

How To Market Better

By

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www.HowToMarketBetter.com/wbresources

Table of Contents

Introduction	4
The Big Picture	5
What Are The Four Simple Steps To Website Marketing?	5
A Brief Overview Of Each Component	5
It Starts and Ends with the Marketing Funnel	6
What Is A Marketing Funnel?	6
Why Do I Need One?.....	6
How Do I Set It Up?	6
What If My Business Isn't This Simple?.....	7
How Do I Apply The Funnel In Real Life?	8
Can The Funnel Be Changed Later?	8
Summary	9
DEFINE YOUR MARKETING FUNNEL.....	9
IMPLEMENT YOUR MARKETING FUNNEL	10
Consumption Means More Sales And High Loyalty	11
What Is Consumption?.....	11
Why Does It Work So Well?	11
How Do I Teach Consumption?.....	11
How Do I Use An Email Auto Responder To Teach Consumption?.....	12
WRITE YOUR CONSUMPTION CONTENT FOR EACH FUNNEL SEGMENT	17
IMPLEMENT CONSUMPTION	18
Test, Track, Improve.....	19
What Is Testing and Tracking?	19
What Do I Test?.....	19
What Do I Track?.....	20
How Can I Improve?.....	22
INSTALL TESTING AND TRACKING	23
Drive Massive Traffic Into Your Funnel	29
Google Adwords.....	29
Search Engine Optimization	30

Joint Ventures	32
Online Advertising.....	33
Article Marketing	33
Social Media Sites	33
Publicity.....	34
Viral Marketing	35
START DRIVING TRAFFIC IMMEDIATELY	35
Conclusion.....	36

Introduction

Welcome and thank you for downloading my HOW TO MARKET BETTER workbook. For the latest copy, you can always check the resource page:

www.HowToMarketBetter.com/wbresources

Get our HOME STUDY COURSE companion for this workbook for just \$297 (Normally \$397) <http://www.HowToMarketBetter.com/HomeStudyCourse>

You have in your hands a guide for easily doubling your internet sales over the next 12 months. **EASILY**. There are a few extra steps you can take, but essentially this guide will encourage you to do four things:

- 1) Set up Your Marketing Funnel
- 2) Teach Consumption Along The Funnel
- 3) Test, Track and Increase Results Over Time
- 4) Send Lots Of Traffic To Your Site

That's it. And if you can do those 4 things, you will increase the number and quality of people who come to your site and increase the percentage who buy from you and how much they ultimately spend with you.

Good Luck! (But You Don't Need Luck)

-Rob Goyette

HowToMarketBetter.Com

P.S. You may want to print this out and keep it in a binder. A tip for printing is to purchase pre-punched paper. You can also take the pdf to Kinkos or an office supply store and they can print it for you on pre-punched paper. If you buy the [Home Study Course](#), you'll get a physical copy of the workbook.

P.P.S. The reason or "catch" for giving you this incredible workbook for such a low price is to welcome you into my "funnel". Enjoy the ride!

The Big Picture

What Are The Four Simple Steps To Website Marketing?

- 1) Set up A Marketing Funnel
- 2) Move People Through The Funnel With Consumption
- 3) Test, Track and Improve Along The Way
- 4) Send Massive Traffic Into The Funnel

A Brief Overview of Each Component

The marketing funnel is your one page plan or path that the ideal person follows from when they first visit you to when they become your best customer.

Consumption is how we move people through the funnel by making them feel good, teaching them how to use what they just bought, and telling them what to do next.

Testing, tracking and improving is how we measure the percentage of people who move from one level of the funnel to the next. Once we measure this number, we try new ideas to improve it.

Sending massive traffic into the funnel means using Google Adwords to understand how to reach our customers. Then we take that data and test many ways to drive traffic to our site while tracking each method to discover what works best.

It Starts and Ends with the Marketing Funnel

What Is A Marketing Funnel?

