Marketing From Scratch

ONLINE MARKETING AND SUCCESS STRATEGIES

by Dan Sumner

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"First of all allow me to introduce myself"

My name is Dan Sumner and I earn an income working online.

Right now the most wanted jobs in the world are jobs that provide freedom and the ability to be location independent. Your laptop is your office and as long as you have an internet connection (99% of the civilized world) you can work anywhere you like. From Starbucks on street corners to space station cockpits, the ability to provide the world with your thoughts, opinions, products, videos and training has never been so easy. In short, it's never been so easy to make a ton of money from the internet.

My main income focuses are within the internet marketing business, creating products which others find useful. It's great to help people achieve something they never thought they could do and also to make a little money along the way. I am not a scam artist, I will not sell or recommend stuff that doesn't work and I don't have the magic bullet to get rich quick. Working online is like any other business it takes hard work, but once you have your business up and running, you can have an income stream for a life.

In this short report I want to show you some of the skills required to allow you to '**Market from Scratch**' and also a little of what it takes to start, manage and take your online business to another level.

If at any time you want to get in touch with me then please do so. The best way to contact me is via my blog at http://www.dansumner.com Please feel free to use the contact section anytime, even if it's just to say hello.

I hope you enjoy the report, I'm sure you will find a ton of useful info inside.

To your success,

Daniel Sumner

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CHAPTER 1 - GETTING STARTED

Getting Started - It's all About Focus and Mindset

"What a dream it must be to own and manage your own online business and have all the freedom you need, to do what you want when you want, making money in your sleep without having a second thought to where your next Dollar is coming from!"

Now that statement is true for someone who runs an online business in a dream world. The harsh truth is we all have to work at any business to make it work. Yes there are those one off situations, you know those 'light bulb' moments which some of us get which make a dent in the market and go on to generate millions in revenue. But even these people still work very hard to get where they are.

So just how do you do it…

Your mindset

Having the wrong mindset can be disastrous to your new found business plan**.** You have to believe in yourself, and believe that your business can be and will be a success. But remember that your business isn't going to grow to an overnight success, so staying positive is also a key part of your mindset to succeed.

The early stages of online marketing are the hardest of all. These are the most testing times for anyone wanting to change to what is essentially a new career! The learning curve can be steep and there are so many hurdles to overcome, depending on your experience and previous or current job situation you may find some tasks completely alien. It's at this point where most people quit. But let me tell you, there is always a solution.

Fear of the unknown can either make you or break you. You need to stay positive in the face of the unknown and find a way to overcome the hurdles in front of you to move forward. Below you will find a number of items that may cause you problems and some of the simple solutions which you can use to help you.

- **How to build a blog?** Search YouTube for tutorials
- **How to create a squeeze page?** Have one made for you on Fiver.com
- **How to upload the squeeze page?** Search Google and YouTube
- **How to create a product?** Source a mentor or training course
- **How to build a mailing list?** Buy an eBook from an expert
- **How to add an image to a website?** Search YouTube
- **How to write your first eBook?** Search Google for The eBook Cycle
- **How to source software?** Facebook, peer groups and forums
- **How to find product reviews and opinions?** The Warrior forum

You see, no matter how hard you think it may be, if you look hard enough for it there is always a solution to your problems and usually they are not too hard to find. All it takes is a little time and effort and the answers are usually at your fingertips.

So with that's said, your mindset plays a very big part when you start your new online business venture. Don't fear the unknown, embrace it, don't allow others to put you off your dream and don't allow small problems and stumbling blocks to stop your overall goals and progress.

Remember, it's your business and you have to make it work! Don't be one of the 98% who fail at creating an online business. Be one of the 2% who succeed!

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CHAPTER 2 - CREATING YOUR ONLINE PRESENCE

Creating Your Online Presence

One of the easiest ways to create an online presence is to create a personal blog to share your information. Blogging is your gateway to the online world and can lead to a great many things. You can express your interests and hobbies, your passions, your business and a whole lot more. Mostly your personal blog will reflect your own opinions and knowledge of your chosen subject, which will lead to like-minded people communicating, sharing opinions and earning from the information or advice you provide.

Blogging can be so much more than an expression of your interests in your chosen subject. It can be a gateway to an income. Your blog can be utilized as a tool for creating an income or a channel for providing a product related income. An advertisement board if you will for you and your future online business.

Your personal blog coupled with your own social media channels can be a very powerful tool indeed to get your messages across to others. Just think for a second how powerful this combination could actually be to build your online presence/brand. Take a look at the link below to help you create your own blog:

The bloggers Roadmap - This is a link to a great product, in which I show you how to get started from day one when creating a blog.

Stop thinking about money

Stop thinking about money! In fact take the monetizing factor as far from your mind as possible. For now, concentrate on creating your business and your brand. Concentrate on the idea of what could be, and will be in the future. Money will come naturally as your business expertise grows and the recognition of your expertise from others grows with it. Some people try too hard without looking at the bigger picture. I did this for a long time before I realized my potential.

Once you start creating content and providing info about your business, I guarantee you will see how addictive building an online business can actually be. If you're not thinking about making more money, you're thinking about building your brand and what you want to do next. Allow your passions to drive you forward to success!

Social Media Branding

There have been a ton of businesses created using social media over the past few years. It has literally exploded on the scene like a social atomic bomb with one intention – business and traffic!

To discount social media from your own business would be a fatal mistake. However, there is a fine line between benefiting from social media and getting completely swamped in it. Be mindful, don't get lost in the sea of social media without any direction of where you are going or what to do as this can be a complete time killer.

When it comes to social media and how to handle it for business, it's a good idea to pick just 1 or 2 social media platforms which you feel comfortable using to build your business e.g. the most popular are Twitter and Facebook, but don't discount YouTube,

Linkedin, Pinterest and especially the ever growing in popularity G+ with it's hangout feature, this is most certainly one the watch.

As I mentioned earlier, building your brand using social media is one thing, but getting lost in it is another. You need to be vigilant with time when using social media and limit the amount of usage. Unless that is, if your business is geared solely toward social media then you have an excuse to be there all day everyday networking, creating ads and providing info to people through that specific medium. However, if you are logging on to provide a little info here and there, simply jump on and say what you need to say – network – get off – get stuff done!

