

# 100 INTERNET Marketing

## Referral Ideas

**Strategy # 1** - "The Internet Is The Most Powerful Lead Generation And Follow Up Marketing Tool Ever Invented."

**Strategy # 2** - "You only need two things to have a successful internet business. The first is highly qualified website visitors and the second is a well converting website. Everything else is secondary."

**Strategy # 3** - "The fastest way to get highly qualified traffic is to buy it through pay-per-click search engines. The second fastest way is to buy it through banner and text advertising networks."

**Strategy # 4** - "The cheapest way to get large volumes of traffic is to create a viral tool that is so strange, funny, or helpful that people talk about it and pass it around to other people they know."

**Strategy # 5** - "Free search engine traffic is extremely high quality traffic. It's also the most difficult and risky traffic to obtain because the search engines are (and always will be) continually changing their algorithms."

**Strategy # 6** - "Keywords (words that internet users type into the search engines) are the foundational elements that drive search engine traffic and are the first things that should be considered when developing a website designed to attract search engine visitors."

**Strategy # 7** - "Because the internet is keyword-based, it provides the most highly targeted and precise advertising opportunity as compared to any other advertising medium today. Think of the internet as the yellow pages on steroids."

**Strategy # 8** - "The highest quality online traffic comes from offline advertising efforts that drive visitors to online websites."

**Strategy # 9** - "Due to its electronic tracking capability, the internet provides the most powerful, the most accurate, and the most efficient market testing mechanism ever invented. The secret to creating a high performing website is to test and tweak, test and tweak, and test and tweak to achieve maximum performance."

**Strategy # 10** - "The internet is an information-based medium and is starving for more, high quality information on a daily basis. Therefore, one of the easiest and fastest ways to attract qualified traffic is to publish content in the form of articles, reports, and white papers that contain references to your website and share them with other website owners and publishers."

**Strategy # 11** - "If your business is in a competitive online industry, don't try to compete for traffic using general one-word keywords. It's cheaper and easier to use two and three-word keyword phrases to generate high quality traffic"

**Strategy # 12** - "Never rely on just one traffic source for your website. Always utilize a varied portfolio of traffic sources, which lowers the risk of experiencing traffic dry spells. Consider using paid search engine, paid banner and text advertising, free search engine, linking, joint venture, affiliate, and viral traffic methods to generate a low risk continuous stream of high quality traffic"

**Strategy # 13** - "Never invest in a large amount of paid traffic until you've tested, tweaked, and optimized your website to get it to produce a profitable visitor conversion rate."

**Strategy # 14** - "Once you know your 'visitor value' you'll know how much you can afford to spend to send traffic to your website. 'Visitor value' is defined as the economic value of each unique visitor that arrives at your website." (see next slide on calculating visitor value')

**Strategy # 15** - "To calculate 'visitor value' take the net profit per sale and divide it by the conversion rate. Then you will know how much you can afford to pay to attract one new visitor to your website without losing money."

**Strategy # 16** - "Usually visitors come to the internet looking for very specific information. That's why the most successful websites are focused on very narrow, specific topics. Generally speaking, the more diverse and shallow your website is, the higher likelihood your website will fail. The more narrow and deep your website is, the higher the likelihood of success."

**Strategy # 17** - "When creating your website, always consider the path of sequential actions you want your visitor to take, and then design your site around that path. Ask yourself, 'what is the first step i want my visitor to take?' then design your site to force your visitor to take that first step. Then do the same for the second, third, and fourth step."

**Strategy # 18** - "The secret to getting your visitor to do what you want is to limit their navigational choices. The more choices you give to your visitor, the more confused they will be, and the less successful you will be in getting them to do what you want them to do while visiting your site. For a well-designed site, less is more."

**Strategy # 19** - "The mistrust, disbelief, and skepticism that people experience in the real world is intensified in the internet world. Therefore, one of the primary objectives of your website should be to get your visitors to believe and trust you."

**Strategy # 20** - "Headlines and subheadlines are what attract people to read text, whether it be in a newspaper, magazine, or a letter. Your website is no different. If you want people to read what you have to say on your website, you must start each webpage with a compelling headline and use subheadlines to keep your visitors reading your text."

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**Strategy # 22** - "One of the key messages on your site should be why you are different than everybody else who has a similar website. Determine what makes you, and your product or service unique and include that message in your copy throughout your website."

**Strategy # 23** - "Never have a page called, 'testimonials.' it's much too predictable. Use your testimonials to support the claims on your site by strategically weaving them into your copy throughout your website."

