

X-FACTOR TRAFFIC: The Top 10 Most Effective Totally Free Traffic Tactics in Internet History

EMAIL MARKETING: “How To Create Free Traffic ON-DEMAND” by Dearl Miller of Trafficology.com

Building a mechanism to create traffic (and sales) on-demand is one of the most important duties of a professional Internet Marketer.

Most traffic creation techniques rely on many outside factors that you have absolutely no control over. It is extremely difficult to succeed in business over the long-term when you have so little influence over a vitally important aspect.

But, once you stop thinking of traffic as random visitors who just happened upon your site and instead find ways to make it something you can control (that you turn on and off just like a faucet) then you have ultimate power over the profitability of your entire online business.

The number one way to create traffic (and sales) on-demand is to properly build an email list.

One of the most important factors to conversion is having your visitors get to know, like & trust you.

An email list gives you the opportunity to build a business relationship with each subscriber and follow up over time. Once you have their email address and permission to contact them in the future, you also have the ability to direct their attention back to your site time-and-time again.

Now, this may seem like a daunting task at first, but I have personally helped multiple clients build quality lists of more than 12,000 members passively and absolutely for free — using only the traffic they already had coming to their site.

True, it could take more than a year to build a list that size, but when talking about web traffic, it is the quality of the list not the quantity of names that's most important.

Here's the process:

- 1) Place an email signup form on your homepage
- 2) Build a strong bond with your list members
- 3) Recommend products they will find useful and will also put money in your pocket.

Get a Signup Form on Your Page

Having a visitor's permission to email them and contact them again in the future is the first step to building a profitable email list. If the visitors to your site are fairly well targeted, then this will actually be very easy.

First, you need to place a form on your site to collect email addresses. While you can use free resources such as FormMail from Matt's Scripts, I highly recommend you employ a professional solution specifically designed for email lists.

These tools will create the form for you, manage email collection & storage, and provide an easy way to ensure compliance with new email laws.

For a list of affordable, quality tools check out:
<http://autoresponders.trafficologyresources.com>.

Most offer a 30-day free trial and the advanced functionality you'll need as your list grows.

Once you have the technical site all set up, then all you have to do is incentivize your visitors to join your list. This is done by giving them something they find valuable in exchange for their primary contact

information. In the past, I've used coupons, tips, and informational reports specific to the niche. These work especially well for building a profitable list because they attract people who are either interested in buying the product (coupons) or who are targeted enough to find information on the specific topic valuable.

One thing to remember about using freebies, is a visitors primary motive is instant gratification.

You can no longer expect the promise of an email newsletter is enough of an enticement for someone to give you their email address.

You should include a promise of ongoing communication as part of the package, but you will build your list much more quickly if you offer something that is instantly downloadable.

The Sign-Up Box

It is becoming increasingly tough to get a prospects primary email address.

Often people have a separate email that they use to sign-up and because of spam the threshold of value needed in exchange for an email address is much higher.

That means not only do you have to offer more value, but you also need to work harder at marketing your email list sign-up form.

First of all, your sign up form must be visible. It should be in a box at the top right or left corner of your site. The box should have a dark border and a light colored background or a dark colored background that distinguishes it from your site.

For example, I've had success using a sign-up box with a light yellow background. I've also used a navy-blue box with light colored text.

Inside your box you need a large benefit driven headline that grabs the visitors attention and clearly explains why they should join your list.

Try things like "How to..." , "Learn the..." , "Free..." , and numbered lists "7 Secrets to..." .

You'll also want to add 2-3 bullet points explaining exactly what they will get by joining your list. These should be benefits and try to create a sense of curiosity. Write your bullets in the form of questions that can only be answered by joining your list.

Finally, provide a compelling call to action on the sign-up button. Don't just say "submit" or "signup".

Instead restate the main benefit in an affirmative fashion, using the readers own words.

For example, for the Trafficology Newsletter we used:
"Yes, Send me FREE Traffic Tips Now!".