The first step to becoming an expert in your chosen niche is to build your online presence. If you are seen as an expert in your field of choice, and are recognised as a provider of great and useful information, your influence and persuasion will increase and so will your sales. Remember this.

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CHAPTER 3 - CREATING YOUR FIRST PRODUCT

Creating Your First Online Business Product

Creating your first product is not as easy is it may seem. There are so many factors involved in the process of product creation it can make your head spin if you don't have a structured product layout. When that first product idea is born, there are various key areas that you need to pay close attention to which allow you to create your actual product and not allow yourself to fall by the way side with information overload, poor timings, and bad product setup and planning.

In the past, I have seen so many people try to develop fresh products without prior planning and the correct training. Needless to say, they fall at first hurdle and their product goes to waste. You as the product creator need to look beyond these hurdles and brick walls by creating a product structure. Sure you can develop a product/business with notes on toilet paper, but it's far better to develop your products with structure, planning and drive!

What is a Bad Product?

We have all seen bad products, heck I have seen more than my fair share in my days as an internet marketer which is enough to last a lifetime. However I never started in this business claiming to be an expert from my first product like some guys claim. The truth is we were all green newbie's at some point in our careers, and it's simply a matter of experience and learning from our experiences as we grow. We all learn by our mistakes and we all grow in knowledge as our business grows. But there are some essential product creation areas which can be done badly. Some of these points we all need to pay close attention to are:

- Web page/ landing page sales copy
- Graphics
- Bad online video
- Product layout and colour schemes
- lies (Not being truthful about your product and experience)
- Products that don't work
- Products that don't deliver what they say they do
- False promises
- Bad planning
- Corner cutting

The list sure goes on, but these are the key areas that need to be done right.

When I create a product of my own I still ask myself the question "Who would want to buy this product?" Or "Who would you want to promote that product as an affiliate?"

You need to ask yourself – "why would I want to churn out something of little value to others just to make money and then become the subject of massive refunds and bad reputation?"

Internet marketing is a business, not a free for all scamming mission to push bad products to the public in an attempt to make money from them. If this is your plan, then this eBook is not for you!

If you are going to create an online product, do it right first time. Your reputation is on the line from the day you set your page live!

What is a Good Product?

All products start with an idea of what could be. From writing on a few post-it notes (or toilet paper) to the final stages of deep planning, your product needs to be thought out and planned in a structured manner.

"Just as Winston Churchill said – failure to plan is planning to fail."

So what does a good product actually provide the end user with?

A Good Product Provides You With:

- Value
- Usefulness
- Help
- Outcome

A Good Product Must:

- Look professional
- Do what it is meant to do (exactly what it states is does)
- Flow well
- Deliver and even over deliver

All of these items above are keys to the success of your product and therefore a must when it comes to creating your product.

In short your ultimate goal is to create a product, sell it and have 0 refunds with amazing feedback and great compliments on your product and what it delivers. By having these goals as part of your product not only shows your authority in the subject, but leaves buyers wanting more.

Answer this question?

Would you rather be the genius who over delivers or the scammer who provides poor quality?

Answer - ……

Create a Strategy

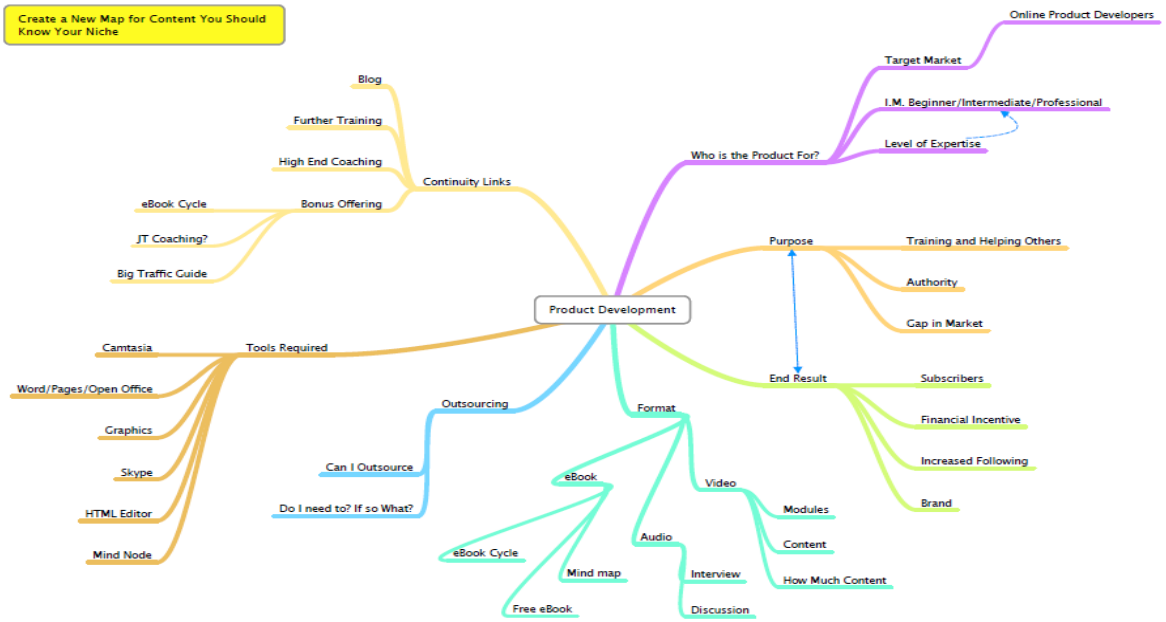
All products start with an idea of what could be. This for most people is where it all ends! Why? The simple reason is people don't know where to start or what to do to begin. They are left swimming in a sea of information overload without any direction.

To get your first product right first time around, you need to complete a full planning phase of how you want to start to create your product. It's not just a case of opening your notepad and starting to generate ideas (although this does help) it's about creating

a map, a layout of your total product development plan and executing it in a structured series, so you leave nothing out.

Of course things change along the way, but it's the structure of your plan which is going to carry you through to the end result, not the wing it toilet paper and post-it note technique.

By executing your plan in a controlled manner you stand a better chance of getting your future product right and exact the first time around, safe in the knowledge that you have everything covered. Now I'm not saying you should know this right now, but as time progresses it is worth looking into mind maps to create your own products. Take a look at the example below of a mind map I recently created for one of my products.