**Strategy # 24** - "Before you have a webmaster design your site, research the web for other websites that you like and that you believe are compelling and then use those as examples for your webmaster to model to create your site (if you don't, 9 times out of 10 you'll be disappointed with the results)."

**Strategy # 25** - "Design the navigational structure of your site so that your visitor never has to click more than three times to get to the information they're looking for."

**Strategy # 26** - "Having links from other sites tells the search engines that your site is important and will usually improve you rankings. Several ways to get other sites to link to yours is to publish extremely useful information on your site or get self-published articles that have links back to your site published on other sites. (see the next slide for more ways to get others to link with your site.)"

**Strategy # 27** - "Additional ways to get other sites to link with yours include submitting your site to directories, ask for reciprocal links, or simply type '(the keyword of your site)' and 'submit your site' (or 'add your url') into the search engines to find sites that are already looking for reciprocal links."

**Strategy # 28** - "Most sites are designed by only two people, a designer and a webmaster. The best sites are designed by three people, a designer, a webmaster, and a direct response marketer."

**Strategy # 29** - "Because most visitors don't buy on the their first visit to your site, the most important objective of 99% of all sites should be to generate a lead by capturing the visitor's name and e-mail address. There are many ways to do this, but the most tried and true method is to offer critical information that your visit would want to have in exchange for their name and email address."

**Strategy # 30** - "When attempting to gather both your visitor's e-mail address and mailing information, ask for them individually instead of on the same webpage. Some people are willing to give their e-mail address but not their mailing address and visa versa. If you ask for both pieces of information at the same time you might get neither."

**Strategy # 31** - "Having a large list of electronic newsletter subscribers means much less than the level of relationship you've established with your list. As they say, "the money is in the list."

**Strategy # 32** - "Your ability effort and to gather e-mail addresses through offline means, is just as important as your efforts to extract e-mail addresses from your visitors online. Always ask for your prospect's, customer's, patient's and client's e-mail address during every transaction."

**Strategy # 33** - "The key to improving your site is to survey your exit traffic. When visitors leave your site, ask them why they didn't buy, what they liked and didn't like about the sales process, and tips to improve their online experience. Make sure that you incentivize your exit traffic to provide you with feedback. There is true gold in your exit traffic."

**Strategy # 34** - "Focus on bringing visitors back to your site again and again. This is done through providing great 'new' content (push your content out to them through newsletters and offers), offer useful tools so that they tell their friends, and creating a community through forums and discussion boards."

**Strategy # 35** - "The most important real estate on your website is the 'top fold', or very top of your home page. Make sure that you design that prime area to accomplish your most wanted response from your website visitors."

**Strategy # 36** - "People are voyeurs by nature. They love pictures, photos, and graphics. In many cases, they are the most clicked on objects on your site. To keep people coming back to your site, include personal pictures and photos on your website and use captions under the pictures to tell a story."

**Strategy # 37** - "People want to talk to a real live person. Some of the best websites automatically start a conversation with you when you arrive using tools such as [www.humanclick.com](http://www.humanclick.com). This allows you to have a real time conversation and respond to your visitors objections immediately to close the sale."

**Strategy # 38** - "Sweepstakes, contests, and scavenger hunts are great traffic builders. Scavenger hunts using incentives are especially motivating to your site visitors because it engages them while simultaneously introducing them to all the areas of your website."

**Strategy # 39** - "People are interested in what other people find interesting. Using titles like, 'top 10 purchases', 'most popular', and 'hottest products' can dramatically increase your sales and lead your visitors to products and services that you want them to buy."

**Strategy # 40** - "It's amazing how many sites hide their contact information deep within their web pages. Make your contact information easy to find and simple to understand."

**Strategy # 41** - "Instead of putting your e-mail address on your website, always use submission forms to communicate with your visitors so that spammers don't scrape your e-mail address and include it in their spamming databases."

**Strategy # 42** - "Choose two domain names for your website. One domain should be used for search engine positioning purposes and should contain the main keyword of your site in the domain name. The second domain name should be used for advertising and marketing purposes. This domain should be set up to always forward to your site."

**Strategy # 43** - "A high percentage of shoppers abandon their purchase while checking out during the sales process. Make sure to reassure people of what they're getting, your guarantee or warranty, and what exactly will happen after they push the 'purchase' button."

**Strategy # 44** - "Always try to find a domain using the '.com' extension. It's the first extension that comes to peoples mind when thinking of a domain."