The Dedicated Sign-Up Website

One technique we've used extremely effectively at Nitro Marketing is to create a sign-up website.

A sign-up website sells no products, it only has the option of signing up for a email list.

Then over time several useful links are sent to the list, instantly creating highly targeted traffic.

To set this up you need to get a dedicated URL with a sales letter that's sole purpose is to drive registrations for your email list. This site should be complete with headline, benefits and a call to action. Then insert a sign-up form, followed by your signature and a good strong PS to close.

A perfect example is www.NitroKnowledge.com.

Notice that the sales letter does not have to be very long — just long enough to sell the visitor on the benefits without losing their attention.

Matt Gill says you have 45 to 90 seconds to get your reader interested, excited and wanting more.

Most people are skimmers, so you should focus most of your effort on the parts of your site that people will skim in the first 30 seconds.

That means, put 90% of your effort into writing a killer headline and 9% on your bullet points.

Add a compelling call-to-action and an actionable PS.

Finally, fill in the rest of the site with an interesting story that pulls everything together. Using a dedicated sign-up website will create more responsive subscribers who will read your messages. They are more familiar with you, what you are about and will be excited about getting messages from you. If you do a good job of staying in touch with them regularly and deliver truly valuable content they will be good long-term subscribers who visit your site often.

Create a Strong Bond with Your List

The first step in creating a bond with your list is delivering what you promised. If you promised an instant download of a special report, make sure it is available. If you said sign-up and get coupons and special tips every week, then make sure to send coupons and special tips every week.

I've seen it many times. A list owner adds a sign-up box to their site and forgets all about it.

They keep getting notices that people are joining, but after a welcome message they never send anything else.

Almost as bad as not sending anything at all is always sending a sales pitch. The reason why people joined your list is to get the free info or coupon you offered. Yes, they know you are going to try to sell them something also, but your list will be significantly more profitable if you continue to provide a steady stream of free, useful information.

Overtime your list will begin to know, like and trust you. Your emails will get opened and read.

List members will value your recommendations, follow your links and buy your products.

Get Your Email Read

One of the biggest challenges of email marketing is getting your email read.

With the increase of spam and the reduction of free time, people are pressed to find time to read their mail. Too often list members delete your message immediately or even worse move your message to “Read Later”.

Seriously, does anyone ever read anything later?

So to help, here are 9 ways to get you messages read and actioned immediately:

- (1) Tell a story that will draw in the readers imagination, help them relate to you and walk them thru your email message.
- (2) Create suspense for future issues by giving readers a quick preview of what to expect and anxiously anticipating future emails.
- (3) Use curiosity so readers will continue to the very end of your message.
- (4) Use a subject line that is personally relevant to the reader. If possible include their name in the subject line and again use curiosity. The purpose of a subject line is to get the email opened. It's not a summary.
- (5) Relate trivia to what you are talking about.
- (6) Have multiple parts to your message, break it into to 2 or 3 messages sent over a week.
- (7) Ask a question in the subject line that can only be answered by reading your message
- (8) Create conflict or drama. Think about talk radio. They embrace controversy because that is what will keep people's attention.

(9) Inject your own personality and share personal stories from your real life. It will build a stronger connection with your readers and they will want to read your messages.

Recommend Useful Products to Your List

You've collected email addresses, built a bond with your list, and can get your email read. To create traffic on-demand just provide your list with links to products and information on your site they'll find useful.

If you are trying to solve their problems, they'll gladly visit your site and check out the product or service your recommending.

So you're still a bit skeptical? Here's the proof!

Check out this page documenting the Alexa Ranking of 6 Nitro Marketing sites: www.trafficology.com/nmalexa.html

Every one has seen a dramatic increase of traffic using email marketing alone. Notice one site raised their rank more than 700,000 places to rank as high as 704.

That's proof-positive email marketing is a truly great way to create a nearly unlimited amount of totally free web traffic...On-Demand.