

Blueprint Affiliates



**** *Generating Quick-Fire Traffic* ****

Introduction...

There are so many different ways to drive traffic to your site, it's no wonder the topic of traffic is so confusing. It can be overwhelming due to the sheer number of tactics you can choose from to get people to visit your site not to mention the fact that there are usually several different variations you can apply to each individual method.

In its simplest form, traffic can be divided into two large groups; paid traffic and free traffic. We'll be focusing on paid traffic, the fastest way to get website visitors and make sales... and the purpose of this report is to acquaint you with some quick-fire paid advertising in order to drive traffic to your site quickly.

We'll be looking at Google Adwords, Yahoo Search Marketing, Bing, Facebook, PPV, Banner Advertising and You Tube.

So let's get right to it!

Google Adwords...

Probably the best known and certainly one of the most popular methods of paid advertising is Google Adwords. The term is “pay per click” advertising or PPC for short and while you can also do PPC advertising on the other search engines, Google is still the leader and the one with whom most marketers spend the bulk of their advertising dollars.

In PPC advertising with Google Adwords, you write short ads and Google places them on the right hand side of the organic search results. Each time someone clicks on your ad, Google charges you a certain amount of money. Hopefully when they arrive on your site, they wind up buying the product you’re promoting, and the goal of course is to spend less on Adwords than you make in commissions.

To get started with Google Adwords, you’ll need a Google account, which you can create by going to <http://adwords.google.com> and clicking on the big “Start Now” button. If you already use Gmail or have an Adsense account, you can simply log into Adwords with the log in information you already have.

Once inside Adwords, you can immediately begin setting up a campaign to drive traffic to your site. You’ll be asked to write a short 3 line ad, and you’ll need to put a little thought into each line, since you’re limited to 25 characters for the heading and 35 characters for each of the other two lines, including spaces.

Your heading should be attention getting and if at all possible, should contain your keyword. The second line needs to identify a benefit of the product you’re promoting, and the last line should have a good call to action.

Once your ad is complete, you’ll choose your bid amount, which is how much you’re willing to pay Google each time someone clicks on your ad. When Google has reviewed your ads and approved them, it’s possible to start seeing traffic to your site almost immediately.

The two biggest factors that influence how much traffic you’ll see is your maximum CPC (cost per click) bid and your Quality Score because Google uses those factors, among others, to determine your ad’s ranking. The better your CTR and QS (quality score) the higher your ad is placed on the search results page. And generally speaking, the higher your ad ranks, the more traffic you’ll get to your site.

If your ads don’t rank well, and wind up at the bottom of the page, or on the second or third page, you’re not going to get the traffic numbers you want. You can try increasing your bid or making changes in your ad and/or your landing page to try to improve your Quality Score and hopefully increase your ad’s position.

Relevance is incredibly important to Google, and it plays a major role in how good a QS Google will assign to your ads. Your keyword needs to be relevant to your ad, your ad needs to be relevant to your landing page, and both your keyword and your ad should be relevant to the search phrase someone is typing into Google's search box.

Getting Started with Google Adwords:

1. Set up an account at <http://adwords.google.com>
2. Login and 'create a new campaign'
3. Write relevant ads and separate into tight ad groups
4. Add your targeted keywords
5. Choose your bid amounts
6. Set up your landing page
7. Test results from ads and landing page
8. Track those results
9. Tweak your campaigns as needed for optimum performance
10. Replicate the above for another product

We have some highly effective ads, keywords and landing pages optimized for Google Adwords on the promotional page for our products and you can take a look at them right here:

<http://www.blueprintaffiliates.com/products.html>

Yahoo Search Marketing...

Yahoo Search Marketing is very similar to Google Adwords. In fact, once you've created a successful campaign with Google, it's really easy to just transfer everything over to Yahoo. Some of the terminology may be different at Yahoo, but the basic options and the set up process is much the same.

If you're not familiar with Yahoo Search Marketing, you can get started by going to <http://advertising.yahoo.com/smallbusiness/ysm> and clicking on the big yellow "Get Started" button. You can also watch a free webinar on search engine marketing essentials by registering at the bottom of the page.