**Strategy # 45** - "The three most valuable lists you can create to market your website are, (1) you prospect list, (2) your customer list, and (3) the list of fellow publishers that provide information to your market. You should use the list of fellow publishers to send you content to (like an article). You should urge your list of publishers to send your information to their list of prospects and customers. "

**Strategy # 46** - "One of the most effective ways to test how well your webpage is performing is to do a simple split test. Send an equal amount of visitors to two pages that do the same thing but that are designed a little differently. Then you simply determine which page is performing better and use that webpage."

**Strategy # 47** - "If you're performing online surveys, present your questions in small chunks. It's been shown that you'll receive a higher response rate when visitors only have to fill out a few questions at a time versus a long questionnaire."

**Strategy # 48** - "The internet has made competition very transparent. You can see exactly what your competitors are offering, how they're offering it, and how they're following up. Sign up to your competitors lists and buy products from them to see what they're doing and how they're doing it."

**Strategy # 49** - 49. "E-mail subject lines are similar to the outside of an envelope. Subject lines of your e-mail should be crafted in such a way as to get your readers to open your e-mail. The three best performing e-mail subject lines either, (1) evoke curiosity, (2) provide a significant, relevant benefit, or (3) are direct and straightforward with your message."

**Strategy # 50** - "Whenever you write copy for an e-mail message or any webpage, always let the reader know what you want them to do next. For instance, at the bottom of each webpage or e-mail you should have a link directing your visitor to where you want them to go or what you want them to do next."

**Strategy # 51** - "When buying traffic, your choices are to either purchase it on a "cpm" basis, a "cpa" basis, or a fixed time basis. Cpm (pay per impressions) and a fixed time basis places the risk on you and cpa (pay per action) places the risk on the advertising company. Don't be fooled, many times cpm can result in a much higher roi than what cpa could ever bring you."

**Strategy # 52** - "There are different levels of traffic quality. It makes more sense to have 50 visitors a week who stay in touch and respond to your offers than to have 10,000 visitors who never look seriously at what you have to offer. Invest in quality of traffic over quantity of traffic."

**Strategy # 53** - "You have to 'sell' your visitors to get them to respond to your free giveaways just as hard as you sell your visitors to get them to buy your products and services. Since people are so inundated with information, they have become very choosy about who they are willing to give their e-mail address to."

**Strategy # 54** - "When managing a list, seriously consider using a professional list management application rather than your own email application (i.e. ms outlook). You'll save many hours of wasted time and frustration maintaining your list."

**Strategy # 55** - "One of the most important pages on your website is your 'thank you' page. When someone has just made a purchase they are in the buying mood and it's the best time to present an upsell offer to your customer. The best place to do that is on a 'thank you' page."

**Strategy # 56** - "The most effective banners are those that look exactly like the webpage (i.e. a pull down box or something like it) or have pure text on them. Graphical banners shout out 'advertisement' and trigger visitors natural tendencies to avoid any type of promotional content."

**Strategy # 57** - "Using words like 'do you want to save 30% on your insurance in 10 minutes?' or 'click here to discover the most important download of your business career' create curiosity and get people to click on your banner."

**Strategy # 58** - "Movement always catches the human eye. Consider creating banners that are animated or have bright flashing colors to catch people's attention and make them click on your banner."

**Strategy # 59** - "The fastest way to get qualified traffic in very large quantities is to get other website publishers to send your offer to their list of prospects and customers. To entice other publishers to do this, offer them a large percentage cut of the sales that result from their campaign. This is called a joint venture."

**Strategy # 60** - "Finding joint venture partners is simple. Type your primary keyword into the search engines and visit the top 20 sites that come up in the search results. These sites will often be great joint venture partners."

**Strategy # 61** - "Affiliate programs are perhaps the most powerful way to generate quality traffic. An affiliate program is much like engaging a commissioned sales person. Affiliates send qualified traffic to your site through 'affiliate links' that record where the visitor came from. If the visitor buys, the affiliate gets a commission on the sale."

**Strategy # 62** - "If you want to get your affiliates to perform, first teach them how to promote your product or service. Second, give them the tools to do it (banners, text, photos etc.) And third, give them extra incentives to promote your products. It also helps if your affiliate has used or at least reviewed your product or service themselves."

**Strategy # 63** - "Always provide a list of 'frequently asked questions' on your site. This does two very good things. First, it helps to sell your product or service by answering common objections. Second, it saves time and effort by decreasing the amount of customer service you need to provide to prospects and customers."