Mind mapping allows you to develop your product in a controlled manner, perfecting your product flow so nothing is left on the table. This can then turn into a system you can use over and over again to create the perfect products every time. A few tweaks here and there and you are ready to go with your next product idea. What was once difficult becomes easy!

There are no magic pills, no magic bullets, not even a secret formula (marketing hype) to creating great online products. All you need is a simple proven strategy tweaked to create the perfect product structure over and over again.

Here are a few things to consider when creating your product. Remember all products start with an idea, but how do you build on that idea? Take a look at the tips below:

1. Do you ever consider creating a mind map strategy of how you are going to complete your product from start to finish?

2. Do you ever take into consideration, aspects like domain names and how they are key worded for Google?

3. Do you only buy .com or others?
4. Did you consider the impact of a professional graphics package and how this would affect sale of your product?
5. Do you have the right tools for the job, where can you source them from?
6. Do you know how to build on your ideas to create a better product?
7. Do you know how are you going to market your product?
8. Do you know where are you going to market your product?
9. Do you know how you are going to gather affiliates for promotion of your products?

These are just some of the questions you need to be asking yourself when creating your product. After all, you want to get it right first time. I spent a long time trying to get it right. Now I have a development strategy which I stick to, I get it right every time.

Generating the Idea

There are times when an idea will pop into your head which you usually think is a fantastic idea. There are times when this could be or will be a great idea. However there are also times when you do need to stop and take a moment to analyze your idea to find out if it truly has potential. I am in no way trying to rain on the parade, but it's true. Rational thought is most certainly needed in these situations. Producing products that have no market will only lead to loss time, money and effort. This is why you need to research your ideas.

Research the Idea

After the ideas phase and when you have filtered out the crazy ideas and the madness, you need to take a good look at the products ideas you have left. This is the time when you ask the how what and will questions.

- How will your consumers and subscribers benefit?
- What will it cost?
- Is there a market?
- How technical will your product be to create?
- What is your audience?
- What is your competition?
- Will your product be profitable?
- Will your product be understandable?

The list goes on…

Developing Your Ideas and Testing

After giving the ideas phase of your product some deep thought. It's not just a case of creating a product that you think will work, you need a demand, a gap in the market, or at least an improved product which you build on. You don't have to reinvent the wheel, you don't even have to come up with the latest innovative idea, you don't have to create

the next Facebook or Google, you simply have to fill a gap and develop a product your current and future customers can use.

In no way am I saying plagiarize another product as your own, this is not acceptable. You can however look at ways to improve other products. Take the motor vehicle industry for example. There are a ton of motor manufacturers who build cars. All of these cars have wheels and get you from A to B, basically doing the same job as each other. Now none of these businesses are trying to be individuals; they are all in the transport business building cars for profit. However some of these cars are better than others, some more innovative, some which do the job of getting you from A to B in ways which make it easier, more comfortable and better than the competition.

Do you get my point? I hope so ☺

Testing your ideas

You can test your ideas by carrying out a survey of your list of subscribers using survey monkey. Just come right out and ask your subscribers what they want, need or could use within their business. The feedback returned from these surveys will most certainly give you your ideas to get started and the information to build on for all future products.

5 Tips to Launch Your Product Development to Higher Levels

1. Take your time to investigate your product and market. If you don't have an idea of what to create, market research is essential to create your product and find out which product s are in demand. Try to address the needs of in demand products and provide a service for others to use. Ask yourself and others questions, for example what do I need? What do you need? Facebook groups are good for this.

2. Understanding what products to create for people may seem like a hard task, but it really isn't. How do regular off line businesses find out what people think. How do they find out what their employees want? Surveys are a sure way to find out what people need, try survey Monkey and survey your list for ideas for your next product.

3. Create products based on your job knowledge. What can you do or provide which others need? Work to your strengths. For example, if you have been selling on eBay for a long time, or have job knowledge of website development. Your product could then show people certain aspects of these, a how to guide, or focus on a niche within a niche. Play to your strengths to provide experience and a solid foundation to share with others.

4. Outsourcing is a great way to speed things up and free up time to create other parts of your project. Why spend time doing mundane tasks when you can outsource them for a small fee. One of the many reasons for this could be lack of knowledge e.g. graphics and sales page design and layout. These are time consuming tasks, outsourcing these allow to you concentrate on the tasks you have strengths in.

5. Test Test Test, ensure you test your products in full. Ask subscribers or friends to beta test your product, run through your sales flow, take a look at your videos and give their opinion. By doing this you place your project in front of new eyes. By doing this new opinions will come. You may not like it, but an outside perspective can be so valuable to the future success of your product. Value all opinions, don't fall in love with your product, listen to others.

CHAPTER 4 - TRAFFIC

Traffic

"Traffic is an essential part of your business and we all need it!"

One of the key elements to making money from websites is to generate traffic to your websites. One way or another we all need visitors to our websites to create income from our products, PPC ads, advertising, affiliate links and so on. Without traffic your site may as well be dead! Harsh I know but this is the truth there are no two ways about it. No traffic means no visitors and ultimately no income.

You see without traffic we would not be able to gather subscribers, regular visitors to our blogs or newsletter followers. Having none of these streams spells disaster, without them we are going to find creating an income very hard indeed.

One single source of traffic will not usually create all the traffic you will ever need to your websites. The secret is a combination of traffic streams to create those explosive traffic stats you always wanted.

In this chapter we are going to talk about some my favourite forms of traffic, where to get it and what works the best.

Blog Traffic

I have spent a lot of time blogging and do know quite a bit about it. This is why blog traffic for me is important. I can use my blog to drive traffic to my offers and products quite easily as there are so many options to choose from to gather subscribers and drive incoming traffic.

People see blogs as a source of free info. Therefore there is no reason to fear landing on any blog home page expecting to be bombarded by sales copy and subscriber grabbing material. Yes there are popups and free opt-ins, but these are a by-product to excellent content. You will find below some great ways to drive traffic to and from your blogs below.