Because their setup is so much like Google's, most of the time you can use the same ads, ad groups and landing pages that you already created for your Google Adwords campaigns. Yahoo does require a nonrefundable \$30 deposit to be made into your account, so keep that in mind if you're on a really tight budget.

Yahoo lays claim to more than 2.3 Billion searches every month, and that was 3 years ago; the numbers are no doubt even higher today. So you could certainly start with Yahoo, rather than Google Adwords. There are no rules that say you must start with Google. In fact, you could even start with the third name in the major search engine trio, Bing, using the Microsoft Ad Center.

Getting Started with Yahoo Search Marketing:

1. Set up an account at <http://advertising.yahoo.com/smallbusiness/ysm>
2. Login and 'create a new campaign'
3. Write relevant ads and separate into tight ad groups
4. Add your targeted keywords
5. Choose your bid amounts
6. Set up your landing page
7. Test results from ads and landing page
8. Track those results
9. Tweak your campaigns as needed for optimum performance
10. Replicate the above for another product

Bing...

Bing may be one of the most under-used search engines by internet marketers and you can use that to your advantage. While most are focusing all their attention and adspend dollars on Google, you may find Bing offers internet marketers less competition, cheaper ad costs and believe it or not, higher conversion rates. Some marketers claim routine conversion rates of 10% and more.

To get started advertising on Bing, visit <http://advertising.microsoft.com/search-advertising> and click on the big red button that says "Sign up with adCenter". The Microsoft Ad center also has a Live Chat feature for advertisers to use if you need help or have questions.

There's no cost to set up an account with the adCenter and in addition to the Live Chat feature, you can contact an adCenter specialist during certain hours with the phone numbers they provide right there on the site.

Not only are you able to import your ad campaigns from Google and Yahoo into the adCenter, you're actually encouraged to do so and they've made it super simple for you. With Bing capturing 82 million users each month, they may not be the largest, but it would certainly be in your best interest not to underestimate the rewards of marketing to their customers.

Getting Started with Bing:

1. Set up an account at <http://advertising.microsoft.com/search-advertising>
2. Login and 'create a new campaign'
3. Write relevant ads and separate into tight ad groups
4. Add your targeted keywords
5. Choose your bid amounts
6. Set up your landing page
7. Test results from ads and landing page
8. Track those results
9. Tweak your campaigns as needed for optimum performance
10. Replicate the above for another product

Facebook...

Everyone knows about Facebook. But did you know that Facebook has more than 400 million monthly users? And that number grows daily. So why, as a marketer, should you care how many people visit Facebook? Because each and every one of those people can be marketed to, thanks to Facebook Ads.

To get started, go to <http://www.facebook.com/advertising>. What makes Facebook advertising different from the search engines, and in some ways even more valuable, is the level of targeting that's available to advertisers. Because of the way Facebook is set up, you can target very specific groups of people and filter out who your ad will be shown to, based on sex, age, geographical location, hobbies and interests, careers, and several other factors.

For this reason, it's more important than ever that you know exactly who your ideal customer is. Are they single? Do they have a family? How much education do they have? What's their yearly income? You can get incredibly specific with targeting who sees your ads.

There are a couple of disadvantages to advertising with Facebook, but the potential rewards from a successful campaign still outweigh them. One disadvantage is that people visiting Facebook are not necessarily looking to make a purchase. They're not really in a 'buying' mode when they come to Facebook, so your ads need to be a bit more creative than ads you would use for the search engines. Your ad must really grab their attention away from what they're doing.

The other main disadvantage of Facebook is that they've developed somewhat of a reputation for being rather strict on their approval of ads. It can sometimes be difficult to get your ads approved, so you need to be prepared to be persistent in your efforts, because for those folks who persevered and got their ad approved, the traffic and subsequent sales was amazing, and well worth the effort.

On the other hand, *because* of those disadvantages, in most cases you'll find fewer competitors advertising on Facebook, which is, of course, great news for you! And due to the sheer numbers of active users, it's a revenue stream that's unwise to dismiss. You may not want to start with Facebook ads, but once you've created a successful campaign with another method, you should seriously consider trying some Facebook advertising.

There's another big advantage with Facebook advertising. In much the same way as the search engines offer search advertising or content advertising, Facebook allows ads to be shown on regular Facebook pages, or on their Facebook Platform, which is where the highly popular apps

reside. Different rules apply depending on where you choose to place your ads, so be sure to read up on all the policies and guidelines before you submit any ads.