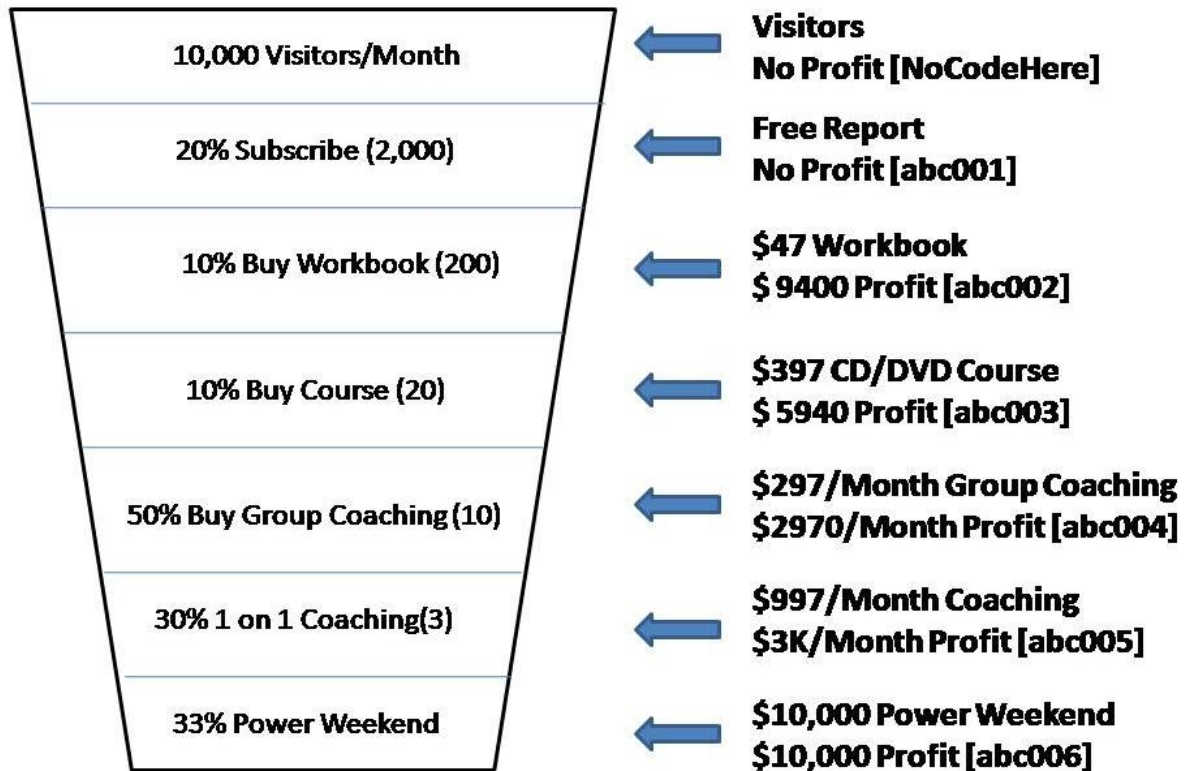
A Marketing Funnel represents the path that a typical visitor takes from when they first reach your site until they become one of your very best customers. It should be a “greased chute” that people enter and move through very easily.

Why Do I Need One?

A marketing funnel is basically a business plan for your website. Without a plan, you might make decisions or test ideas without taking into account what steps you ultimately want people to follow. The funnel keeps you focused on moving the most people to the next step in your marketing.

How Do I Set It Up?

You can draw it up on paper or use some software, but the simple answer is to make a funnel which is wide at the top and narrow at the bottom. Segment your funnel into the steps an ideal visitor would take to go from first visiting your site to becoming a customer of your very best product or service (or simply a repeat customer). See Figure 1 for an example. Assume your visitors (prospects) enter at the top of the funnel and that a certain percent will make it down to the next level. The number of people who make it to the very bottom will usually be the smallest group.



The above numbers are examples only. Your funnel may look very different and you may get very different results based upon many factors. This is not a guarantee that you will make money.

Figure 1

The steps people take generally get more expensive down the funnel. For instance, it's free to visit your website, but only a small percent of your visitors might invest in your \$10K Power Weekend. Figure 1 gives a great example to follow – but your funnel might be very different.

Not every visitor will follow the funnel and that's very okay. People may skip steps or even take steps in the “wrong” order. No problem. We're defining a typical path, not exceptions.

