



**TRAFFIC MAFIA:
FREE TRAFFIC STRATEGIES**

YOUR WEBSITE ADDRESS

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Introduction To Traffic Mafia

The lifeblood of any online business, regardless of niche or market, is in generating targeted, qualified and consistent traffic to your websites.

Without traffic, there's no possible way for you to monetize your websites, generate profit or build a brand. You already know this, which is why you purchased a copy of Traffic Mafia.

But before you dive into the meat of this special guide, I want you to remember one very critical component of a successful traffic campaign:

Never focus on the quantity of traffic but rather the QUALITY.

One of the biggest mistakes that new marketers make is in focusing on the amount of traffic they get, rather than the "Sources" of traffic.

General, bulk traffic from things like automated traffic surf sites or rotations is useless apart from sucking bandwidth and potentially causing your server to crash leaving it unavailable to REAL customers. What you really need is relevant target that consists of hungry, qualified buyers who are genuinely interested in your offers. Not only will you be able to trim down your workload when you focus only on a handful of surefire traffic strategies, but you'll ultimately make more money.

With Traffic Mafia, our goal is to create a **system based on longevity**, so that you can continue to generate traffic to your website long after the initial rush of a launch.

There are literally hundreds of different ways of driving in targeted traffic to your website, and the Traffic Mafia guide focuses on the easiest and most effective methods available to you.

So without further delay, let's get started.

Press Release Explosion

Press releases are a very effective and powerful way to reach out to your target audience and generate buzz around upcoming products, offers and launches.

Press releases are also very inexpensive to produce and extremely easy to distribute. In fact, you can automate distribution by hiring press release circulation and distribution outlets that will tweak your press release and submit it to all of the major media stations, blogs and content syndication outlets.

You can also submit your own press releases through both free and paid distribution channels, so regardless of your time and budget, press releases are an essential method of positioning your business for mass exposure.

Here are the most important elements to include in your release:

Release Time & Date: You want to place the time and date of your press release at the top of every news release, either indicating when the document can be made public, or “For Immediate Release” to show that it’s ready for distribution immediately.

Headline: Summarize your storyline or message in just a few words. The objective is to immediately capture attention from potential customers and clients.

Subhead: This expands on the headline and gives readers a bit more information about what your branding message is about.

Dateline: Include the day that the document was released, and the place of origin (your city and state). You can choose to include your company's address, or simply include your website's URL.

Introduction: In a single paragraph, cover the basic elements that you'd find at the beginning of an article: who, what, when, where, why and how.

Body: Expound on the introduction and go into your story. Use details, statistics and trend information to back up your assertions and get your points across.

Bio/About "Your Company": Include background on you and/or your company and its services.

Closing marks: Use the symbols "####" or "-30-" to show that the press release has formally ended.

Contact information: Include your contact information, website address and any other contact information that will make it easy for people to get in touch with you.

Make Your Headline Sizzle!

Your press release headline has to grab the reader's attention within a few minutes, or you lose them forever. Put some thought into it, look at what other companies and online businesses are using, and come up with a

punchy, relevant headline that will touch down on what is most important to your target audience. Remember that your goal is to attract editors and journalists, while at the same time creating an online presence that customers will respond to and interact with.

When you're writing your press release headline, follow these tips:

Be clear: You want your press release to drill down into the heart of your market, and you do this by being clear about what you are offering. Cut to the chase and in just a few words let the world know what your press release is about.

Strive for accuracy: Don't trick readers into thinking your press release is something that it's not. Be upfront and honest about your offer.

Don't overuse marketing lingo (or speak): You have a great service to sell, but the headline of your press release isn't the place to use trendy lingo or terminology that your primary audience may misunderstand. Use every day, common words that will relay a clear message to your customer base as well as to media outlets who will spread your press release throughout popular news circuits!

Keep the headline short: Ten words or less is optimal. You will want to spend a lot of time tweaking your headline and potentially split testing different headlines within your press releases, so you can find the "sweet spot".

Include targeted keyword(s): Optimizing your press release is very important, so be sure to include one or two keywords of significance in

your headline. Carry this strategy into the body of your press release, where keywords and relevant phrases will position your press release for the best possible search engine rankings.

You'll be shocked at how quickly search engines will pick up your press release, so you can generate a massive amount of targeted traffic from a single release if you position your content to target relevant keywords!

Top Free Press Release Services

www.MassMediaDistribution.com: Distributes press releases to newspapers, magazines, trade journals, TV, radio, blogs and online news sites. In addition to reaching journalists at print and broadcast media, all press releases are posted online and reach thousands of news sites.

www.Betanews.com: Wide range of news distribution and social media options.

www.Clickpress.com: Global news distribution services that services a wide range of companies/industries.

www.PRlog.com: Online free press release distribution and free press release submission service.

www.Mediasyndicate.com: A free press release and newswire posting website that enables small and medium sized businesses to get information out to the general public in a fast and efficient manner.

www.Pr-inside.com : Online press release distribution service.

Include your website and contact information in several places on the press release, which will serve as a lead generation channel.