Once you've signed up at Facebook, just click the "Create an Ad" button to start designing your ad. One of the advantages with Facebook ads is that you can use images in them. There are specific rules about what sort of image you can use, so be sure to read them. Images help draw attention to your ad, so if you can find an appropriate image to you, it's to your advantage to do so. All images are resized to 110 pixels wide by 80 pixels high, so keep that in mind when selecting an image.

Another thing to note is that once you've created your ad and submitted it for approval, you're unable to do any editing, so it's important to be absolutely sure it's worded the way you want it before you hit the submit button. There's no editing after it goes live either. If you want to change something, you have to create a new ad.

If your ad gets rejected, you'll get an email with a vague explanation that you've violated their guidelines in some way. You can then go back to the guidelines to try to determine where you went wrong. http://www.facebook.com/ad_guidelines.php

The most important thing about advertising with Facebook is not to let yourself get upset about ad rejection. You need to be sure your landing page is complete and fully functioning before you begin submitting ads to Facebook. If your ad is not approved, try making a few changes in the wording. If it seems the image is causing the problem, change it.

If your ad is still rejected, it could be that Facebook simply doesn't like the offer, and no changes you make to your ad or your landing page will get it approved. If that's the case, you have two options. You can either pursue Facebook advertising with a different offer, or take the one Facebook doesn't like to a different advertising medium, like the search engines or one of the others we'll be exploring next.

There are two pages that are 'must-reads' before getting started with Facebook. One is their [Suggested Best Practices](#), the other is [Common Reasons for Rejection](#). Following the suggestions on these pages, as well as becoming familiar with Facebook's advertising guidelines gives you the best chance for success with this potentially lucrative stream of paid traffic.

Getting Started with Facebook Ads

1. Create your ad, which should consist of an attention grabbing headline in 25 characters or less, the body text (135 characters total) and an image, which is optional but highly recommended.

2. Determine if your landing page will be your "money site" or a Facebook page you already have. Be sure to read the Advertising Guidelines to see if your proposed landing page meets their requirements. For instance, you're not allowed pop-ups, including exit pops. Reading the requirements can't be stressed enough.
3. Choose the URL you'll be sending traffic to; you can't use a redirect, or send part of your visitors to one landing page, and part of them to another. Also, your ad must directly relate to the content on your landing page.
4. Select targeting filters, such as age, gender, keywords, location, relationship status, etc.
5. Determine your daily budget. Your bid can be based on CPC (cost per click) or CPM (cost per thousand impressions). The minimum daily budget is \$1.00 and it's wise to pay close attention to the amount suggested by Facebook.
6. Decide on scheduling for your ad. You can choose for it to run continuously or you can specify a particular start and stop date.
7. Double check everything and be absolutely certain you're pleased with your ad. Make sure your link is formatted and working properly, the ad text doesn't exceed the character limitations and the image chosen is appropriate.
8. Enter your billing information and submit your ad.
9. If your ad is rejected, make changes and resubmit until it becomes apparent that it's the offer, not your ad, that's being rejected. Decide whether to try another offer or move on to another traffic source.
10. Once your ad is approved, track your progress and make any changes that will maximize your results, whether in increased traffic or increased conversions. Facebook offers real-time reports that allow you to optimize your ads based on who's actually clicking them.

All the text, images and other promotional material we have at Blueprint Affiliates is perfect for setting up a targeted and successful Facebook campaign. Why not try it out by joining up with them and using our material at <http://www.BlueprintAffiliates.com/products.html>

PPV – Pay Per View...

Pay per view advertising, sometimes called 'cost per view', contextual advertising or 'pop-up traffic', while gaining popularity with internet marketers, is still not being used by the masses in the same numbers as search engine advertising. Part of the reason may be because it's not clearly understood. But for those who have applied some effort, the results can be quite rewarding.

The way it typically works is that users get to download something of use or value to them, either software or games or some other utility that a network is offering. In return, they agree to view relevant ads that the network chooses to show them.

Advertisers can bid on keywords and specific URLs to have their ads served up whenever people are either searching with a keyword or visiting certain sites relevant to the ad offer. When the network detects a match, the ad opens as a pop-up or pop-under in a new browser window.

