

5 Effective Traffic Strategies

Without traffic coming to your squeeze page the niche funnels are pretty much useless.

So here are 5 highly effective traffic strategies you can get started with right now. Once everything is setup, start moving on to these traffic strategies.

Marketing With Ezines

Ezines are basically email lists of people who are interested in a specific topic. The people on these lists have subscribed to these email lists to receive information and offers about that topic.

There are two marketing strategies you can use with ezines:

- Buying advertising
- Submitting articles

Not all ezines will do this, but a lot of them allow you to submit articles to them to be included in their newsletter. So in your article you will talk about something related to your website (and related to the email list) with a link back to your site.

This is a great way to get free traffic, but can take a bit of time as not all your articles will be accepted for publication, and even if they are they might take a few weeks to be published.

The other option is to buy advertising within the emails. Two of the best advertising options are solo ads and sponsored ads.

Solo ads are standalone emails that are sent to the email list with nothing but your email in it. So it's like an email ad for your site that's sent to the list.

Sponsored ads are ads run in their newsletter, and can be placed at the top, middle or bottom of the content.

Solo ads are generally more expensive, but they do work well. With these paid options you need to be able to test your email copy and squeeze page to make sure it converts.

If you're interested in advertising in ezines, either with articles or buying advertising, contact the owners of the ezine first to see if they are currently accepting articles or advertisers.

If you want to submit articles, just write up a unique article following their guidelines and email it to them. If you want to buy advertising, ask them how many people they currently have on their list and when they have availability for the ad space you want to buy.

Nobody can guarantee you any results when it comes to advertising, so it's always a good idea to start small and scale up from there.

You will need to test and tweak your ads and squeeze page to improve the conversion rates, but once you've found a level you are happy with you can just continue buying advertising.

Here are two great resources that list some of the better ezines for you to promote your niche funnels in:

- [The Ezine Directory](#)
- [The Directory Of Ezines](#)

The Ezine Directory is free, but the Directory of Ezines is a paid service.

If you're in the IM niche checkout this resource:

- [Reed Floren's Solo Ad Directory](#)

Start going through and researching the ezines in your niche and think about how you are going to promote your funnels using ezines.

Ezine advertising, solo ads in particular, have been a great source of traffic for me and continue to be one of my main sources of traffic.

But remember you don't have to pay for advertising straight away if you don't want to; you can always submit articles to be included in the ezines and get some great traffic from that as well.

Guest Blogging

This is another great source of free traffic. Again it involves writing an article about your niche and submitting it, but this time you will be submitting it to related sites in your niche.

The reason why these work well is because these sites already have traffic going to them, and once you get your article in front of this traffic, they will be directed to your site as well. You get free, targeted traffic hitting your squeeze page from an authority site in your niche.

To get started with this strategy, you have to find the actual websites where you will be submitting guest posts. To do this you want to head to Google and do a search for your niche/keywords with qualifiers, like these:

"Add Articles"	"Add Content"
"Submit Article"	"Submit Post"
"Add Guest Post"	"Bloggers Wanted"
"Guest Bloggers Wanted"	"Guest Post"
"Guest Posts Roundup"	"Guest Blogging Spot"
"Write for Us"	"Submit a Guest Post"
"Submit Guest Post"	"Become a Guest Blogger"
"Submit a Guest Article"	"Guest Post Guidelines"
"Guest Bloggers Wanted"	"Submit an Article"
"Group Writing Project"	"Want to Write for"
"Blogs that Accept Guest Posts"	"Blogs that Accept Guest Blogging"
"Blogs that Accept Guest Bloggers"	"Blogs Accepting Guest Posts"
"Become a Contributor"	"Contribute"
"Submit Design News"	"Submit News"
"Community News"	"Submit Tutorial"
"Submit Blog Post"	"Suggest a Post"
"Suggest a Guest Post"	"Become an Author"
"Contribute to our Site"	"Become a Contributor"
"Become a Guest Writer"	"Places I Guest Posted"

“My Guest Posts”
“Submission Guidelines”
“This guest post was written”
“This guest post is from”
“Now Accepting Guest Posts”
“The following guest post”
inurl:guest-post-guidelines

”Publish Your News”
”Guest post by”
”Guest Contributor”
“This is a guest article”
inurl:guest-posts
inurl:write-for-us
inurl:profiles/blog/new

So in Google you would search:

Niche/keywords +”qualifier”

Visit the different sites you come up with and see what type of posts they currently have on their site, and what the popular themes are. Generally if you stick to writing on topics that are popular/hot on those websites, you are a good chance to have your article included on the site.