Top Paid Press Release Services

You can also pay to have your press releases distributed and posted online. Test out this option if the free route doesn't work very well, or if you have a few bucks to spare. Here are three paid press release services you'll want to consider:

www.PRweb.com: Create a free, basic account and you'll pay \$80 per news release. In exchange for your investment, you get a basic press release template, your website shown in your press release, the actual distribution and submission to Google, Yahoo!, Bing and other major search engines. The release will also go to online news sites, and be hosted permanently on the PRWeb.com site.

www.PRleap.com: The basic program costs \$49 per release on this site, which focuses heavily on social media outlets. The package includes a custom Twitter message, and your press release will be indexed by the major search engines, and also made available on Google News and Topix.com.

If you would rather hire a professional to create a press release for you, you can easily find a qualified writer on freelance forums and business community boards like <http://www.WarriorForum.com> .

You can also outsource both creation and distribution to quality press release networks, including <http://www.thatprguy.com> , or <http://www.probusinesswriter.com>

Important Notes:

Before your Press Release can even be circulated to your target market, it needs to pass the approval of editors. These people are used to reading Press Releases that are designed to provide news, not promotions or blatant advertisements.

This means that if you want your Press Release to be approved, you need to keep this in mind when you are designing your outline, and more importantly, when you are adding your content. Your press release needs to ‘announce your product’, rather than promote it.

Traditionally, a well-structured press release should not be more than one page long. Everything a reader needs to know about your news story will need to be included within a single page for best results.

A second page is acceptable, provided your story makes it worth the time a person would need to read it.

This means that you need to trim down the outline of your Press Release and ensure that it focuses on the key benefits and features of your release, whether it’s an introduction to a product launch, a story about your company, a new launch of a service, or a software program that will benefit the end user in some way.

A Press Release that addresses the fundamental aspect of what people are looking for (how it benefits them) will out perform any other kind, so keep it trimmed and on point.

Powerful Content Syndication

Search engines absolutely love high quality content, but unlike traditional article marketing, content syndication is based around **long-term traffic** generated from established, authority websites.

With traditional article marketing, you are submitting article content into online directories, and there's never a guarantee that your content will remain intact, or if the search engines will penalize it if you end up using it anywhere else (duplicate content).

With content **SYNDICATION** however, you are gaining traffic, authority and premium backlinks from established websites in your market, and you do this by offering to guest post or guest blog on relevant websites.

You can use content syndication to:

- Generate traffic to your website instantly.
- Build a reputation as an authority in your market.
- Siphon “authority” from established websites.
- Build premium backlinks that will remain intact!

- Position yourself as the “go to” expert in your field

The objective is to get your content published on high profile websites relating to your market. These are considered "authority" sites by both regular visitors and readers, but also by the search engines.

Type in any of the following keyword strings and you'll quickly locate dozens, if not hundreds of content syndication networks that will publish your article content.

"Submit Content", "Submit Article", "Guest Bloggers Needed", "Guest Bloggers Wanted", "Contributors Needed", "Submit Guest Post", or even "Accepting Guest Bloggers".

[Submit Guest Post](#) 🔍

TricksDaddy invites guest authors who like to write here as guest authors. When you write for TricksDaddy, along with free backlinks and exposure, ...
www.tricksdaddy.com/join-tricksdaddy - [Cached](#)

[Submit Guest Post](#) 🔍

If you'd like to submit an article to be featured as a guest post, please read the guidelines below and complete the form at the bottom of the page. ...
blog.2createawebsite.com/submit-article/ - [Cached](#)

[Submit guest post - Serradinho](#) 🔍

I have officially opened Serradinho for Guest Blogging. Yes, that's right, you can start submitting your articles right of this moment and start to benefit ...
www.serradinho.com/Blog/submit-guest-post - [Cached](#)

[Submit Guest Blog Post](#) 🔍

Hive Health Contributor300 **Submit Guest Post**. To get a Hive Health Media contributor badge to ... I share en **Submit Guest Post**. Health Network Blogs ...
www.hivehealthmedia.com > [Contact](#) - [Cached](#)

Here are a few websites that have compiled listings of blogs that accept

guest posts:

<http://piggybankpie.com/guest-blogging/52-blogs-that-accept-guest-posts/>

<http://maheinfo.blogspot.com/2011/02/blogs-accepting-guest-post-80.html>

You can also find guest blogging openings by using "inurl" keyword searches which will scour online blogs for specific search terms like: "inurl:guest-blogging-guidelines" or "inurl:guest bloggers".

There are many different content syndication networks online as well.

For example, if you are involved in the Internet Marketing arena, you could submit your content into <http://www.BizNik.com> or <http://www.SmartBlogs.com>

If you are involved in the technology market, you could submit your content into <http://www.WPScoop.com> , <http://www.GeekPedia.com> or <http://www.Blogsolute.com> , and if you are involved in the work at home mom industry, you might want to check out <http://www.MomsNetwork.com> , <http://www.SheKnows.com> and <http://www.AllWomensTalk.com>

Social Marketing Simplified

Facebook is one of the best and more affordable places to market your online business. Once you've registered and set up your account, you can reap the rewards of participation in exchange for just few minutes a day spent networking and communicating with your audience.

Facebook users develop profile pages that their "*friends*" can view and respond to. When those profiles pages are part of a network, everyone within that network can view those pages. The profile itself usually includes some or all of the following:

- Information
- Status
- Friends
- Friends in Other Networks
- Photos
- Notes
- Groups

To get your business set up on Facebook, go to the site's "Pages" feature, which allows companies to collect "fans" (through marketing messages like "find us on Facebook at <http://yoursite.com>" included on your company website and marketing materials.