The consumers can use any search engine to input their search term. If a match is found, the ad will 'pop-up' in a new browser window right over the search results. That's keyword targeting PPV. If they type in a particular URL in the address field, your ad pops up in a new window over the website they're taken to, so they see your relevant offer before they see the page they typed into the address bar. That's URL targeting PPV.

As PPV has grown in popularity, many new PPV companies have emerged, and like most entities online, some are better than others. Some of the most popular PPV companies include [Media Traffic](#), [TrafficVance](#), [Lead Impact](#), and [AdOn Network](#).

You're certainly not limited to those, they've been included for your convenience and to save you a bit of time. You should probably set aside some time to research others. Then from your list, you'll want to decide on two or three you want to start with, and set up accounts with each one.

Something to know about PPV companies. Most require an initial deposit and some require more than others, so you'll probably want to do a little digging to find the ones that fit within your budget. TrafficVance, for instance, can deliver extremely high quality, targeted traffic, but they require \$1,000 deposit to get started. Media Traffic, on the other hand, only requires \$200 for an initial deposit.

The cost for advertising with PPV services is totally within your control, since you set the bid amount as well as your daily budget. CPM (cost per thousand) ads are ridiculously cheap in most cases, and can range from \$.015-.025 per impression. For example, if you're spending \$0.02 per visitor for a certain keyword and your budget is \$100.00, you'll receive 5,000

impressions. If you increase your bid to \$0.025, your ad will receive 4,000 impressions for \$100.00 spent.

Regardless of which PPV service you use or which affiliate network you select or even which offers you choose to promote, it's best to start small with any new campaign. Set a daily budget of \$5 - \$10 until a campaign has proven whether it's a profitable one or not. You can choose to increase your bid by ½ cent until you get to the top ad position.

You'll also need to decide whether you're going to target keywords or URLs in your campaign. There are advantages and disadvantages to both, and it really falls outside the scope of this short report to go into all of them. Just be aware there are differences between them and do a little homework to determine which one will be most beneficial for you to pursue.

Getting Started with PPV Advertising

1. Choose one or more PPV services, sign up and set up accounts.
2. Choose one or more affiliate networks, sign up and set up accounts.
3. Search for offers within the affiliate networks that accept PPV traffic, and for best results, have at least a \$2 payout for lead generation and 5 or fewer fields for the consumer to fill out.
4. Decide if you'll target keywords or URLs and determine which ones they'll be.
5. Set up your campaign with a small budget of \$5-\$10 per day.
6. Increase your bid by ½ cent until your ad reaches the top position.
7. Create your landing page, keeping in mind the size of the network's ad display window, which is usually either 750 x 550 or 800 x 600.
8. Track your results.
9. Determine the best combination of keywords, or URLs and landing pages that give you the best conversions. Using some of Google's tools, like Website Optimizer and Google Analytics can help with this.
10. Rinse and repeat with other offers.

If you take a look at the promotional page in Blueprint Affiliates you will see that we have some great resources to help you get started with PPV marketing.

<http://www.BlueprintAffiliates.com/products.html>

Banner Advertising...

Some folks would have you believe that banner advertising is no longer effective. They claim that consumers have seen banners for such a long time they've developed "banner blindness". If this was true, why would so many marketers still be using them? Smart marketers don't continue using an advertising method that isn't generating revenue for them.

Banner ads are seen in a multitude of sizes and shapes which makes them extremely versatile. They can be static, with only a single image or animated and capable of delivering multiple messages and images.

Banners are used not only to transport someone from one website to another, but also for branding, usually a company name, product or image. When used properly, they're highly effective.

So how can you make use of banner ads to drive traffic? One way is to exchange banner placements with another website owner. You can instead choose to pay a banner network like [DoubleClick](#), [BurstMedia](#) or [ValueClick Media](#) to post your banner on many different sites. Or you can sign up with a banner exchange program such as [FreeBanners](#) or [LinkBuddies](#).

It's not difficult to create banners, even if you're a novice. It involves some relatively simple HTML and the graphics can be done with a design program like [Paint Shop Pro](#), or you can download a free program like [Paint.net](#).

If you just don't have a creative bone in your body, there are banner design programs available, both free and paid, or you can always choose to outsource it.