Viral Marketing With eBooks and Reports

Writing a free report or an eBook and distributing it on your blog, website, a Facebook page gift, Twitter gift, basically anywhere you can give it away is another great way to generate traffic to your websites and even affiliate promotion sites. If you can also negotiate a promotion from another marketer or website then you have a tidal wave of traffic coming your way.

Give Your eBook Away

This is viral eBook marketing at it's best. The report itself has links inside back to my products and my blog, but at the start of the eBook I allow you to give it away as a bonus or a gift to your list or friends. Now it doesn't take a rocket scientist to figure this out does it. The eBook will go viral and WILL end up in the inbox of some guys who WILL in turn pass it on and ALL WILL check out the links and free video series.

The Viral Effect

The effects of viral eBooks can be huge and keep going on forever providing you keep to a few rules.

1. Keep your eBook current by staying on top of your content. By providing an update link in the eBook to check for the latest edition or version you can always stay ahead.

2. If you choose not to have an update link, avoid dated content and images that can also be dated, this way the reader will not immediately think the eBook is old news and hit the 'X'.

3. Ensure you have links to your blog or other evergreen websites in the header or first pages. These are the pages that are viewed the most. You will be surprised but a lot of guys only read the first two or three pages then close the report and never come back to it. (Are you still here?)

4. Provide 100% value at all times. There is no point giving a free report or eBook away that doesn't do its job. Make your eBook content rich, free from typos and grammatical mistakes. Make your eBook flow well and readable and people will come back for more.

Ad Swaps

Ad swaps are a great way to bring in a lot of traffic providing you get the right swap and the right person to promote your product for you.

If you are not sure of the concept of ad swapping then here is a little explanation.

What you need for a successful ad swap is:

1. A free report or product.

2. A squeeze page. A squeeze page is a page where you basically offer the visitor a free download and squeeze them for a name and email address to get the report, product or eBook in this case.

3. An email signup or collection system i.e. Aweber to collect email addresses of the product clients.

4. Reciprocal partners in the same niche to cross promote your product and you for theirs.

Conducting your Ad Swap

The sole purpose of an ad swap is to build your mailing list and provide more traffic to your main websites i.e. your blog and high ticket products and affiliates.

You can find ad swap partners anywhere within your own niche who have products for sale or have written free reports. Take a look at the Clickbank market place, forums and blogs to find niche partners who are willing to ad swap with you.

Once you have found your ad swap partners you can then structure a day to broadcast your pre written email. You can do this by creating an email, each promoting your own

product and sending an email out to promote each other's products on the same day at around the same time.

There is no cost involved or affiliates needed as this is purely a list building operation for both of you. The traffic benefits can be huge from the right ad swaps and you can add 1000s to your list in a few days with the right guys on board.

What's the Outcome?

By providing the right product for ad swap you can increase your mailing list and therefore your traffic flow to your blog and websites.

By 'again' providing top quality content you will retain these freebie hunters and potentially build a bigger subscriber base of buyers and potential marketers who can become part of your community.

Solo Ads

Solo Ads in simple terms is the ability to purchase ads from a person who is subscribers from niche sources and is willing to sell you advertising in the form of an email broadcast. This allows you to get your message in front of a lot of people for a relatively small amount of investment.

The usual format is pay per click e.g. A 100 click guaranteed for say $40 to $60 is what you would expect to pay from a reputable solo ad seller. Clicks can also increase according to the size of the ad seller list from anywhere between 50 to 5000 clicks. Obviously the price increases the more clicks you buy.

There are 5 steps to sending out a solo ad which are as follows:

1. Choose your landing page or have one made for you – The usual trick here is to go for a landing page which has some kind of free offer or video etc. Opt-in conversions are much more likely if you give something away for free. You can then work on sales once trust has been established.

2. Create an email sales copy to use with the offer – In this step you should create a compelling sales copy for the solo ad seller to use. This will allow for a better conversion to your mailing list.

3. Find your solo ad seller – There are a lot of places to look for solo ad sellers. Here are a few which you can use:

    - Safeswaps.net
    - Solo ad directories (Google)
    - Facebook groups (new)
    - Warrior Forum
    - Direct from specific websites (time consuming)
    - David Eisner Rolodex (paid for but inexpensive compared value)

4. Setup your tracking link to track clicks - You can use a link shorten service such as bit.ly to do this. This allows you to track the click through conversion.

5. Book and pay for your ad – The usual payment service is Paypal and once paid you can agree on a time to send the message so you can monitor clicks and conversions.

Solo ads are a great way to make cheap and effective traffic. However you do need to monitor the conversion of the traffic. You also need people to buy your advertised and unadvertised follow up products to balance the cost, so be careful what you pay for and where you get the ads from.

SEO Tactics

Exploring Search Engine Optimization (SEO) is something that is needed if you wish to create a website that is highly effective for its particular needs. SEO is the method of optimizing a website so that it responds better to the search engines. You will make both internal and external changes to the website, implementing these methods from the start, will increase the amount of traffic that flows to the website from search engines.

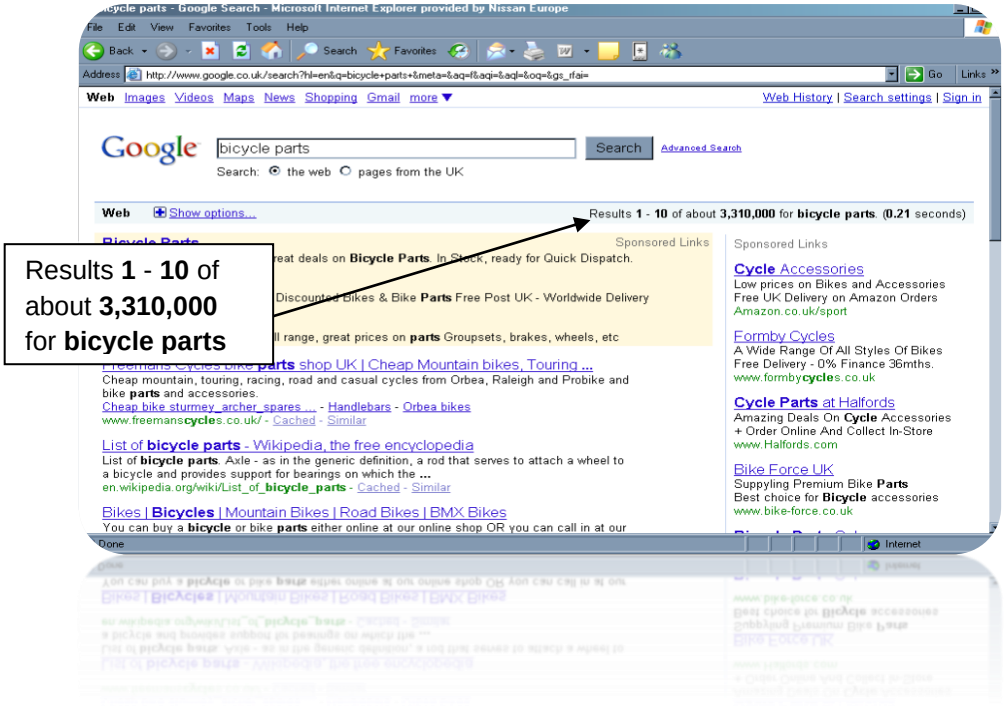
There are many aspects of SEO that should be implemented and there are many schools of thought in terms of what the right way to optimize a website should be. Some experts believe a very narrow approach should be taken while others believe that a more general approach is the better route to go.