Once set up, your new page will join the more than 1.4 million Facebook Pages that collect over 10 million fans daily. Small and home-based business owners just like you run many of those pages.

The more you update your Facebook presence with useful, interesting information, photos and multimedia, the more “fans” will come to your door.

Here are a few good strategies to use when interacting with potential affiliates on Facebook:

Make them your friends: Facebook is all about creating close ties with your fans, all of which should think of you as a “friend.” You may never meet any of them in person, but in the online world, this type of connection qualifies as a friendship.

Get your business up and running: Once you have a personal profile, create a page for your business. Populate that page with company information, photos, video, upcoming events, discussion forums and links back to your home-based business’ Web site.

Make it interesting: Upload photos, videos, logos and other marketing materials that help people know you by more than just words. You want them to think of you as a person, and not just a brand.

Tell them what you do: Offer a complete range of information about your company. The more complete your profile, the more easily you can connect with other people.

Stay professional: Keep overly personal information and photos off of your Facebook Pages business site, and always maintain an air of professionalism when updating and posting information online.

Success Strategies

There are many ways to build your Facebook following. You can upload your contact database to see which of your contacts are already on Facebook, and ask to “friend” any of them you wish. This gives you a good starting point on Facebook, rather than starting from zero.

Add applications to increase the functionality of your page, such as an RSS feed from your blog or embedded videos from YouTube. Doing this will help boost your Facebook page’s rankings with search engines like Google.

Be sure to promote the heck out of your Facebook page. Advertise your company page via email, your blog, and through the Facebook network to drive more traffic and build up your fan base. Entice users to click through to your company website by giving them a reason to do so: a special offer, a short report, an ezine article or something that catches their attention.

Join and create groups that are visible to Facebook members. You can join as many as you want and get in touch with all members of the groups. Groups are formed around any type of interest, from “green” living to industry-specific issues to hobbies and crafts.

Twitter Marketing

Twitter limits the size of posts to just 140 characters. This means you must keep your posts very short and succinct. You can’t ramble endlessly, so you have to get to the point!

It's a very good idea to read your Twitter page daily and respond to messages your followers post. By interacting with them directly, you can establish "friendships" with some of them. This is very important, because your followers can "re-tweet" (RT) your messages (post your message) to their own followers, allowing you to potentially reach a MUCH wider audience than you could on your own.

People will not be likely to RT your messages if they don't feel like they know and like you, so it's very important that you try to establish a friendly relationship with as many of your followers as you can. This will really help you maximize your reach.

Whenever you want people to RT a message for you, just add something like "please re-tweet" or "please RT" to the end of the message. Don't do this often, or people will start to ignore you. Only do this for very important messages.

Let's say you have just released your own product in a niche. This would be a very good time to ask for a re-tweet. You could post something like: "FINALLY finished my golf swing guide! (link) Please RT!"

Ideally, you would post a few times before you finished the product letting people know you were working on the guide, and telling them how much longer you expected it to be before it was finished. This way, it would be anticipated (and perhaps desired) before it was even released.

Remember, you should only ask people to re-tweet your messages when you feel they are extremely important, otherwise people won't be likely to do so when you really need them to.

Blogging Traffic Siphon

Use blogs to market your business online and generate much interest in your company. Publishing blogs on relevant topics helps build your company's credibility, establishes you as an expert in your field and keeps readers coming back for more.

Add RSS (Real Simple Syndication) feed capabilities to your blog and your newest articles will be automatically sent to all of your existing customers and prospects. This takes place without any additional human intervention or financial investment.

WordPress is a great way to get started. This is a useful blogging tool that allows pretty much anyone to get an online presence set up within a few minutes. WordPress blogs range from very simple blogs that are run by individuals to complex websites owned by corporations, and everything in between.

Where in the past one needed HTML knowledge (or, a great web designer) to establish a professional presence online, WordPress allows you to get set up and running on the web quickly, and with little or no financial investment.

From the WordPress introduction page you can review the instructions for setting up your own blog and learn about the various templates and formats that are available to you. Take a peek at what your competitors are doing on WordPress, how their sites look and what they're blogging

about. This will give you some direction on how to get your own presence set up (you can always tweak it later, if so desired).

Blogger >> <http://www.Blogger.com>

Google's Blogger.com is another free tool that you can use to set up your own blog. Use the Blogger Template Designer to customize your design.

Choose from hundreds of background images, tens of flexible layouts, and rearrange widgets through a drag and drop interface. Add gadgets such as slideshows, user polls, or even AdSense ads.

When you create your blog, you can host it for free on Blog Spot (if you're using Blogger.com). Select an available URL and you're ready to go. If you change your mind and want a different URL later, making the change is easy.

Blogger also includes a custom domain option; you can have a domain name, like example.com, and we'll still host your blog there, giving you all of Blogger's great features.

Install the "Followers" gadget on your blog and your readers can click the "Follow This Blog" link to add your blog to their Blogger Dashboard and Google Reader account. Readers can leave comments right below the post, in a pop-up window, or on a separate page.

You can also use Reactions to let your readers quickly provide feedback with just one click.

