

Profit ACADEMY

MODULE 4

SEGMENT 4



Sean May: In this class I want to talk about Investment Traffic and 3 More Traffic Sources. Of course there's tons of different investment traffic sources, but I just want to go over a few and I really want to touch on more than just 3, but just lightly just because some of these would take hours and hours to really dive into. I want to give you a good, just general overview of other types of investment traffic sources that you can look into and get started with.

In this class I really want to go over banner ads, Google AdWords, ezine advertising, offline advertising, and I also want to talk, it's also in the Google AdWords dashboard, but YouTube ads as well, so that will be tied in with the Google AdWords. I want to go in and show you what you're looking for. If you were looking to invest in this type of traffic, where you would look for, how you do your homework and your research for it, and how to get started in that.

When you're looking at banner ads, the biggest thing is where you want to buy those banner ads and who you can buy them from. I'm sure you've seen banner ads on different web sites, on different blogs. What you're really looking to find is a good website that's in your niche that probably has a lot of traffic and they either already sell banner ads or even if they don't, maybe you can approach them because you know they're getting a lot of traffic and it's a way for them to make money and for you to get a lot more exposure and start driving some traffic. I'm going to go through some examples in different niches just to show you how to do some research and then you'd reach out to see if someone's interested in selling banner ads and where good places are.

Of course there's directories of banner ads and different places you can buy them, too as well. With [00:02:00] banner ads you really, you're usually buying what's called impressions. A lot of people are going to that website and you're paying them for a certain amount of people just to see that banner ad, so if a thousand people go to a website, you're going to be paying a certain amount per thousand people going to that website. Then you're hoping, you want to make your banner ad as enticing as possible so as many people as possible out of that thousand will click on your banner ad and go to your opt-in page.

You also want to make sure that that banner ad, really the wording connects up well with your opt-in page, so they click on that ad and they're not surprised by what page they're taken to after they click on the banner ad. Another thing I'm going to do, I'm going to

give an overview of all of these and then I'm going to walk through and show you some research and go to a couple pages after. For now I just want to show you kind of a general overview of each.

Google AdWords can be very similar to banner ads, but Google AdWords allows you to place on a lot of different sites and the one thing different about Google AdWords is people are always going to see that it is a Google ad or an AdChoice ad. You want to tailor these ads really to people that want to take action right now. It's something, you want to tailor it a little bit different than banner ads where people are just searching on a website that they go to, either a blog or some kind of site that they frequent a lot, where Google AdWords, you can do a lot of different things with Google AdWords.

You can search, show up in a Google search. You can be placed on different pages so there's different type of skyscraper ads, banner ads, different ad placements in Google search that you can use a lot of different things. When I said, if [00:04:00] you haven't heard what's called a trip wire product. It's a smaller product because especially when you're placing ads in the Google search, people are usually looking for something that they either want to purchase or they want to take action right away.

Sometimes it's just for research, but you want to tailor it to your audience when you're using Google AdWords a lot more. If you have a smaller product, to get people started into a funnel, then you would want to use what's a trip wire product, which is really just a seven-dollar product that leads them into a much larger funnel. Also with Google AdWords you really want to focus on specific keywords that people would be searching for.

Ezine advertising is very similar to Solo Ads actually, so in ezine, if you haven't heard of the word ezine, it's just electronic magazine, or an electronic version of a newsletter. That's why it's very similar to Solo Ads is because you have the same type of targeted audience where people are already interested in a certain niche and a same category and maybe even a sub-niche or sub-category. You are sending out a specific number of clicks to an ezine that you know are already interested in that topic.

I'm going to show you where to buy and where to find different ezines. You want to make sure that you're finding an ezine that's in the same category that your free gift is in. You want to definitely test different sources, similar to Solo Ads, and before you ever

purchase a large click package, you want to find reviews for that ezine and confirm that the subscribers will really respond well to your free gifts. Very similar to Solo Ads again, like I was saying.

Of course, there's so many different types of traffic sources but there's also [00:06:00] offline advertising, so if you've never thought of doing offline advertising to drive your online traffic, there are some good resources. The difficulty of this is sometimes it's a little bit harder to track, but it can still give you good results. You could post an ad in a magazine to drive them to your website. If there's a magazine that's in your niche, and you know a lot of people are still reading that magazine, that could be a good way to drive people to your website or your opt-in page.

You could do radio ads. If you have a specific product in mind or a funnel that you want to do, I think radio ads definitely works good for kind of like if you're doing online webinars, things like that, so driving them to take action. The same with TV. You could use a TV ad for kind of the same basis, if you're trying to get them to take action. If you've ever seen info-products, they're driving them to a website. One that always pops into my mind, if you are or not, if you've ever seen golf, there's a ton of people doing informational products online and they do a lot of TV advertising to drive them to their website, their opt-in page, and get them into their auto responder series.

You can also go to conventions and that's a good way to have a face to face interaction, but then that drives them to the website. A lot of people always, it's like, well online is a very faceless type of advertising. You can kind of turn it on its head where it starts out being a face to face interaction and then when it goes online, they already have that really strong connection and then you build the relationship much quicker that way.

Different trainings and demonstrations. Those would be kind of similar to conventions but you can have in-person [00:08:00] trainings or demonstrations where you're giving them value just like you would be online but then you drive them to say they can learn more or they can get more training or another product or information or anything like that online. You're using that work that you put up front and in person to drive them online. Let's now go through each of them starting with banner ads and go through and I'll show you some examples of each.

