subscriber list to your own ezine to benefit from this. A lot of ezine owners sell advertising space in their ezines, as it is a good way to make extra money. But you have to be very careful that the ezine audience is the same as you need for your product and if the owner gives you advice on how to write your ad you should listen, as they know their readers. But you should also start your own ezine by collecting subscribers from your site and from your customers.

If you give them quality content and occasional offers, especially if you give them a good discount, then you will be able to sell to the same readers again and again. But you need to make sure that the ezine is good so that they keep on reading. Ezine advertising is a really good way to start getting good conversions for your products and when you start to get your own subscribers then you will be able to see your profits grow.

Step Six: Seven Day Email Courses

When people go to your sales page it is very likely that most of them will leave and not buy anything from you. This can be very frustrating as you have done all of the advertising to get them to go there in the first place and still many of them do not buy anything from you. Most people do not get much more than a one-percent conversion rate. That is to say that if one hundred people go to your site, then only one will buy something from you. If you are very good then you will probably get three percent or a little higher.

But if you can keep in touch with them then you have a much better chance of selling to them. Some surveys have said that it takes an average of around seven views of a site before some people will buy anything. Of course one solution is to have your own ezine that they can sign up to so that you can send them a newsletter every few days. But a lot of people will not sign up for something unless there is a very good reason for them to do so.

The trick is to offer them something that there is a benefit in and that they will be interested enough to sign up to and they know will not last too long. If they can see a short-term benefit and no real commitment, then they will be much more likely to sign up to it. You already know what they are interested in as they have clicked on your site to look at your product. Most products will have a piece of knowledge that people that are interested in that subject will want, or there might be a problem that you could solve for them.

Many very good marketers use a seven day course that is delivered by an email auto responder. The idea is to get people who are leaving their site to sign up for some free but valuable information. Then they send out the information in a lesson type format every day for seven days. This gives visitors a definite benefit that will encourage them to sign up. This also gives them seven days worth of opportunities to buy your product.

Keep in mind that the course doesn't have to be seven days. It can be five, ten even thirty days and just because the course is over doesn't mean you have to stop contacting them. You can keep in touch with them as long as they are willing to receive your emails. By all means let them know about special offers, discounts and new products. Keep them informed with more free information and site updates. You worked hard to get them to your website, don't let them go without a fight.

Make sure the course provides real useful content so that they see not only the benefit of the course, but of your product as well. As long as you do that you will keep them within your grasp. This is by far the best way to sell to people who don't buy the first time they visit your website.

Step Seven: Pay Per Click Advertising

Pay per click advertising can be one of the most profitable ways to sell your products online. The two main pay per click advertisers that most people use are Google AdWords and Overture (Yahoo). They both work in a similar way to each other. You write a small text ad and then select the keywords that you to use for your campaign. Keywords are words that are associated with the subject of your ad. The search engines use these to decide which sites to put you ads on. If the site is using your keywords in their content, then the search engine decides that it is the same as the subject of your ad and shows the ad on that site.

When the viewer clicks on the ad to go to your site, you pay the search engines whether they buy or not. That means that you need to make sure that your keywords match your product very well, as then you will be more likely to get sales from the traffic. If the keywords are not very relevant to your product, then you will still be paying for the traffic, but you are unlikely to get many sales. If you are not using the right words then it could cost you a lot of money for very few sales.

But if your words are very close to your product and are not one that the other advertisers are using, then they will be not only cheaper, but also more likely to sell more as well. It is well worth getting a good course on how to target your keywords properly as this can save you a great deal of money and make sure that your traffic is likely to convert well to sales.

The real advantage of using pay per click is that it is very reliable and you are not relying on the search engines for your traffic. If you manage to get your pay per click advertising set upon so that it converts well and gives you a good return on your money then, aside from making sure that it is still running okay, you do not have to do too much more work.

Good pay per click advertisements can be very profitable if you get them set up well. But you need to make sure that you test them so that they are the best that you can get them. You need to test with other ads to make sure that you are using the best one and that way you should get the best traffic that will earn you the most money.

Step Eight: Viral Advertising

Make your business contagious. Viral advertising is the hottest way to advertise your business online. You want to give everyone who comes in to contact with your product a 'FEVER' and then let them give it to everyone they know! The basic idea is to give away a product such as a report, ebook, software or video that is either very useful or interesting to your target audience. Then you allow them to give it away to anyone that they want to give it to and so on. The process keeps repeating itself over and over with each person who receives your product.