If you'd rather outsource the development of your blog to a third party, use a freelance work exchange site like Elance or Guru to find someone who can help. You can also hire a local web designer, computer student or other IT professional to assist, as long as that person has hands-on experience developing blogs.

It's important to blog often – and daily, if possible – about your business and other topics of interest to your readers. Keep your blog updated and current, or risk driving customers away (exactly what you don't want to do!). Stick to a regular schedule (daily, weekly, biweekly, etc.) in order to create consistency and build excitement within your reader base.

Use your blog to market your home business. Write about engaging topics that don't come off as a direct sales push, and that either directly or indirectly relate to your business (which you can then promote in your "about the author" section).

An eBay merchant seller, for example, could cover some of the most recent product recalls, or provide readers with a list of tips for buying used products online. The owner of a home-based tax preparation service might write a blog that covers all of the important, upcoming tax deadlines, or a list of "Top Five Tax Mistakes to Avoid."

The list of possible topics goes on, and is only limited by your own imagination.

Here are a few blogging tips for affiliate marketing professionals who want to generate business through their websites:

1) Make Your Front Page Shine: First impressions mean everything on the Web, where cybersurfers have little patience for Flash animation that takes two minutes to load, or for gratuitous pieces of artwork that say, "See how cool I am." Instead, companies should create home pages that tell what they do and how those products/services truly solve customer problems.

2) Think "user-friendly": Ease of use equates to both a pleasant visiting experience, and marketing effectiveness. Use clear language, links and navigation bars to point customers in the right direction. Ask yourself: Does my website or blog use all the trendiest fashions, styles and web tools at the expense of legibility and clarity, or is it pleasant to look at, easy to understand and easy to navigate?

3) Compel Them to Come Back: Create long-term, online customers by providing relevant, useful self-assessment tests, puzzles, surveys or other tools that make their experience educational and interactive (and that relate to your business). Start with a simple biweekly newsletter, a blog (a personal journal posted on the Web) or a chat forum on a topic of interest to your customers.

4) Stick with what works: To make sure your visitors don't get turned off by poor navigation, broken links and irrelevant information, give them a clear explanation of your product or service, highlight exactly what makes your firm and its offerings unique, showcase success stories and case studies, and always make contact/order information easy to access and use.

5) Step into their shoes: When designing your site or blog, put yourself in your customers' shoes. What do you think they'd want to see or know? In what order does it best make sense to present this information? How can

you keep them interested and make it fun? And, perhaps most importantly, does my online presence align with my "bricks and mortar" mission (if applicable)?

Take Action Now

If you haven't taken five minutes to set up your own free blog online, do it today. This is an effective and cheap marketing tool that has to be a part of your overall, online marketing strategy. Offer tips, advice and valuable content to readers, and to the search engines that scour the Internet 24/7 for useful information to post on their rankings.

By adding a blog to an existing website or creating a standalone blog with its own domain name via WordPress, you can reach customers whom you wouldn't otherwise have access to.

By adding useful information to the blog on a regular basis, you can keep those viewers interested, telling others about it, and relying on you when it comes time to buy your services.

Blogging is a long-term strategy that helps to establish your credibility, build relationships and create trust, but it doesn't produce results overnight. It takes time to build a following.

Stick with your strategy, update regularly and give readers useful content that keeps them coming back to your blog to learn more.

Networking Websites

Sites like LinkedIn, Ryze and Spoke are just three of the many professional networking sites that small businesses participate in online. When you sign up for membership on these sites, and establish a presence on them via a registration process, you jump into networking groups that can connect you with new customers and business partners.

The first step is to find a service representing your current or desired business niche. Look at whether other members are trading information, interacting and collaborating. When you find one that people are actively participating in, check it out closer by signing up for an account.

Spend some time checking out the social networking presences of other small business owners in your field, and then review their websites while you're at it. This will give you a good idea of what's going on in your industry, who's doing what, and how you need to position yourself in order to compete effectively in that industry.

Here are three business-related networking sites that you'll want to consider:

www.Linkedin.com: This is a popular site for professionals who create individual profiles based on their own professional history and, via e-mail, allows you to invite other individuals to be part of your social circle. With just a few clicks on your computer keyboard, you can let everyone in your address book know that you're on LinkedIn.

Those individuals, in turn, connect you to their colleagues. The basic site is free, but there is also a fee-based option. Signing up as a Business costs \$19.95/month and offers 15 introduction opportunities to other individuals, Business Pro costs \$50/month and offers 25 introduction requests, and Pro costs \$200/month and offers 40 introduction requests.

www.Ryze.com: This site helps people make connections and grow their networks. You can network to grow your business, build your career and life, find a job and make sales, or just keep in touch with friends, according to the site. Members get a free networking-oriented home page and can send messages to other members. They can also join special networks related to their industry, interests or location.

More than 1,000 organizations host Networks on Ryze to help their members interact with each other and grow their organizations.

As a member, you can message other members, join networks, view member home pages and much more for free. The firm also offers a paid service that lets you do other things like advanced searches for about \$9.95 a month.

www.Spoke.com: Marketed as the largest online business-to-business prospect database, Spoke claims to have more than 30 million contributors and 900,000 companies. Spoke specializes in three areas: direct marketing, sales and recruiting. Individual membership costs \$50/month or \$500/year.