Make sure your article is 100% unique and there are no grammatical errors. Also follow their guidelines about the type of articles they want (length as well) and where you can place your links. Some allow you to have a resource box at the end, while others only allow links within the article.

Either way, work some links in back to your site so you can get the visitors into your sales funnel.

Buying Ads on Websites

This is another effective way to get targeted traffic from relevant websites.

Basically you buy banner ads on websites within your niche, and when visitors to that site see your ad, they click on it and land on your page.

This is a traditional marketing strategy that still works very well because your ad is being seen by targeted people who are interested in what you have to offer.

Obviously if your site is about cars and you advertise on a website about knitting, there's not going to be as much targeted traffic, but when you match your niche with the website you're advertising on you know you're getting some high quality traffic.

Here are some of the better places to buy advertising from:

<http://buysellads.com/>

<https://www.buyads.com/>

<https://www.advertisespace.com/>

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

<http://web.blogads.com/>

Find a few that are in your niche, and are within your budget, to start testing with. Make sure it's clear how many impressions you are likely to get from each ad space.

The same principle applies with this as any other paid strategy: start off small by buying cheaper ads that will still give you enough information about whether that particular banner, and that specific website are a good fit for your offer.

Once you find a winning website to buy ads on, scale up and start buying more ads on that site.

Forum Marketing

This is also an old-school marketing strategy, but it still works very well.

It's all about signing up to niche related forums, contributing valuable posts, and driving visitors to your site through your forum signature.

The first thing you need to do is to find the forums to market your website on.

There are 2 easy ways to do this:

You can either go to Google and search for "niche +forums", so if you were to target the weight loss niche you would search for:

weight loss +forums

There should be a lot of active forums to choose from if you do this.

The other way you can find forums is to go to Big-Boards.com and search for your niche there.

In fact, use both methods to search for active forums in your niche and make a list of about 10 or more forums to research a bit more.

Go to each forum and look for these things:

- How active is it? Go through some of the threads and posts and just get an idea of how regularly people post and respond. If there are new posts every day, it's an active forum, and that's exactly what you want.
- Does it allow signature links? So a signature is found at the bottom of each post and is usually a link to an external website. This is where you will be promoting your product, so make sure it is possible to place a link in a signature. If you see a bunch of posts with a signature link, it's a good sign.

Make a list of the best 5 forums you want to become involved in, these should be the most active forums of the initial list.

Now just create an account at each of the forums, read through the rules and just get a feel for what the forum is like.

For best results setup your forum profile correctly.

It's always a good idea to use your real name at the forums (or at least a pen name) because you want people to trust you.

Who are random strangers on a forum going to trust more, Sally Jones or cardigo_23? The real person with the real name, right?

You also want to upload a unique picture for the profile. Of course a real photo of a person would be the best thing, but the next best thing is to get a cartoon picture drawn of a random person and just use that as a profile picture.

Just go to

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

or

<http://www.southparkstudios.com/avatar/>

and create a quick cartoon avatar for your profile.

Have fun with it and make it unique so it is easy for people to identify it with your profile.

Now just write a few lines to describe yourself (or your alter ego) and put your URL in the website space.

The most important part of this tactic is your forum signature. All forums have particular rules when it comes to links in signature, so make sure you read up on what the rules are in each forum, and make sure you follow those rules.

To craft an effective signature, you want to make the text bold (if permitted) or in a bright color like red. The actual text should have some kind of emotional appeal to your target audience, and include a strong call to action to click through to your site.

Here is an example for the weight loss niche:

“Having trouble losing weight after pregnancy? Click here for the fastest and easiest way to get back into shape NOW!”

You can either have the entire text as a link to your site, or just the click here part of it. It's up to you, I like to go with the entire text.

Most forums won't allow you to create a signature until a certain number of posts, and that's exactly what you'll be doing next.

Just go through some of the more popular threads and start posting helpful responses to them. If someone is asking for opinions, just put your opinion out there, and don't worry too much about making a really big impression.