SEO is the process of installing systems within your website that will show the search engines that your website is valuable to the person who is typing in the search. The search engines rate websites by how effective the website is at providing quality of information.

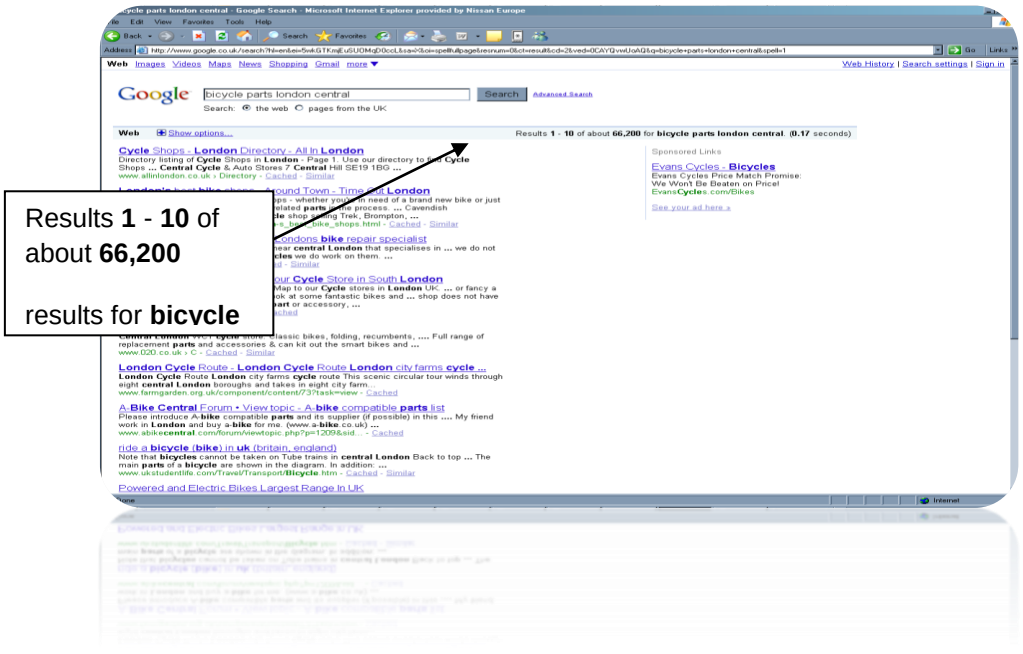
Long Tail Keywords for SEO

There are many aspects of SEO that are important but even if you do every one of those things right, you may find that there is simply too much competition against others who have similar websites to your own. What do you do in this situation? One of the things you should focus on from the start is the use of long tail keywords. Long tail keywords are similar to any other type of keyword in that they are the words that a person is typing into a web search engine to look for your website or websites like your own. However, they are longer and more specific.

There are several key reasons why targeting these long tail keywords is important to building successful SEO. One of those reasons is the simple fact that your website will perform better in conversions when you use these words instead of the generic terms. For example, if you are trying to get a bicycle parts business online, building a website that targets words like bicycle parts is helpful, but it may be better to target actual locations.



For example, you may want to choose keywords such as bicycle parts Boston or bicycle parts London Central. The difference here is that you are adding specification to the keywords which means that those in Boston or London Central who are looking for bicycle parts can find a local company to help them which also narrows the search criteria for the visitor.



These types of keywords are long tail. They are made up of three or more words that relate to the keyword and provide the user with a more specialized search. Locations are not the only option for you to consider here. You may have a very specialized type of

bicycle part that you sell. You may be building a website that discusses a specific type of bicycle.

Just like the research you do for traditional keywords, you also need to do the same type of research with long tail keywords. These keywords may not be used as much, but when you use them, you are likely to get a more specialized visitor to your website which may mean that you will turn a profit faster from that visitor than you would from a generic keyword. Long tail keywords should be included in your website to ensure that you are hitting your target market when it comes to visitors to your website.

Optimizing Content for SEO and Readability

How do you write content that is ideal for SEO? There are many factors that play a role in the quality of content you write. You do want to use keywords, but looking beyond this, you also want to consider the actual structure of what you are writing. Take a step back and consider the way you were taught to write, where the first paragraphs provide a broad range of knowledge and a lead in and the rest of the content provides more specific information. What this does is draw your reader deeper into the text and it keeps those all important keywords in the first paragraph of the document.

There are several things to keep in mind about this style of writing. Consider these tips:

1. Ensure that your first paragraph describes the content that is to follow. You want this paragraph not to be 'News Like' in that it provides the most important information first, but it should give an indication of what is to come.

2. Be sure to include keywords in this first paragraph but there is no benefit nor any reason to overdo it. It simply will not help you to get what you are looking for.

3. In the next paragraph, begin to expand the content further. You want to keep drawing in the reader so that he or she moves further into the text. You will likely begin to repeat some of your keywords here, but do not put in too many key words. This can harm your SEO.

4. Keep providing more specific information down into the article. You want to provide something new with each line or paragraph to keep the reader reading. If you are too redundant, chances are good that they will cut off their reading and move on.