It offers a free five-day trial. Spoke calls itself a “Personal Connections Management Service” that enables people to leverage their lifetime of

personal contacts to discover and re-connect with specific persons that can help them with current needs – even if they no longer remember their names or how they originally met. Provided as a cloud-based service (that's accessed via the web, with no software to download), Spoke aggregates information about people you have met from your email and address books.

And, utilizing its unique crowd-sourcing technology, Spoke ensures you can reach your connections wherever they are with your favorite means of communication.

These business social networking sites are free for basic setups, so it won't hurt to choose one and jump in. Your first step will be to visit the site of interest, register, and then create a profile that others can access.

Like any type of Web content, your profile should be updated regularly (at least daily, although weekly or monthly can also work, depending on the business), tailored to your audience and targeted at the site's specific demographic.

Create your own personal network by searching for contacts that are already members of the site, or by sending email invitations to colleagues and contacts. This will go a long way in helping you build an impressive network, since everyone you already know is probably doing business with dozens of other companies and individuals (all of which you'll now be "linked" to, via a common bond).

Professional networking sites have both similarities and differences that you'll want take into consideration. For example, Spoke allows you to build

your own private address book on the site via the SpokeBook feature, while Ryze allows you to search networks and create your own, find events in your area, and review classified listings.

Here are a few ways to position yourself as an active participant on sites like Ryze:

- Join common-interest network groups and collaborate and communicate with their members.
- Use the Guestbook feature to gather information about members who access your page.
- Target the site's most active participants (instead of trying to chase down those that log on once a month).
- Use the Network with Me feature to approach other members.
- Insert your contact information (namely, your email address) into your profile multiple times.

You can also be a “connector” – or someone who lines people up with other individuals and/or resources that they need. Without too much effort, you can hook a potential prospect up with an accountant in your network that can help with a tax matter, for example.

These simple moves will help you establish yourself as the “go to” guy, and ensure that the person you helped thinks of you when looking for a new business opportunity.

Here are a few more networking tips that you can use on LinkedIn and other professional networking sites:

- Keep your profile updated and complete
- Seek out existing friend, family and co-workers who are already on LinkedIn, but not part of your network
- Introduce yourself to your contacts' contacts
- Join a group and begin interacting with its members

Develop a new group on a topic that relates to your business in some way

Get together with other members of your group through meet-up events

Give your two cents on questions that are posted in the forums or groups

Include a LinkedIn widget on your company website's home page

Adjust your settings (under the settings tab) so that your profile is viewable by search engines

Ask your contacts to give you recommendations

When using professional networking sites, take off your "marketer" hat and avoid using the hard sell at every junction. There may be opportunities to sell your business and its products and services, but you'll have to find them and use them wisely.

It only takes a few minutes to write up a quick update, upload a video clip (of a new product demonstration, for example) or respond to customer feedback.

These small efforts can result in significant returns for the home business owner who can use the sites to interact not only with potential customers, but also with existing clients and business partners.

Video Marketing

Online videos are a simple, cost effective way to promote your affiliate marketing business, gain the attention of Internet search engines, and sign up new customers. Video-sharing sites like YouTube also make it easy for you to upload your videos and link them to your company site, blog, Facebook and Twitter pages, and other websites.

Kick off your own online video strategy by developing one or more interesting and informative video clips. Think about how moving pictures will help you convey information about your products, processes and success stories.

The home-based business owner who wants to spread the word about a proprietary new product, for example, can develop a 2-minute clip that describes (to the desired level of detail, based on the competitive nature of the business) the process and shows customers how it can be applied in their individual projects.

As you develop your online video marketing strategy, remember to be professional at all times. There are a lot of poorly produced videos floating around online, trying to lure in viewers.

You don't want your videos to fall into this category. Instead, be as professional as possible both during the development and uploading phases and you'll reap much richer rewards from your efforts.

Step By Step

When developing your online video strategy, first identify the goals for your online video.

- Are you looking for new clients?
- Do you want to educate current customers on the latest processes and products?
- Are you interested in educating clients on why they should choose you for upcoming projects?

The more you can narrow down your objective, the more effective your online video efforts will be.

When creating your video, be very specific about a single topic or subject that can be communicated quickly and clearly in a 3- to 5-minute timeframe.

Avoid "rambling," or going on and on about various subjects without ever coming to a clear point. Here are a few more pointers to keep in mind when producing your videos:

Solid Concept: Consider what you're trying to accomplish with the video, who you want to reach and what you'd like to say to that audience.

Keep it Short: Don't try to pack everything you know into a 10-minute video. Instead, come up with four 2-1/2-minute clips that focus on a specific topic.

Get To the Point Quickly: Show the viewer what they want to see, and include a call to action that makes them "click here" or "call now" for more information.

Write it Down First: People typically speak at a rate of 100 words per minute, so use that rule to come up with a script of adequate length for the video you're producing.

Come up with a Catchy Title: Create a catchy title for your video and use relevant keywords that ensure your show is found when people search for videos related to the subject you're covering.

Integrate the Video with Your Website: Include a link to your website in the video description, where it will be "clickable" for viewers.

Tell Viewers What to Do: Include a call to action at the end of the video. "Go to website `HYPERLINK "http://www.xyz.com" www.xyz.com`" for more information, or "call today to set up an appointment" are both good options.

