

**"X-Factor Traffic" – The Top
10 Most Effective Totally
FREE Web Traffic Tactics in
the History of the Internet,
Get All 10: <http://xFactorTraffic.com>**

**DR. MANI'S
TOP TRAFFIC TACTIC
by Dr. Mani Sivasubramanian**

My top web traffic tactic is List building with giveaway reports as the hook.

I estimate well over 60% of my total traffic was repeat visitors I got back from my email follow ups.

Using the lesson I learned in Trafficology's Issue, "*The Downright Nutty Way to Create A Foolishly Massive Amount of Web Traffic*", I made 4 changes to my homepage. I now have 517 opt-ins a month (where I'd regularly had 50 to 75). Since each subscriber is worth \$26 a year to my business, we've made an EXTRA \$12,000+ from this one strategy!

Forum post sig files also worked very well for me, over previous years. Of course, JV endorsements are an evergreen tactic. And I'm seeing a surge of interest in article marketing, specifically article exchanges and hosted marketing page techniques.

Editors Note: Dr. Mani also employed the most unique web traffic technique of the year – Blogathon.

Blogathon is a 24-hour marathon of Blogging to raise money and awareness for a cause. Dr. Mani raised \$34,143 for his Children's Heart Foundation (which sponsors heart surgery for poor children).

*Learn more about the Children's Heart Foundation:
<http://www.ezinemarketingcenter.com/blog/>*

To achieve his goal he combined classic joint venture techniques with blogs in very creative ways.

First, Dr. Mani did not author all the blog entries himself. Instead he recruited over 50 top internet marketers to participate in the event.

Second, he didn't focus the blog entries on himself or his charity (which we'd all understand if he did). Knowing he'd get more attention for his cause if the participants shared a valuable Internet marketing lesson, he assigned each blogger a specific topic.

Third, he wisely used the power of email marketing to drive people to the Blogathon. By building partnerships with people in his industry who owned large email lists, Dr. Mani was able to get a huge amount of publicity for his event absolutely free.

I'm sure most of the participants would have gladly sent a message to their list concerning the great work of the Children's Heart Foundation, but that's not what he asked.

Instead, to maximize the amount of traffic, he focused the email messages on the free content visitors would receive. He then asked visitors to make a small donation if they found the information useful (which of course they would...it was coming from the top marketers in the world).

The genius of this technique is what Alex Mandossian calls The Principle of Abundance. Participants understood giving extremely valuable content to Blogathon would help this cause more than sending an email about donating to their list.

MY WORST TRAFFIC TACTIC

The absolute worst web traffic tactic that I personally used was purchasing guaranteed traffic. It is so untargeted, unreliable and there's so much cheating with counts that it's a waste of time.

Co-opt email lists were also absolutely fruitless (for me).

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