

Virtual Marketing Blueprint

Video Creation & Driving Traffic

Objectives:

- 1) Introduction To Video Creation
- 2) Creating Voice Over Video Recordings
- 3) Creating Direct To Camera Video Recordings
-  **4) Introduction To Driving Traffic**
- 5) Top Paid Traffic Strategies Overview
- 6) Top Free Traffic Strategies Overview

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Introduction to Driving Traffic

Driving Traffic

What Is It?

Sending visitors to your marketing & sales funnel (your blog, website, squeeze page, sales page, etc)

Why Is It Important?

It's a numbers game. Leads = Deals = Dollars. No Leads...No Deals...No Dollars

Objective 4 Introduction To Driving Traffic

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Introduction to Driving Traffic

Objective 4 Introduction To Driving Traffic

Free Traffic Vs. Paid Traffic

- Both supply you with prospects.
- Good Traffic = Scalable, Consistent, Automatable

Two Traffic Rules:

Rule #1: There's really no such thing as "FREE" Traffic

Rule #2: All traffic is "FREE" so long as you're making a profit.

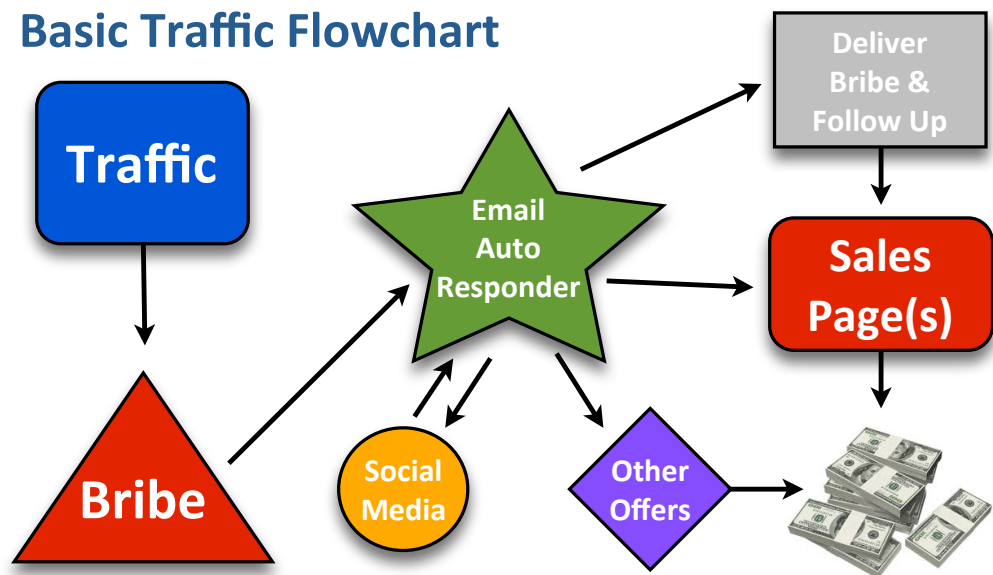
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Introduction to Driving Traffic

Objective 4 Introduction To Driving Traffic

Basic Traffic Flowchart



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Virtual Marketing Blueprint

Next Video...

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Introduction to Top Paid Strategies

Objective 5 Top Paid Traffic Strategies Overview

Top Paid Strategies

What Is It?

The top strategies that online marketers pay for to drive traffic to their sales funnel (website, squeeze page, etc).

Why Is It Important?

Paid Advertising is scalable. Once you determine your ROI (spend \$1 to get \$2), your profit potential is unlimited.

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Introduction to Top Paid Strategies

Objective 5 Top Paid Traffic Strategies Overview

Paid Marketing Strategies Overview

- Paid marketing strategies tend to be lower to mid quality leads. Many times the ad that was clicked was a “distraction” (facebook, banner ads, ppv ads, etc..)
- A 10% conversion on cold leads like these is good, anything higher is great.
- The true power of paid strategies is that they are scalable & can be automated.