Use an Editing Program: Your options include Windows Movie Maker, iMovie (for Macs), Adobe Premiere Elements and online options like Animoto, to name just a few. These programs allow you to select the

imaging, sound, text and other elements needed to get your video ready for prime time.

Add tags to your video (example: home business, make money, affiliate program, home based business, home based business opportunity, and so forth)

Record several videos targeting the many different search terms/phrases that people are typing into YouTube. You can look at the site's "most searched terms" features to get an idea of what people are looking for. Get backlinks to your videos and encourage people to rate your video to get found higher in the search results.

This type of feedback will boost your rankings and ensure that anyone looking for related keywords will find you.

The leader in video marketplaces is www.YouTube.com so it's important that you include it in all of your video marketing campaigns, however there are many other places where you should focus on getting your video circulated, including:

<http://video.search.yahoo.com/>

<http://video.google.com/>

<http://www.Break.com>

<http://www.Revver.com>

<http://www.DailyMotion.com>

<http://www.MetaCafe.com>

<http://www.Veoh.com>

Distributing is very easy, but you'll need to create an account with each video site before you can upload your video.

Also keep in mind that many of these video networks will manually review and approve your video before it's published, so it might take a few hours before all of your videos are online.

You can automate the process by signing up for an account with Tube Mogul at <http://www.TubeMogul.com> , an online video distribution service that will push your video message out to hundreds of popular video communities.

Looking to save time and minimize the learning curve associated with creating and editing videos?

Turn your article content into videos!

There's a secret weapon online that will give you the opportunity to develop dozens of high quality videos in a matter of seconds, and best of all, you can use this video production suite to repurpose content, so that your videos are created from existing articles you've already written!

One of the easiest ways of doing this is by subscribing to www.ArticleVideoRobot.com, a powerful tool that was designed to convert article content into compelling video clips. You can simply copy and paste your content directly into the Video “engine”, and Article Video Robot will automatically convert your content into usable, high quality videos!

This software makes it not only easier to get MORE videos out there, but it requires absolutely no training or experience, instantly eliminating the

learning curve.

Additional Tips

Give customers a reason to watch and react to your online videos by showing them how to tackle a complex project (step-by-step) or deal with a difficult life situation.

Keep these how-to videos to 3- to 5-minutes in length. Make them any longer and your customers will lose interest and move onto another site.

Real estate agents and large retailers have already discovered the value of the “walk-on” video effects (that miniature person that pops up and talks to you when you pull up their Web sites).

Now it's your turn. The walk-on video effect is a great way to add uniqueness to your site and ‘speak’ to your visitors as they browse. Set up your website so that it “triggers” individual videos to pop up when a customer clicks on a specific link.

This is a great way to give someone a tour of your product or service via a fast-loading Web video demo.

Follow these video tips when producing your shows:

1. Keep it short- less than 3 minutes is ideal.
2. If you use a spokesperson, make sure he or she matches the demographic of your target market.

3. Use auto play; videos that automatically begin to play when the page is loaded tend to be more effective.
4. Limit the number of showings per visitor; you want your video to be informative, not annoying.
5. Highlight both the features and the benefits of products or services.
6. Keep the video active; avoid long pauses.
7. To work, your video must look good, be well lit and build credibility (not decrease it.)

Link your videos to social networking sites like Facebook, LinkedIn, Ryze and Twitter to get the word out about your videos and your business. Talk up your videos on your social networking platforms and encourage your friends and fans to check out your videos.

For best success, come up with an integrated online video strategy that includes your own Web site, public video sites and social networking portals. Consider all of your options and be sure to present a cohesive marketing strategy that customers recognize, embrace and respond to.

Forum Marketing

Kick off your forum marketing strategy by conducting a search for terms related to your business or industry on Google and add the word “blog” to the end of your search string. Affiliate Marketing Blog, for example, will turn up dozens of blogs dedicated to that topic. You can also do a search in WordPress or Blogger, both of which catalog their users’ web logs.

Resource >> <http://www.Big-Boards.com>

With forums, you can easily connect with your customers, build relationships and generate revenue for your business.

Forum participation is also useful for:

- Answering customer questions and concerns
- Gathering information that you can use to enhance your business (about your competitors, your target customers, and so forth)
- Increasing traffic to sell products and services
- Position yourself as the “go to person” who offers invaluable information and customer service.

Start off by answering questions, engage other users’ concerns and connecting with them through the forum. These activities may not produce

immediate results or sales, but they will help potential customers think about you when they need your services.

You can also create a presence by posting your own on the discussion boards or in the forms. Let's say that in your last job you were a tax accountant who experienced great success at helping people pay, there are thousands of potential clients looking for you on Google.

You can post a question like, "What challenges are you facing with the revised tax code right now?"

Your customers will answer your question, and you can address their concerns in a very direct way using the discussion boards. You can also do some research and seek out the most popular question being asked regarding to your industry, and then write a series of articles (which you can then post to various sites) answering that question.

Some forums will allow you to post articles right on the board, while others do not. Read through the rules, and select the boards that best meet your needs.

Always put a back link to your site in your signature and find out if there are other ways to "link" your comments to your company. Most forums permit such links within the signature section, and nearly all forums have restrictions on what level of advertising and back linking can take place on the sites themselves.