5. Use the last paragraph of your document to sum up and to give direction. You want them to keep reading but you also want them to perform the action that you need. Therefore, include any information here you need to in order to get an action.

When you follow this type of organization for content, you are not only organizing the information for the reader, but you are also naturally including the important keywords where they need to be. This technique can help you to accomplish all of your goals from SEO to overall readability and effectiveness of meeting the reader's needs and getting the results you need. Google target readability as well as key words.

Latent Semantic Indexing

Google now also ranks pages based on words related to your main keywords and topic. Latent Semantic Indexing does come naturally with your word flow however you should keep this in mind when thinking about word choices.

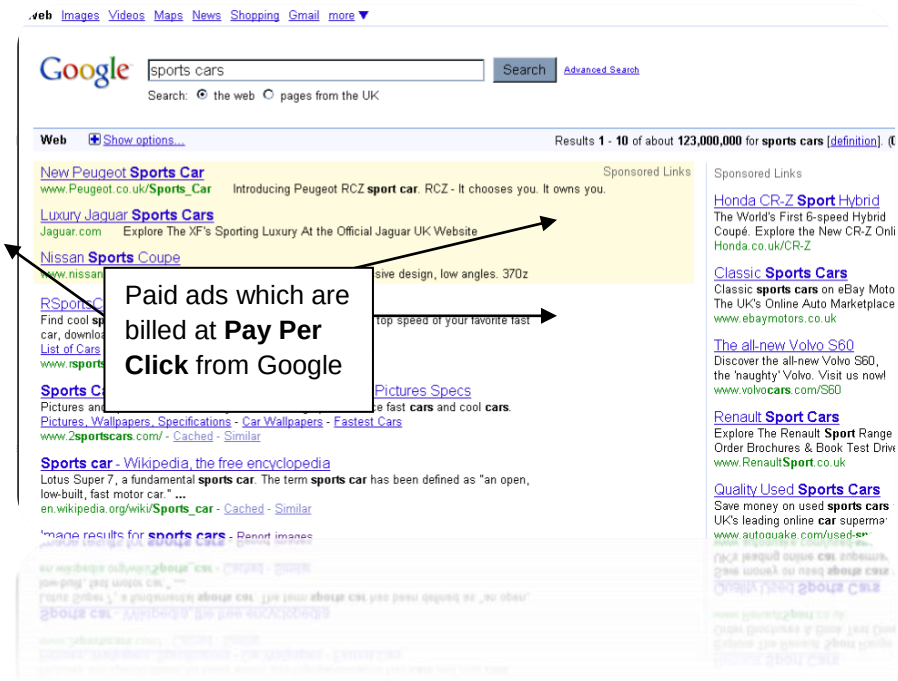
Take a look at your site or blog key words. These words will give you an idea of what to write about in your website. Take bicycles again. If you are writing an article about bicycles, in your content you can add certain key phrases which relate directly to what types of bicycles to use or buy, what types of wheels, or saddles to use.

Your content should flow naturally but to be sure read back your content and ensure you have enough of a relationship with your chosen key words which is going to target the search engines.

Paid Ads

We all know or should know what paid ads are, but we all don't exactly know how to use them. Using the right Pay Per Click (PPC) ads can get highly targeted traffic to your websites at a cost. If done right you can minimise the cost, if done wrong you will find yourself with an empty wallet.

So where do you start when you are ready to market your website with PPC? With the exception of Facebook, PPC in a nut shell is basically paying a company or companies (usually search engine companies) cash for advertisements on their search engine pages.



So if you want to be the top search and page 1 of Google for 'Sports Cars' shown in the graphic, be prepared to pay for it! Notice your competition here – Honda, Jaguar, eBay, Nissan and more. You know these guys are not paying 5c per click for the search term Sports Cars to get to page 1, so you need to be a little more inventive when using key words. Unless that is you have a marketing budget in the 6 figure range.

The Importance of Keywords

Keywords or keyword phrases are the key to getting targeted traffic to your websites. Using the search term 'Sports Cars' is very general and will get your website a lot of hits

at a cost. Furthermore you will receive a lot of targeted traffic but from a more general array of visitors. To gain an advantage we need to niche our key words down and expand on them.

In the previous paragraph I spoke a little about long tailed Key words and their uses. Using the same long tail techniques with PPC will give you more targeted results and at a cheaper rate.

Below you will find some helpful key word tools which will expand on your original key words and help you gain a cheaper and more targeted audience:

Google's keyword Planner tool Google give a good list of alternatives to use for better targeted results. Not exactly long tailed but good alternatives all the same.

Market Samurai (A paid for service but worth it)

Free Word Tracker (key word suggestion similar to Google)

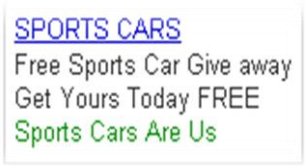
Designing Your Advert

Avg. Cost Per Click (CPC): $0.82 - $1.67 Your PPC advert design is another area of PPC which can hit you in the wallet if you are not cautious. Remember your ad campaign is set on a PPC basis with usually a daily limit of how much you want to spend per day. The whole process works on how much you are prepared to spend based on the popularity of your key word and the limit you set for the day e.g. You run an ad campaign for sports cars based on $100 per day limit:

Clicks/day: 60 - 77 (this is what you get for your money $100)

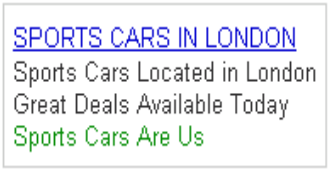
Cost/day: $63.08 - $100.00

Now let's say your ad looks like this:



This advert is going to get you a lot of clicks. However do you want a lot of clicks? Of course not you are paying for it and you don't have a bottomless pit of money to waste on untargeted freebie hunters.

When designing your ads you need to bear in mind the cost and the audience you want to visit your website. Since you are paying for your ads don't try to target everyone, but try to target the right visitor, the type of visitor that is willing to spend money at your site. You could mention the price in your ad this will help filter out the freebie hunters and target the guys willing to spend on your website. You could also make a genuine description of what people are looking for e.g.