Now I want to show you some examples of each of the types of advertising that we just talked about and like I said I'll start with banner ads. Banner ads, I'm sure you've seen them before, and banner ads can also be very similar to a type of banner ad that Google AdSense does, which is different than Google AdWords, so I'll try to keep all the language clear just so hopefully I'm not confusing anyone. A banner ad is exactly what it sounds like. It's an ad on someone's website that looks kind of like a banner that is advertising something.

You can see here, this is bodybuilding.com, just a big blog in the weight loss and health and wellness niche. If you come to their site, right here you could pay them to put up a banner like this. You can see it tells you to buy something, buy now here, or it could go to your opt-in page, so it can be either way where it's taking you to a sales page or an opt-in page and of course, we're talking about opt-in pages to get them through your funnel. You would go to bodybuilding.com and ask them how much it would cost to put up your banner right here. They'll say, "Well, if you wanted to leave it up there for 30 days, you'll approximately get whatever, 1,000, 100,000 impressions, and we'll charge you this for it." Then you can decide if you want to do it.

That's one example of a banner ad. [00:10:00] On this page it's in the personal development, just a basic blog. I just searched Google for personal development blog. You'll see here this is a banner ad, but because it has this little logo and if you hover over it, it says AdChoices. That's actually a Google banner ad, so you would have to go through Google AdSense to get this banner ad, where the other one you would actually have to contact usually the blog owner or the website owner to get placed there.

You can actually see they do Google AdSense banners and they do also kind of personal banner ads here, so this would be a banner ad, but you see it doesn't have that little logo, so it's not through Google. Here's another banner ad. Here's another one, but this one actually has the logo, so that's through Google as well. Banner ads and Google AdSense banners are very similar, just it depends on if you have to contact the website owner themselves or if you'd have to go create a Google AdSense account and do it through there. Those are some examples of banner ads.

I also want to show you something and I'm going to do a quick search for "buy banner ads" and ... Online Advertising Marketplace,

so there are marketplaces that allow you to buy banner ads as well, something like BuySellAds, where it has a lot of different websites, so you wouldn't have to contact each website individually. You could just go here and click here to get started, you would want to look through everything and make sure that you have a good understanding of what they do. Then you can see what kind of category the websites that you would be posted on and put your banner ads there. You could also look into something like this if you're looking at doing banner ads.

Now I want to show you Google AdWords. Google AdWords come [00:12:00] up when anyone goes into, and this is actually Yahoo AdWords, so let me go over to Google. You're just searching for something. The example was "lose weight fast". You'll see the first two actually come up with a little ad right next to it. Let me zoom in on that. I apologize. Hopefully you were able to see on the last one. Let me just go back very quickly and I'm going to zoom in on that little what Google AdWords looks like. You can see it just looks like AdChoices and that's how you know it's through, that banner ad is placed through Google. I apologize for not having that zoomed in before.

Here, these are Google AdWords ads, so whenever someone types in these keywords, lose weight fast, or whatever they're typing in, because they're looking for something, then the top results are Google AdWords. You can go to Google and you can bid on showing up whenever someone types in a specific keyword. This can get very expensive, so you'll want to do some testing before you really get into Google AdWords and learn a little bit more about it. If you wanted to always show up when someone is typing in a search result into Google or a search engine, then you would show up on top. Then every time someone clicks on one of these ads, then you get charged for it. That's how Google AdWords works.

The next one I was talking about was ezine advertising, which is very similar to Solo Ads. With this, I just went into ezinearticles.com, so you can search through different categories or different niches, so self-improvement, and like I was saying, you want to find an ezine that is really well related to what your free gift [00:14:00] is. You would just post it on an ezine site, so I'll give you an example of an ezine site in the personal development niche. As you can see, free gifts. They're featured as free gifts and this

site actually, they post it on their site and they send out an email to their list of subscribers, very much like a Solo Ad.

Just with an ezine site, it comes to a website page where the gift is promoted on the page as well, and there's usually a lot of different articles and free gifts promoted on the same page. Let's just go into free gifts and I'll just show a quick example. Like this first one, free e-book package. It's very similar to Solo Ad, but this is an ezine ad where it talks a little bit more about it. It's a page, and then if they're interested by looking at it here, they read all the content on it and then they want to download the e-book right here, then it takes them to the opt-in page.

That's just a slight difference, but that's how an ezine ... you would purchase a certain amount of clicks as well, just like a Solo Ad. You'd say, okay, they're going to post this on their site, they're going to send out an email and once they get a certain amount of clicks to it, then they would either take that offer down off their site or they would ask if you want to purchase more clicks and leave it up, just depending on what type of site that you're dealing with there. That's how an ezine advertising would work.

Then the other one is just offline advertising and of course, magazines, radio, TV, conventions, training and demonstrations. I'm not going to show you examples of those because I'm sure you've seen them on TV every time you watch TV, on radio and all that. Just to give you an overall general sense of other ways, just so you're not limiting with just using Facebook, or just using Solo Ads. There is a lot [00:16:00] that you can really experiment with.

To review, we talked about banner ads and the slight differences between Google banner ads and then actually reaching out to a website owner to place banner ads, ezine advertising, Google AdWords where you always show up in the search results for certain keywords, and many different offline advertising. Overall, I would say the easiest way to get started is just research one at a time. Pick one that you feel would be a good one to get started with and then do a little research and get started with smaller, with ezine advertising smaller click packages, with banner ads with just a thousand impressions, or just for a couple days having your banner up to see how it converts.

Make sure that all your advertising always, whatever the wording is on the advertising, it really links up with your opt-in page, so

people aren't surprised when they click on the ad wherever it is, whether it be any of these type of advertising. They go to the opt-in page and they have a very, there's continuity in the process and they feel that there's trust built through that process so they're not confused anywhere during that time. That's everything for this class.