The best way to figure out what the rules are is to check out the posts from other forum members.

Have they included link in their signatures? Are they utilizing “about the author” boxes with more information about their companies, products and services?

Best Practices

There are a few tips to keep in mind when commenting on blogs, forums and discussion boards. Be sure to keep your comments on subject and to the point, for example, and don't try to market your business in your comment.

Be genuine: Come off a marketer in need of a sale and your comments will be overlooked. Add value and you'll stand a better chance of seeing results from your efforts.

Get to the point: Information overload and a lack of hours in the day make it hard for anyone to read more than a couple of hundred words at a time while online.

Keep it short and sweet, and stick to the facts.

Avoid one-liners: Phrases like, “Great post, thanks” do very little for the forum, and even less for you as a marketer. Instead of stock statements, put some time and thought into a more valuable comment.

Always include your name in your forum posts and responses: This is just good sense, since you want people to associate your helpful comments with your name.

Don't squeeze your URL into the comment text: It's tempting, but best to avoid putting your website into the comment. Instead, use the URL field for the website address. People will find it, and click on it if they're interested in learning more about you.

Google Places Advertising

With Google Places, you can create highly targeted advertisements that put your campaign up front and center, so that whenever someone types in a name of a product, service or company, your ad is displayed among the search results.

For small businesses, this exposure is incredibly valuable as it not only works towards targeting relevant leads, but you'll gain maximum exposure at a much lower cost than nearly any other form of marketing.

It's likely that your business already appears within Google whenever someone enters in a relevant keyword phrase, and perhaps you've already witnessed the increased exposure that your business has been given by being featured in the search results.

Here's a screenshot of what a business listing looks like when featured within Google Places:

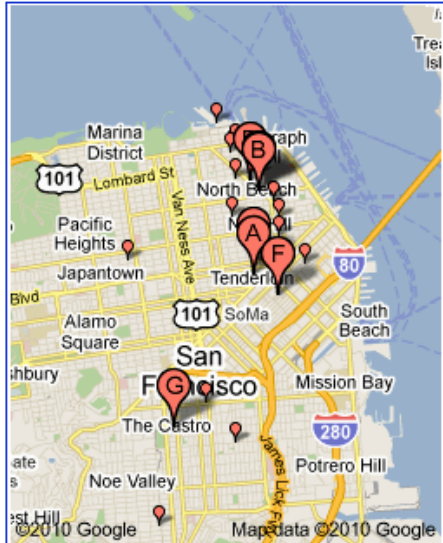
italian restaurant san francisco

Search

About 21,200,000 results (0.17 seconds)

[Advanced search](#)

[Local business results for italian restaurant near San Francisco, CA](#)



- A** [Puccini & Pinetti](#)
www.pucciniandpinetti.com - (415) 392-5500 - 175 reviews
- B** [The Stinking Rose](#)
www.thestinkingrose.com - (415) 781-7673 - 433 reviews
- C** [Kuleto's Restaurant](#)
www.kuletos.com - (415) 397-7720 - 226 reviews
- D** [North Beach Restaurant](#)
www.northbeachrestaurant.com - (415) 392-1587 - 267 reviews
- E** [Steps of Rome Trattoria](#)
www.stepsfrometrattoria.com - (415) 986-6480 - 289 reviews
- F** [Buca di Beppo - San Francisco](#)
www.bucadibeppe.com - (415) 543-7673 - 294 reviews
- G** [Delfina Restaurant](#)
www.delfinasf.com - (415) 552-4055 - 434 reviews
- [More results near San Francisco, CA »](#)

[Top 10 Ten Best Italian Restaurants in San Francisco San Francisco ...](#) ☆

Read GAYOT.com expert reviews to find out which **restaurants** make our list of top ten **Italian restaurants in San Francisco**. Mangia!

www.gayot.com/restaurants/best-sanfrancisco-ca-top10-italianrestaurants_3sf.html -

[Cached](#) - [Similar](#)

Google Places provides important information about a business, including an area map outlining location, the business name, phone number and website URL (if available).

Not only will this help to increase direct exposure for your online business, but if you run an offline, brick & mortar business, it will provide potential customers with all of the information they need to visit your store, or place an order directly through your website!

You are in full control of what information is displayed with your Google Places listing, and can edit this information at any time.

So, how much will it cost your business to receive top exposure from Google Places? Great news! Being featured within Google Places is absolutely free!

In order to create your Google Places advertisement, visit:

<http://www.google.com/local/add/businessCenter>

To access Google Places, you will need to sign in with your gmail account.