**Strategy # 64** - "Other ways to create viral traffic are to use signature lines with intriguing links in all your e-mails, give away interesting free content such as special reports and ebooks. You can also give away free software and screensavers that have links back to your site. Humorous videos, images, or games are passed around the net and electronic postcards are always a hit."

**Strategy # 65** - "Participating in online forums and discussion groups that are targeted to your market can drive significant qualified traffic to your site. This is usually done by donating helpful information and using an intriguing signature file that has a link back to your site."

**Strategy # 66** - "Networking online is as easy as finding the e-mail address of the person that you want to meet and sending them an e-mail. In the e-mail, use a good amount of flattery and ask sincere, non-promotional open-ended questions to try to start a conversation that will result in a relationship. Remember that the 'give-to-get' principle works online even more than offline. The more you give, the more you'll get."

**Strategy # 67** - "In the online business-to-business world, one of the most effective ways to sell customers is by driving them to an online seminar (called a webinar) in which prospects can be presented with a graphical presentation and hear the presenter at the same time (much like a recorded powerpoint presentation). Webinars are very effective in the mass generation of new leads and closing more sales."

**Strategy # 68** - "The internet and your website are just another set of marketing tools you can use to influence prospects and customers. Combined and integrated with offline marketing activities such as radio, print, and public relations advertising your website can be a powerful tool to provide follow up information needed to close the sale. Integrate your website and web address into everything you do regarding your business and marketing."

**Strategy # 69** - "Just because you don't use popups doesn't mean you shouldn't use them. Test after test shows that popups are an effective method of getting your visitors to respond to your advertising. Today, 'hover popups' can avoid traditional popup blockers."

**Strategy # 70** - "No one wants visitors to leave. When placing links on your site, always use the target="\_blank" html tag so that when your visitor clicks on a link, it opens a new window and keeps your website open."

**Strategy # 71** - "Understanding your website statistics can open a new window of understanding about your visitors. Your website statistics should be able to track where your visitors are coming from, which pages were visited most often, which pages are your top entry and exit pages, and average viewing time by page."

**Strategy # 72** - "Creating multiple joint ventures can be a very fast way of building your list. It's as easy as creating an information product with other complimentary website owner's." (an example follows on the next slide.)

**Strategy # 73** - "One multiple joint venture could be creating an online seminar with five other complimentary websites by recording a 60 minute audio presentation on a subject that your market would find interesting with the owner of each website. Then getting the website owners to offer the five, 60 minute audio presentations to each of their lists of prospects and customers."

**Strategy # 74** - "An effective method of driving a large amount of qualified traffic to your website is to come up with 10 to 20 keywords that compliment your product or service offering. Then develop content 'feeder' sites for each keyword that generates search engine traffic. Next provide links on each of the feeder sites that drive traffic to your main site."

**Strategy # 75** - "When Creating Your Newsletter, Avoid Making It Promotional. Provide Solid Content That People Look Forward To Receiving And Soft Sell Your Products And Services In Your Copy. Remember, If Your E-mail Doesn't Get Opened You'll Never Have A Chance To Sell. If You're Simply Providing Promotional Copy, Then People Won't Open Your E-mails."

**Strategy # 76** - "The two biggest website design mistakes are a lack of focus and sites that read like brochures. Your site needs to be niche oriented. People come to the net to look for very specific information. At the very least, create niche feeder sites that drive traffic to your main site. Also, any time you write one word of copy for your website, ask yourself, 'why should my reader care about this?'"

**Strategy # 77** - "When using pay-per-click advertising, sometimes it's smart to provide the price of your product or service in the ad copy when bidding on high dollar keywords so that only qualified visitors will click on your ad."

**Strategy # 78** - "When using google adwords pay-per-click advertising always split test your ad copy by using two different ads for each keyword. The ads will be rotated and the highest performing ad will be shown the most."

**Strategy # 79** - "Select a host provider that has a proven track record of customer service. Usually a good sign of this is a host that provides a 24/7 customer service toll free phone number that users can call to get help regardless of when they need it."

**Strategy # 80** - "If you have a significant advertising budget you might consider going to an advertising network, which is a company that sells advertising for multiple websites. This type of company has the ability to place your ad on many targeted websites while only having to deal with one company."

**Strategy # 81** - "Another method Of generating significant website traffic is to rent targeted, permission-based, opt-in e-mail lists from list brokers. This is usually done as a lead generation tactic to build your own prospect list. You can then use that list to develop a relationship and eventually sell them your product or service."