What If My Business Isn't This Simple?

You can define multiple funnels for multiple situations, but the more funnels you create, the more work you're going to be

putting in. So at this point, try to design the funnel that will give you the most results for the least amount of work.

At least have a path for some people to follow even if it's tough to define what is typical. You can often make distinctions very early on by just making a funnel and learning from your first try.

How Do I Apply The Funnel In Real Life?

The answer is that you need to make web pages and deliver content. For each step in the funnel, you should have a sales page, a processing page ([shopping cart](#) or [autoresponder](#)), a thank you page, and a content delivery vehicle.

For example, when bringing people into your funnel, you should have a sales page that gives them a compelling reason to subscribe to your newsletter. That sales page then pushes the name and email address into an auto responder. The auto responder redirects the subscriber to a page that thanks them for signing up and tells them to check their email. The email is the content delivery.

Another example would be a page that sells the CD/DVD course. The sales page makes the compelling offer and provides an order button. When people order they're taken to the shopping cart. When they pay for the course, they are taken to a page that thanks them for their order and tells them to check their email. The email then estimates the delivery date and suggests something the person can do between now and when the course arrives.

Can The Funnel Be Changed Later?

Yes! You can always change your funnel. This will mean adjusting your web pages and marketing to fit the new plan. But

if you decide it's worth the time and effort to change your funnel, then by all means, goes for it! One of the easiest modifications to a funnel is inserting a step into the path. So if you have an idea for future products/services to go in the funnel leave them out for now and you can pretty easily add them in later.

Summary

You need a funnel to define a path for visitors to follow. Then you need to make sure visitors can go through the path. This is done with sales pages that make the offer, a shopping cart (or auto responder) that processes the order, thank you pages that confirm the transaction and upsell the next product, delivery of the actual content and follow up emails.

DEFINE YOUR MARKETING FUNNEL

Here's where this becomes a **WORK**book. I can't stress enough that you will not receive anywhere close to the full benefit of this material if you don't implement the suggestions.

Here are your tasks:

1. Sketch out your first funnel including the steps people will take to move from visitor to best customer.
2. Estimate the percent of people who will make it to the next level.
3. Estimate the profit (not sales) per person at each step of the funnel.
4. Do a "Reality Check" and plug in scenarios to see if your estimates are realistic.
5. Give each step (except the very first) in the funnel a unique code (to be used later).

IMPLEMENT YOUR MARKETING FUNNEL

Now that your funnel is defined, you need to make it real. Complete the following steps to implement the funnel you just designed:

1. Make a sales page for each step in the funnel (look at ClickBank.com if you need ideas).
2. Make a thank you page for each step in the funnel – make sure it confirms the order and leads people to take the next step.
3. Set up your processing page to [collect the name and email](#) or [process payments](#). The resource page has some recommended solutions – HowToMarketBetter.com/wbresources
4. Set up delivery of the content whether it's electronic or physical delivery.

Once you have defined and implemented your funnel, it's time to help people move through it with consumption...

Consumption Means More Sales And High Loyalty

What Is Consumption?

Consumption is a way to move people from one stage of your funnel to the next.

You teach them to “consume” or get through the stage that they are currently in.

There are three components to effective consumption

1. Make customers very glad they took the step.
2. Teach them to use the product or service.
3. Encourage them to take the next step.

Why Does It Work So Well?

It’s a “feel good” process.

People end up feeling great that they made the purchase. Your customers now feel like smart consumers.

They like knowing that they are using the product they paid for and that it works.

They can’t wait to get results from the next step. “If the current product over-delivered on its promises, just think of what the next product/service will do for me!”

How Do I Teach Consumption?

You can teach consumption in any way that: 1) allows you to help the customer feel great about their purchase; 2) teaches them to use what they got from you; and 3) sells them on the next step.

Some methods of delivering consumption messages include:

- Email, SMS, Website, Voicemail
- Physical Insert (Quick Start Guide)
- Physical Mail, Fax
- Conference Calls
- Follow-up Phone Calls or Meetings

How Do I Use An Email Auto Responder To Teach Consumption?