If you don't yet have a gmail account, which is a free email service provided by Google, you will want to create one at <http://www.Gmail.com>

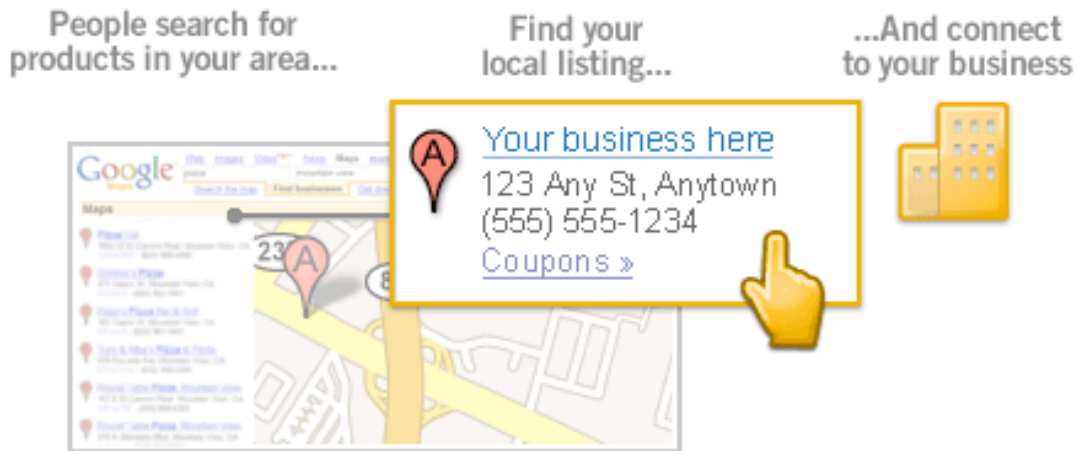
You can use this email address in your business listing, or simply to manage to your Google Places account. Once you have set up your gmail account, return to Google Places and log into your account.

Next, click on *"List your business"*, keeping in mind that Google Places allows you to create up to 10 business listings per account. You can manage all of your listings from within your main account later on.

The next step is to choose your country from the drop down menu. If you can't find your country within the menu, chances are that Google Places is not yet available to you.

You can subscribe for updates and news regarding availability from the Google Places main page. If you have found your country within the drop down menu, highlight it, and enter in your business phone number. Even if

you don't own a brick & mortar business, you can still create a Google Places listing just by entering in your office phone, or customer support number.



Click 'find business information' to continue. Google Places will run a quick search to determine whether a listing already appears for your business. If not, you will be able to continue, or if a listing has been found, you will be given the opportunity to edit the information.

When creating your Google Places listing, you will want to make sure that your company or business information is accurate and complete.

Your Google Places advertisement will not be approved unless Google is given enough information about your business to be able to create a detailed ad.

This includes:

- *Country: Where your business is located*
- *Company Name*
- *Address: Your full physical mailing address.*
- *City, State & Zip*
- *Business Phone Number: Where customers can reach you or inquire about your services.*

When choosing a telephone number for your Google Places, you will want to consider whether you should set up a toll free number (if targeting potential customers outside of your local region), or if a direct line to your business would better serve your customers.

Depending on whether you offer services locally or you provide online purchase or ordering options, you may want to offer both a local number as well as a toll - free number as well. You can set up a toll free number at affordable rates by visiting <http://www.Grasshopper.com>

Website URL: This is an important area as it will lead customers directly to your website where they can learn more about you.

If you don't yet have an online website, you will want to consider hiring a development team to create one for you, even if it only displays additional contact information and a brief summary of what your business has to offer.

Having a website will not only give you the opportunity to maximize exposure from Google Places, but also directly from search engine traffic through Google, Yahoo and other major search engines.

Business Description: It's time to write a brief summary of your business, and you will want to integrate relevant keywords into your listing so that people can easily find you.

Be direct with your listing as you are limited on space and need to make sure that you share the most important, relevant information about your company or business. Take your time writing down your description, and spell check before saving!

Choose A Category: You will need to place your ad within a relevant category for your business. This is an important step because placing your business in the wrong category will make it harder for your business to be found or appear in relevant search results.

Make sure you browse through available categories until you find the one best suited for what your business is about. There are over 140 categories (and sub categories) to choose from.

Tip: I suggest choosing a specific category for your business, rather than a broad one. Doing this will better target your customer, as your Google Places ad will be displayed only when specific, targeted keywords are used.

For example, if you own an Italian restaurant, rather than placing your ad within "restaurants", place your ad within the "Italian restaurant" sub category for more targeted results.

Once you have selected your primary category, click "add another category" to begin choosing and assigning keywords to your Google

Places listing. Again, make sure that you choose the most relevant and targeted keywords for best results. You are given the option of using up to 6 fields when creating your ad and it's important that you utilize all 6 fields for maximum exposure.

You will now be able to add additional information to your listing including your service areas, hours of operation, pricing, payment plans or options, and even images or photos of your business. All of this information and extra data will help potential customers make the decision to purchase through your business or company, so make sure that you create a compelling, full featured Google Places listing!

Once your ad has been submitted, you will receive a phone call from Google verifying details relating to your listing. You could also send a confirmation letter to Google for approval, but telephone verification is the fastest and easiest method of approving your ad and getting it listed!

Final Words: Conclusion

The most important step you can take is in consistently applying this information to every marketing campaign that you develop, while focusing on maintaining the momentum, by tweaking and improving your campaigns, monitoring your progress, and expanding your outreach on a regular basis.

Remain Consistent! In order to maximize the performance of all of your traffic campaigns you need to stay consistent, adding fresh new content to your websites and consistently maximizing exposure so you keep the momentum going!

Create squeeze and landing pages that will help you leverage your traffic by building targeted lists of subscribers.

That way, you can send out broadcasts and follow up emails with additional affiliate products as well as an equal balance of fresh, high quality content.

Take action and work towards consistently expanding your outreach by implementing additional traffic strategies, and expanding on your existing ones.

To unlimited exposure and profits!