**Strategy # 82** - "If you have a large database of physical mailing addresses and you'd like to get their e-mail address as well, there are companies that will 'append' your mailing list with e-mail addresses. The match rate is anywhere from 8% up to 35% in some cases."

**Strategy # 83** - "Ebay allows it's sellers to provide a link to an 'about me' page, which then links back to your site. This is a great way to generated traffic to your site due to the huge volume of traffic on ebay."

**Strategy # 84** - "If you're going to purchase advertisements in email newsletters, the best way to get the most clickthroughs is to purchase the top spot in the newsletter. Readership dies off dramatically after the first one fourth of the newsletter."

**Strategy # 85** - "Postcard campaigns can be an effective traffic generator for your website. Your postcard should offer free goodies that can only be downloaded from your website to entice prospects to visitor your site. To build its value, use bulleted text describing what the prospect will receive by downloading your freebie . Consider showing a snapshot of your website on the postcard."

**Strategy # 86** - "Another offline method of driving traffic to your website is to mass send a press release to editors and publishers. The press release must be newsworthy and have interesting information for the publication's readers. include an autoresponder e-mail that readers can respond to for more information. This will capture the readers e-mail address and allow you to follow up with them."

**Strategy # 87** - "Make sure that you give visitors an opportunity to sign up to your mailing list on every single page of your website. Offer something free in return for signing up."

**Strategy # 88** - "Use tell-a-friend scripts to generate online referrals. The best way to use a tell-a-friend script is to offer a valuable incentive to the visitor for telling other people about your website."

**Strategy # 89** - "Use autoresponders to automatically follow up with your prospects. Statistics say the longer the follow up, the higher the response rate. It's easier to add on follow up sequences to your autoresponder than it is to find new customers. So instead of focusing on getting more and more leads, why not focus on increasing your conversion rate through effective follow up"

**Strategy # 90** - "After the customer purchase, provide additional tips and insights about the product using autoresponders. This will decrease the likelihood of a product return and will increase the chances of your customer buying from you again."

**Strategy # 91** - "Writing and submitting articles is a highly effective online marketing technique. You can write about how to do something, case studies and true experiences, how to avoid problems, resources where people can go for help and many other topics readers in your market would find useful. Then submit your articles to article directories and other website publishers in your market."

**Strategy # 92** - "Once you've written a set of articles you might consider compiling them into an ebook that you can give away to site visitors and other web publishers. Always encourage the people who download your ebook to send it to friends and associates."

**Strategy # 93** - "Use 'carrot marketing.' carrot marketing is simply providing incentives to get people to do things. A carrot can be anything that has a high perception of value. Remember to always use a 'carrot' to get your site visitor to do what you want them to do. It might be to download something, order your product, sign up to your list, refer their friends or do a joint venture with you."

**Strategy # 94** - "When rolling out an ad campaign (or a new product) you should first place your creative on a landing page and run a small pay-per-click campaign just long enough to calculate your visitor value. Then tweak your page and test it to get the highest visitor value. Once you've maximized your visitor value you're then (and only then) ready to roll out your online campaign in full force."

**Strategy # 95** - "A fast way to get a high number of inbound links is to submit your site to many existing directories. Go to the search engine and type in 'your keyword' and phrases such as 'add url' or 'submit your site' and you'll find lot's of places to get reciprocal links from websites in your market."

**Strategy # 96** - "Before creating any product or service why not first ask your prospects what they would want in your product or service. You can easily do this by creating a webpage that asks people what they would want in your product or service and then run a pay-per-click campaign to drive targeted visitors to that page. Promise the visitors something free (like the finished product

or service) in exchange for their feedback. This helps you to create a product or service that is exactly what your market wants."

**Strategy # 97** - "If you want to promote a product or service why not create a comprehensive list of influential web publishers in your market and then physically send them your product or service to try it out. Don't be shy to ask them for an endorsement to their list if they like your product or service."

**Strategy # 98** - "Pick one single keyword that represents what you do and what your visitors would type into the search engines to find your product and service and decide to dominate that one keyword. Focus all your on page and off page search engine efforts around that one keyword. Put major effort into that one keyword. Eventually, you'll find yourself in the top 10 results under that one keyword."

**Strategy # 99** - "Avoid the temptation to get lost in all the opportunities that are presented to you on the internet. Not every advertising program is right for you. Not every business opportunity is right for you. Not every search engine tactic is right for you. Success on the net is all about focus, focus, focus!"

**Strategy # 100** - "Give away a free 'lead magnet'. Create an ebook, special report, or find a tool or service you can give away. Require an e-mail optin in order for them to receive it."