The good news is you may never be faced with having to create a banner. If you're promoting an affiliate product, in most cases banners will be provided by the product owner. All you have to do is choose the one or ones you want to use, and either download the banner to your computer or copy the code and paste it wherever you want it on your site.

We have some amazing banners at Blueprint Affiliates which get MASSIVE click through rates and amazing financial results. Take a look on the website:

<http://www.BlueprintAffiliates.com/products.html>

YouTube...

If you look at the top websites online, according to Alexa.com, sitting in the number one position is, not surprisingly, Google.com. In number two, hot on Google's heels, is Facebook. And in the number three position, out of all the websites on the internet, YouTube holds steady with over 91 million unique visitors every month, based on Alexa's data. If you visit YouTube's site you'll see they boast 300 million users worldwide.

Wouldn't it be great if there were a way to divert just a tiny fraction of YouTube's traffic to **your** offer? Here's some really good news...not only is there a way, there are actually several different ways to pull some of that traffic away from the videos.

One thing you can do is to make your own video. Now before you roll your eyes thinking "I don't know how to make a video", or "I don't have Camtasia or a video camera", relax. There are ways around those excuses. One is a program called Animoto and another is called Jing.

Both are free to use and provide tutorials to get you started and are absolutely child-simple to use. If you haven't made a video before, either one of those programs is a great place to begin. And even if you're a video pro, for super-fast videos, you'll love them.

Animoto takes still images, or Power Point slides and creates an incredibly professional looking video. They even provide a variety of music pieces to accompany your slides or pictures. Jing allows you to record your screen, much like Camtasia without all the bells and whistles. The only real downside is that you can't edit the video, so a little prep work must be done first.

If you've put off creating videos because you think you can't, you really can with either of these programs, and videos, as you surely know, are here to stay. If you don't learn how to create them and use them to your advantage, your competition is likely to outdo you every time.

So how can videos drive traffic to your website or an offer you're promoting? For one thing, they can show up in Google's search results for your keyword phrase, just like an article or a website or a Squidoo lens. If people click on your video to watch it, they should be directed at the end to visit your site.

Don't forget to include a link to your site in the video description, as well as your keyword phrase. Many people use YouTube just like they do a regular search engine, and they'll type in a search term, just like they would in Google or Yahoo or Bing. Did you know YouTube is the second largest search engine? You want your video to one of the ones YouTube returns for your keywords.

Another way of using video to generate traffic is to use Google's "promoted video" program. You can create a video, and pay literally pennies per click in a promoted video campaign. Once your video is uploaded to YouTube, go to <http://ads.youtube.com> to get started. You'll log in and then choose the video you want to promote.

Once that's done, you'll create the promotion text, much like you would create text for an ad, with a headline and two description lines. You'll want to be very clear about why someone should click on your video, and there are character limitations for each line, so you'll need to be concise.

Once that's done, you'll choose the words you want to trigger your video promotion. This is where you'll list your keywords. The last step is setting your daily budget, just like you would in Adwords. The difference is, it's very cheap to do video promotions, at least for now. It's highly likely as more people become aware of this method of promotion, competition as well as advertising costs may rise.

YouTube also offers a free tool called YouTube Insight that shows detailed video statistics to give you a better understanding of how well your promoted videos are performing.

Even if you don't have a video, and just can't bring yourself to create one, there's still another way you can leverage the phenomenal traffic that visits YouTube each and every day. By using the content network with Google Adwords, rather than the search engine network, your Google ad can appear alongside relevant videos, and on pages of your choosing.

At Blueprint Affiliates we have provided some great videos that you upload to you tube to generate targeted traffic and huge affiliate profits...

<http://www.BlueprintAffiliates.com/products.html>

To Sum It Up...

You've been introduced to a number of different ways to generate traffic to your website or the offer you're currently promoting. Certainly, this is not an exhaustive list, but one to get you started quickly and easily.

As your experience grows, you'll discover other methods that also work well. Most Internet marketers use a variety of methods to generate traffic, ensuring them of large numbers of people visiting their site every day. The key is to choose one traffic generating method, apply it and make it successful before you start branching out to others.

Get started now... check out our promotional material here:

<http://www.BlueprintAffiliates.com/home.html>