The key with posting is to actually provide some kind of helpful, valuable information. Don't just post useless comments like "I agree" or "great post". They don't add anything to the conversation.

Also don't sell anything in your posts. That is what your signature is for. Just provide helpful comments, and if people find value in it (and they should if you provide value) they will click through to your site.

If you see people asking questions in threads that don't get any replies, just go ahead and reply with some valuable content. They will be really thankful you did.

But what if you actually don't know what to post?

That's where Google comes in. The easiest, and best way to post valuable content is to research the topic on Google. Just do a quick search, read through a few websites, and then reply in the thread with your findings. Write it in your own words as well, don't just say you found a helpful article or whatever.

Just say it. This makes you appear more authoritative and knowledgeable.

Try to post regularly each day on all the forums you registered on. The more you post the more people will see your signature, and the more people you have clicking on your link.

After a week or so, find out what the hot topics are and start a new thread on that topic. Ask a meaningful question or provide some quality information about it.

The hottest topics will always get a good response, and that is where you need to be active. People will respond to your post and you should always respond

back. Again, don't respond with one-liners like "Thanks for replying", keep the conversation going and keep asking them questions. Even offer to help them with anything if they need it.

It's all about building trust with the members and a reputation for providing high quality information. When people on the forum see that you offer great content on the forums, they will automatically associate you with value, meaning anything that you promote they will also associate with value.

So once they click on your link they are more than halfway to buying the product. A lot of people don't necessarily buy a product for the sake of the product, they buy something because they trust the person that is telling them about it.

Provide valuable, high quality content and remember, don't sell anything in your posts! Let your signature do the selling for you, that's what it's there for.

PPV Marketing

Another way to generate hundreds of leads per day is through something called Pay Per View or Cost Per View advertising.

There are people who do 1,000 leads a day with this. But let's start slow and not get carried away because it's also possible to blow a lot of money here too.

So you can go to a site like leadimpact.com and you can buy cost per view or pay per view advertising.

It's a little different from other types of advertising in that you're paying per view of your page, you're not paying per click on an ad.

It's actually more like a pop up, so you're paying for these ads to pop up on people's sites, and it's run through software, so it's different than someone, say going to Google and seeing pay per click ads.

You can advertise on any URL on the internet as long as the user has the software installed on their computer.

So this allows you to bid on different URL's online.

Now can't you see how this could be popular and profitable?

Because you could bid on your competitor's URL's.

You could bid on so many different URL's it's not even funny.

You could bid on PPC URL's even.

So for people who are spending gobs and gobs of money on PPC, you can take those URL's that they're using for their landing pages, plug it into lead impact and then be bidding for ad space for those URL's through the software.

One place to learn more about PPV and CPV is cpvden.com.

It can be a nice little lead flow generator that's different from the other lead flow sources you might be generating leads from right now.

What you need to know about also is you can generate tons and tons of traffic for a lot less money, but the traffic won't be as responsive because they didn't click thru to your ad.

Because they didn't click through to your ad it's kind of like an annoying pop up that comes in their face but it's all legal and they know they're getting pop ups in exchange for using the software that they're using.

It's an agreement they made before downloading the software that they're using on their computer.

Say a company, like leadimpact.com, let's say they say, "You can use this software, which has huge value in exchange for being able to run an ad on your computer 5 times per day."

So instead of charging for the software each month, they get the software for free, but they have to see ads and this is where your ads can get in front of their face.

You can get in front of millions of people for .017 cents each time your ad is shown; that's a fraction of a penny.

But like I said, with other forms of advertising you may get a high opt-in rate on your squeeze page such as 10% and on some ad sources, 10% is very good.

On some ad sources, 10% is horrible.

On some ad sources, like solo ads, for example 30% is very good, depending on whether they actually send your solo ad or not because 60% may be considered good on there, as well.

But with PPV advertising, we're talking 1-2% could be good, just depending on how much money you're spending, how much money you're making up front and how much money you're making on the backend.

But because you can get traffic so cheap, it doesn't mean that the traffic is created equal to other advertising sources.

Because they haven't clicked through any targeted advertising, the traffic responsiveness will be lower as far as opting into your squeeze page goes.

The point is... all that matters is your ROI, not your opt-in rate... because your opt-in rate is always going to be different depending on where your traffic is coming from.