This way you are targeting by location and trying to filter out unwanted visitors. Also your CPC will be cheaper as your key words are longer and less general than simply 'Sports cars'. You have chosen to use 'Sports Cars in London'.

Things to Remember When Using PPC

PPC is a very effective tool for creating traffic. I mean why not? With the right ads and a little investment you can be on page one of your chosen key search and receiving all the traffic.

Here are a few things to bear in mind when creating your PPC ads and campaigns:

1. Always remember to keep your budget in mind and not over spend as ads can become expensive. Remember to monitor your spending and check your return on your investment and maintain a balance of profit and investment.

2. Ensure you do your research when it comes to key words. Use the key word tools provided and get the best out of your ads and your target market to gain the type of traffic you want.

3. Remember to create an advert which is not going to attract the freebie hunter. Test your results and aim to convert every click into a customer with a good ad and equally good website design and content.

4. Monitor your results from your key words and the clicks you get. Google Adwords control panel has some great tools to help you make the most from your ads and get the most from your campaigns. Remember the first ad is not necessarily the best one. Test, test and test again.

Social Networking Traffic

Social networking traffic is a fairly new concept for getting traffic to your websites and in recent times has only been harnessed by businesses to give broadcasts and blog posts a little more reach. Social networking sites such as Facebook, Twitter, Pinterest and G+ to name a few are an excellent hub to harness good traffic.

What's The Secret to Social Networking Traffic

There is no magic bullet here just good old fashioned content and relationship building. Look for guys with similar interests as you and make contact. Get to know the people in your circles and make friends. Spend some time getting to know what others are in to and their marketing interests. Once you establish that then you can send and receive friend recommendations very easily.

Start a Facebook Group or Page

You can use groups and pages to gather subscribers and supporters of your niches. For example you can create a page or group associated to your business and send out requests to all of your friends to join your group. This has a viral effect as they can also alert their friends to join and friends of friends. Groups and pages can also be found via Facebook's search facility. So the importance of either or both should be high on your list

Quick tip

Each product I create now has its own group attached to it. It helps with communication and support of your members.

Pages or Groups?

Both pages and groups have their place within social media marketing and both are good to have. Both pages and groups can be used in a lot of ways to build relationships and traffic. Here is how I use groups and pages within my business.

Groups

For each product I create I create a group. This allows me to communicate with my members, update them on events, give them info and create a community around them.

Groups also allow for more interaction within the group from its members. Members can post topics, share info, edit files and add images to any post if permitted. The function of a group is to create community and build a following of interests in a chosen subject. Groups are a great way to reach people and to advertise.

Being a member of a group also has similar advantages. You can post content, advertise if permitted and help other members. I have found I get the most traffic from groups by being interactive and helping others by creating informative posts, not spamming with affiliate links.

Pages

Pages are personal to the user or business. They are basically an extension of your personal profile to allow anyone to see what is going on without having to friend that person or allow to friend. They are in the public domain and viewable for all. This is very good for self promotion due to the page being viewable by all.

People connect with your page by becoming a fan (liking your page), allowing you to communicate with them via page updates. Pages also have the ability to use widgets, which allow you to post offers, freebies, external links and adverting to help build your business. I look at them as kind of a mini blog which you can use with PPC to build a fan base.

Groups are very similar to pages in most respects, however you have the power to keep groups private and moderated to only allow the people you want in your group involved e.g. closed group, private group. Where pages are a direct link to your business for example 'Marketing From Scratch' could be a page with a fan base. 'Marketing From Scratch Members' could be a closed group where the content is shared, debated and open for discussion.

Twitter Traffic

Twitter is a micro blogging site and unless you have been living on the moon for the last few years you should know what it is.

To generate the best traffic from Twitter you need to be aware of the tools witter supplies and some which it does not. For a good start you need first take a look at your twitter profile and ensure you have your BIO and image sections filled in to show who you are. Completing your BIO and images sections allows you to project who you are and what your chosen niche is so it is essential that you complete all the details in your profile section as soon as possible. It is also beneficial to add your blog URL or favourite website to your bio as guys will see this when they follow you. By completing as much information about yourself and your business proves you are a real person with real businesses and ideas.

I personally don't like to see profile pictures which do not display who the person is, it's like they are trying to hide who they are. Be yourself and most of all be honest!

How Do I Funnel Traffic to my Sites

Search for people with like-minded business ideas and interests and become a friend or follower of their friends. Take a look at http://search.twitter.com/advanced to search for like-minded people with the same interests as you. You can now search and follow their followers and 99% of the time they will follow you back!

By gathering and following guys you can now start tweeting about your interests and promoting the sites you own, but most of all communication and reaching out to others.

Tweeting a promotion to make money can be as simple as gathering a little information about the latest big promo or your own website product launch and sending out a tweet to all your followers. You can use http://bit.ly/ to shorten all your links and also hide the path of the link by cloaking your link with http://bit.ly/

A simple tweet such as:

> *"New Update – Time Sensitive http://bit.ly/baz40q This is Awesome!"*

Simple tweets like this could earn you some good commissions from recent products promotions or by promoting your own offers and free downloads. However, Twitter is mostly about relationship building and sharing information, so try not to discount this it will benefit your business in the long term.

The Tools You Cannot Find on Twitter

Did you know you can generate a whole bunch of traffic by setting up your account to auto find and follow people in your niche? You can also setup and generate auto content and tweet on auto pilot!

Some of the tools I use are:

- http://www.socialoomph.com/
- http://www.twollo.com/

- http://bit.ly/

By using these tools above you can set your twitter account up to run on complete auto pilot. Your twitter account will auto find and follow guys, auto follow guys who follow you, auto send out a welcome auto responder with a link to your website or an affiliate site integrated to it and also auto add content via RSS feed so you don't need to tweet. The last part is a little spammy, so I would avoid that.

Mailing list Traffic

Mailing list traffic is not directly related to visitors stumbling across your sites via search engines or social networking. Mailing list traffic is targeted traffic build by using all the traffic techniques above and therefore higher quality traffic. You will hear the phrase 'The Money is in The List' well guess what? It is in the list. Your mailing list is one of the most valuable marketing tools you have and not to have a list would be a big mistake.