Are you beginning to see how 'VIRAL' this can be? The trick is to make your product something that people will want to pass around and share. Just like show and tell at school! Make sure it contains information or links that take the reader back to your site so that you can capture their contact information or so that they can buy your product.

It is very important that you make sure that the product is targeted to the audience that you want to buy your product. If you do not get this right then you are not likely to make money from viral advertising. If it is a thing that is likely to be shared around your buyers, then you could do very well from it. But you need to make sure that the product is really interesting and gives real information so that the reader sees you as someone that is worth buying from. This can make a real difference to your viral advertising being effective.

The best way to get your readers to click thorough from the product to your site is not to put an ad in the ebook. That way it is just seen as an ad and is not so likely to be clicked on. But if your link is in the text and is seen as a useful link to

the reader, then it is more likely to be clicked on. That way the reader will not just be going to your site, they will actually be looking for what you are selling so that they can buy it.

Viral advertising is a great way to get really good advertising to your site that you can just set up and then let it work bringing buyers to your site. That way so long as you set up your viral advertising product so that it is right for your buyers, then you should have a good amount of buyers for not too much effort.

Step Nine: Forum Marketing

Forum marketing is one of those very underused areas of online advertising that is actually very effective. But it is also very easy to do and you can start straightaway whatever your level of experience. If you are a beginner then this can be a real advantage as you do not need to know a particular process and there is no real skill involved. You will only get out of it what you put into it, but there is a lot of potential to make good money and the real advantage for the beginner is that it is free.

When you are just starting to sell, either your own products or as an affiliate for someone else's products, then you usually do not have a lot of money to spend. Forum advertising is ideal for this, as there is no money needed, you can start immediately and there is no real knowledge that you have to acquire.

Forum advertising is not the same as other advertising as you are not really trying to sell something. The way that you advertise in a forum is to find one that matches the product or site that you are trying to advertise and that allows you to have a signature file. This can contain a short message and a link to whatever you are selling. Then when there is a thread that you can help with, you reply to it and the reply shows up your signature file with the link to your site or product. But you do not want to try to sell, what you really need to do is to give help to those that ask questions so that you seem like someone who has a great deal of knowledge in that field and is also reliable.

The real thing that you need if you are going to do forum advertising effectively is a good knowledge of the subject that is relevant to your product. There is no point in try to market something on a forum that you know nothing about as all of the other people on the forum are there because it is their interest. You are better off trying to sell something that you know actually about, so that when there is a discussion on the forum, you can join in and add real value to it. That way you will not only sell more you will help others and will get a good reputation on the forum that you are advertising on as well.

Step Ten: Back End Product Sales

You would be surprised to learn how many marketers forget the backend. When you've made a sale to a customer not all is said and done. You've worked hard to make that sale, now is the time to make the most of it. If you miss the opportunity for back end sales then you will make all of your efforts a lot less productive than they could be.

Think about it this way. If you just sell once to each customer, then each time you want to sell you have to find a new customer. But if the customer is interested enough to buy one product from you, then it is quite probable that they will be interested in any other related product that you have. That way you do not have to find a new customer each time, as you can sell to the same customer several times. It only makes good sense.

When you sell a product to a customer, if it is a digital product then when it is delivered, there will be a thank you page. But there is no reason to just put a thank you on that page when you could be offering them another product, possibly at a discount for a valued customer, or at least an opportunity to sign up for your newsletter so that you can keep in touch with them. If you do not have a newsletter then ask them if they would like to sign up for free upgrades to the product that they have just bought. Even if they just do this then when you send the email for the upgrade, there is an opportunity to tell them about your other products.

But the ideal place to sell, is from your product itself. An

ebook is ideal for this as you can put links in it to other products that you have that might be of use to the customer. But make sure that you are not just selling to them, after all they have already paid for the ebook. So only put in a link to another product if it is appropriate to the subject of the ebook and if it is useful to the customer. That way you will give them real value as well as making extra sales.

When you make a sale to a customer, it is an opportunity to sell them other things as well but make sure that you are not just selling to someone who has already bought your product. If you offer them something that is really useful to them then you can continue to sell to them, as you are not just making money you actually giving them real value as well.

I hope you have found this report useful and that the knowledge you have gained will help you and your business achieve the income goals you are hoping for.

Sincerely,
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