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Introduction to Top Paid Strategies

Objective 5 Top Paid Traffic Strategies Overview

Targeting Strategies In Paid Advertising

- Keywords
- Geography
- Demographics
- Interests
- Relationships
- Websites



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Introduction to Top Paid Strategies

Objective 5 Top Paid Traffic Strategies Overview

Limitations In Paid Advertising

- Auto Play Videos
- Pop Up Ads
- Navigation
- Relevancy
- Copy on Landing Page
- Image & Ad Message
- Location of Landing Page



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Increasing ROI with PPC

Increasing ROI with PPC Campaigns

- **Decrease Cost of Leads**
 - Adjust your cost per click
 - Improve your click through rate on ads
 - Improve your opt in rate on squeeze pages
- **Increase Profits Made**
 - Increase immediate sale conversions
 - Increase follow up sale conversions
 - Increase your profit margin per sale
 - Sell more products/services

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PPC Compliance

Compliance Guidelines for PPC Campaigns

- The most important thing in PPC campaigns is ensuring you are compliant with the advertising rules of the platform on which you are advertising.
- Before you start any PPC campaigns, review their advertising guidelines.



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PPC Compliance

Google Adwords Compliance



- Landing Page elements
- Landing Page copy
- Ad & offer relevancy for targeted market?
- Keywords & Adgroups grouped properly
- Are you allowed to bid?
- Are you infringing on any trademarks?
- Do you have more than one account advertising the same domain?

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Compliant Squeeze Page Example

[Blog](#) | [About Me](#) | [Consulting](#) | [Contact](#)

How 'I' Get 53,705 web visitors in HOW LONG!?

“Peek over the shoulder of this Web Traffic MONSTER!!...”

“WATCH” Jim Yaghi inside The Monster Traffic Cheat-Sheet as he takes a brand new website & drives 50,000 visitors right into it!

JimYaghi.com is home to an obsessive online advertiser who tames the web's traffic and documents it.

Fill This To Start watching jim do traffic....

Name:

Email:

Get Instant Access

☐ * I agree that when I sign up above, I will be added to a marketing mailing list where I will receive DAILY emails and promotional offers from YaghiLabs.

** This website has NO AFFILIATION with Google or Adwords in ANY way **

525 E. Route 66, Glendora, CA
Mailing - P.O. Box 716, Glendora, CA, Phone: +1-323-856-1131

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PPC Strategy Overview

Objective 5 Top Paid Traffic Strategies Overview

Getting Started With PPC

- Phase 1: Learning
- Phase 2: Testing
- Phase 3: Scaling



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PPC Strategy Phase 1

Objective 5 Top Paid Traffic Strategies Overview

Getting Started With PPC



1) Get your feet wet by familiarizing yourself with your chosen platform while you save up your PPC budget.

- Your “Learning Budget” should assume you’re not going to make any of it back for 6 months.
 - \$50/month?
 - Low Budget = Creative Keyword Research

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PPC Strategy Phase 1

Getting Started With PPC:



2) When you make a sale, RE-INVEST that money back into advertising.

- The goal is to BUILD your budget, and to do that, you must re-invest your profits, not spend them on something else.

3) Once you've made a sale, you have completed the learning phase.

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PPC Strategy Phase 2

Getting Started With PPC: Testing



- 1) The goal of phase 2 is to create a profit margin**
- 2) You need to get frequent visitors to your website to test offers.**

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PPC Strategy Phase 3

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Getting Started With PPC: Scaling

Run your ads 24 hours a day & continue to scale your marketing as your budget builds.



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Top Paid Traffic Strategies

Objective 5 Top Paid Traffic Strategies Overview

1) Google Adwords

- The current King of Lead Generation Tools
 - Google Search Network
 - Google Display Network
 - Text
 - Audio
 - Image
 - Video

Google
AdWords

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Top Paid Traffic Strategies

2) BING

- Now combined with Yahoo, Bing has become a bigger player in the traffic game.
- Bing is a great place to test your ads and offer, if your website is not ready for Google adwords.



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Top Paid Traffic Strategies

3) Facebook

- Largest “Social Network” with increased functionality in their PPC Platform
- One of the easiest platforms to advertise on
- PPC Cost is lower if you keep “clickers” in facebook using a fan page
- You can target by Regions, Demographics, Likes & Interests, Connections, Education, Work, etc..