Tools to Use as Your Mailing List Collection Facility

There are a number of email collection and distribution companies out there which allow for email gathering and broadcasting. The companies that I can recommend are Aweber (My Personal Favourite) and Get response.

How do these Companies Work

All of these companies use email collection facilities to enhance your subscriber lists. Simply building your mailing list of contacts on your local email client will cause you big problems with email companies such as Yahoo, AOL, Hotmail and Gmail to name a few. The reason for these problems is your email address will most certainly get marked as a spam email address and when your email gets marked as a spam email address you may as well close it down as none of your emails will reach your recipients.

If you have your own domain name email address i.e. bigtrafficguide.com you may have your name or 'admin' for example attached as an email address. Email companies can and will ban whole domains, so you could end up in big trouble with your email address and also your web hosting company for not adhering to spamming laws. In short your domain name is rendered a spamming or fishing site which is very bad for business.

To prevent spamming, using the companies I suggested is the only way to go to have a safe, respected and efficient way to send out emails.

Utilising Your Email Marketing Software

By using email marketing companies such as Aweber.com you can run some great campaigns to generate mailing lists and increase your traffic to sites by broadcasting to your list. Remember the viral effects I spoke about in the previous chapter?

Some list building ideas include

Free eBook reports - The reader must sign up to your mailing list to get the report. The is a very simple operation where you create your eBook, video series or report and use a simple squeeze page with an opt-in box placed on the page from your recommended software provider in this case Aweber. Notice the opt-in box below.

Newsletter signups – Basically the same operation as your free report or eBook squeeze page, but you would have your opt-in on the page of one of your websites or blog. It helps to add newsletter opt-ins to all of your websites to build your mailing list.

Blog signup updates – Very similar to newsletters but by placing an opt-in on your blog you can alert guys to when your blog has been updated and also when you have any notifications or promotions. Opt-ins are not the only way to gather email addresses for your blog you can also use Feedburner and update your blog via RSS feed, however RSS feed will not broadcast for promotions, email marketing software will.

3 Benefits of Mailing list Traffic!

1. Targeted lists who actually want to be alerted to your promotions and information

2. The ability to send your subscribers to other websites as bulk traffic e.g. if you have a list of 50k subscribers and you send them all an email to take a look at your new website.

3. The ability to utilise your mailing list to send traffic to promotions of other products via affiliate links for an affiliate income. Imagine sending 50k people a promotional email which earns you a commission?

Marketing From Scratch
ONLINE MARKETING AND SUCCESS STRATEGIES
CHAPTER 5 - SALES AND AFFILIATES

Sales and Affiliates

Once you have started to build your mailing list in the ways we have discussed above. It is then time to start considering a path to take within your business.

Most people in the online marketing business choose to promote a few affiliated products first. It's quite an easy business model to build a list at one side of your business, and then promote products via an affiliate link on the other side of your business. In short this is called affiliate marketing.

Now this business model is not a greatly sustainable one as you do need to keep building your mailing list while promoting other offers. This is known in the business as the 'Churn and Burn' method! Bring in subscribers and send them to another offer for an affiliate commission while they are still a hot lead. This operation is simple and quite effective but not too sustainable or future proof. You should really try to build relationships and lifetime customers.

Affiliates

All of the traffic methods we have discussed in this report can be used to generate sales. Some will work better than others and show better results such as solo ads and PPC. However there is another method which is great for making sales and for building a mailing list from. This is not a new method, in fact it is one of the oldest!

When the time comes to creating your own online products, having an army of affiliates onboard to promote your products for you is one of, if not the best way to build subscribers and revenue. Joint venture partners make you money! There is no two ways about it, affiliates are the doorway to massive revenue. However you do have to have a certain amount of appeal, such as:

- High commission structures to benefit the affiliate. Simply paying your partners a couple of Dollars per sale is not going to have them crying out for more.
- High converting sales letters. It's a great help if you can convert your leads to customers, this is why a high converting sales copy is essential.
- Sales all the way through your sales funnel. Sales funnels are an essential part of an affiliates appeal as they make more money. So if you can make your joint venture partners (affiliates) more money throughout your sales process, then you will have an affiliate partner for life.
- Product reciprocation. This is not essential if you are paying your affiliates great commissions for promoting your products, but it does help to create some revenue for them in the process. There is no better way of getting the attention of future affiliates than making them some money!

Your business can still do very well without affiliates by using services such as paid advertising, in which you can offset the price of each sale (which you would pay an affiliate) to pay for ads. However don't discount the value of affiliates as they can be very beneficial to your business indeed.

Customer Relationships

I mentioned in the previous chapter about customer relationships and staying away from the churn and burn mentality of promoting products continually which can lose subscribers. It's healthy to your business to promote products which you think your subscribers will benefit from, but remember these people are customers as well, so treat them with respect.

If you do have a product for sale which enables you to work with existing customers, you do need to support them and work with them. Once you start to work with your customers and help them, they will buy from you again and again due to the trusting relationship they have with you.

There is a certain appeal to simply promoting products one after the other, but soon this will have an adverse effect on your business and you don't want to sacrifice reputation over a few affiliate sales. In the long term your business will grow and flourish if you respect and work with your customers, not abuse their pockets.

CHAPTER 6 - FINAL WORDS

Final Words

Well you made it! Congratulations! I hope you enjoyed learning Marketing from Scratch. It does mean a lot to me that you have taken the time to read the information I have provided for you. If you wish to discuss any of the topics or just want to let me know what you thoughts, then get in touch at www.dansumner.com

I know I have provided you with some great value within this eBook and I sincerely hope you take action and start now! Why put this off until tomorrow, your business needs action. There is no point in waiting when you can start now while it's fresh in your mind. Plan your strategies on a daily basis, think about your week and structure your days to complete certain tasks.

Thank you for your continued support and again for reading. If you would like to comment on this eBook good or bad, please do so from the links above. I would love to hear from you!

To Your Success,

Daniel Sumner

Daniel Sumner

References

The bloggers Roadmap - This is a link to a great product, in which I show you how to get started from day one when creating a blog.

The eBook Cycle – Creating good quality eBooks the right way is essential to your success. The eBook Cycle will show you how.

My personal blog – There is a lot to learn from my blog and too much to discuss here. With over 200 posts of pure info (and some fun) you will certainly learn a thing or two.