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Top Paid Traffic Strategies

4) Linked In



- Arguably, the largest “Social Network” for professionals. (“Professional Network”)
- Gaining in popularity for high income professionals who don’t like facebook.
- Used as your professional business card & resume.
- You can target by Company, Job Function, Industry, Seniority, Gender, Age, Geography, etc.

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Introduction to Top Free Strategies

Top Free Strategies

What Is It?

The top strategies that online marketers use to drive traffic to their sales funnel (website, squeeze page, etc) with their use of time versus money.

Why Is It Important?

When you have more time than money, you need these alternatives. Additionally, consumers recognize and pay attention to organic results, social referrals versus paid ads. The overall quality of leads in free strategies will always be higher.

Objective 6 Top Free Traffic Strategies Overview

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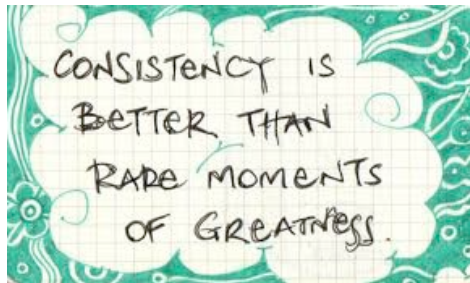
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Introduction to Top Free Strategies

Objective 6 Top Free Traffic Strategies Overview

Key To Success Using Free Traffic Strategies

CONSISTENCY



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Top Free Traffic Strategies

Objective 6 Top Free Traffic Strategies Overview

1) Search Engine Optimization



- Websites that can rank on page 1 and more importantly within the top 3 spots in the organic listings of Search Engines reel in the most traffic and by default of their placement, have some borrowed trust.
- Most types of free traffic and SEO strategies result in high quality leads due to the borrowed trust and “searching” mindset of the prospects.

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Top Free Traffic Strategies

Objective 6 Top Free Traffic Strategies Overview

2) Video Marketing

- Becoming the most popular form of communication online.
- Easy to target keywords with numerous short videos that give a call to action back to your website.



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Top Free Traffic Strategies

Objective 6 Top Free Traffic Strategies Overview

3) Word of Mouth / Social Media

- Social Media is ever-changing and becoming more and more popular with search engines.
- Gaining “likes” and “shares” not only provide high quality referring leads but this passing and sharing of information within the social platforms is becoming a larger influence to your ranking in the search engines.



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Top Free Traffic Strategies

4) Email Marketing

- Not as easy as it once was but “permission based” marketing is still very effective if you develop a relationship with your prospects immediately.



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Virtual Marketing Blueprint

Website Optimization

Addendum:



Addendum: Online Legal Compliance



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Introduction to Online Compliance

Good Website Practices

- Does your squeeze page have Navigation? Can your customers learn about you without opting in?
- Does your website have a “Contact Us” Page with a support form or email?
- Does your website have an “About Us” page that provides a brief description of your business?
- Does your website have “compliant sales language”? This is a “grey” area and it depends on what your selling so consult an internet attorney if you’re unsure.

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Introduction to Online Compliance

Legal Pages

- Terms of Use
 - Privacy Policy
 - Disclaimer
 - Full Income Disclaimer
- if you’re in a “make money” market



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Introduction to Online Compliance

Email Opt In

- Is there a logical reason a prospect would give you their email?
- Do you tell prospects how their information will be used?
- Does your opt in form communicate what happens after the prospect opts in?

**Will you
opt-in?**



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Introduction to Online Compliance

Other Suggestions

- Be careful with third party website providers that don't display their information or link back to their sites
- Have a phone number, physical address and site map at the bottom of all squeeze pages and website pages.



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VMB: Final Homework



Congratulations!! Here are your action items for this final session:

- 1) Set Up Your YouTube Account**
- 2) Choose Your Video Strategy and GET TO IT!**
Create 10 short videos to fill your youtube channel with and post on your website.
- 3) Choose Your Traffic Strategies & Develop A Plan To Learn & Implement Them**

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Thank You!



*We look forward to seeing you on the final
Virtual Marketing Blueprint Q & A Session!
Dani Lynn, Flip, Tucker and Sasha*

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