Email is the most common way to accomplish the three goals of consumption, and [AWeber](#) is an excellent product to use. You'll want to make the first few emails you send someone heavy on the "feel good" and teaching parts of consumption. Then once you have their trust, you can start telling them about the next step.

This workbook is not a tutorial on [AWeber](#), but you should definitely get an [AWeber](#) account and you can go through their tutorials to get set up.

[AWeber](#) can help you with any questions you have about using their product. Their phone number is 1-888-238-4279.

Grab a copy of AWeber here:

<http://www.howtomarketbetter.com/autoresponder>

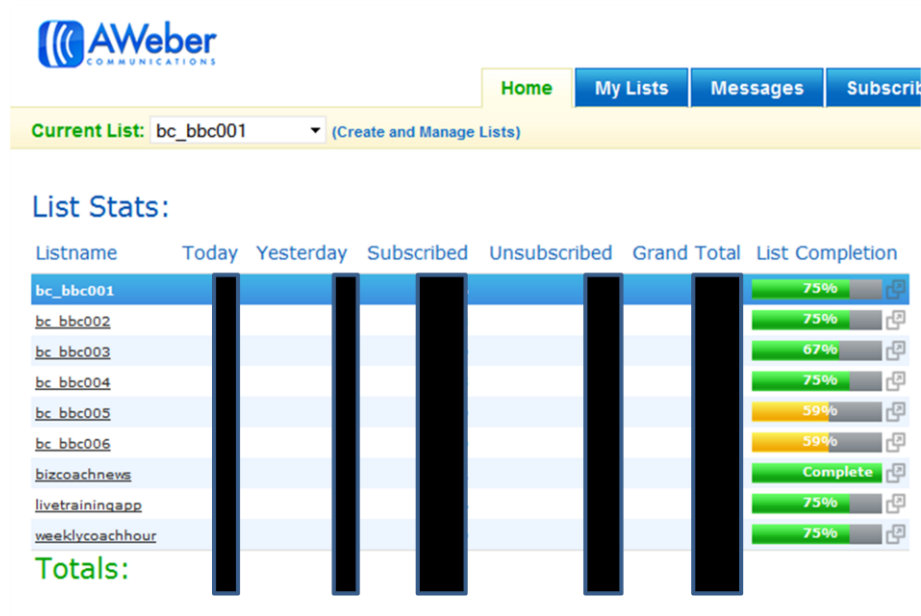
[AWeber](#) holds your hand through the setup, but there are 6 tips that you may not find in [AWeber](#), and they'll help you out a lot with your marketing:

- 1) Give your listnames the codes you assigned in your funnel - or somehow make sure you know which list corresponds to which segment of your funnel

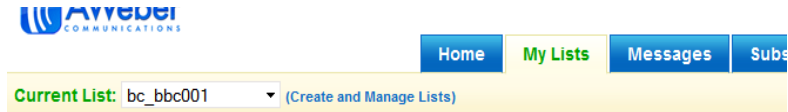
- 2) Turn OFF the confirmed opt-in for each list. This removes the friction of people confirming that they want to receive email from you. You'll get a few bogus names on your list, but you'll also make more sales.
- 3) Set up automation to remove people from the previous list when they join a new list. That way you're not trying to sell a product to someone who already owns it.
- 4) Set up your message intervals to mail frequently at first and then at least once a week – be sure each message brings incredible value or else you'll irritate people and they'll unsubscribe themselves.
- 5) Send out your messages in Plain Text format for highest deliverability. (note HTML format is an option for tracking open rates and making things pretty, but most savvy marketers use plain text for the deliverability)
- 6) Turn off click tracking so that people can see the URLs in your emails. This is for marketing/branding/congruency purposes.

The following screenshots can help you get the most out of your [AWeber account](#) as you implement consumption. I'll use [BusinessCoach.com's](#) account (with permission) as an example:

Screenshot One: Notice The Listnames In the [AWeber](#) setup. The bc_bbc001-006 correspond to each step in their funnel.



Screenshot Two: Notice The Confirmed Opt-In is OFF for bc_bbc001. By turning this off for each list, you remove an extra level of friction for people to get into each step of your funnel.



Confirmed Opt-In:

Status OFF	<p>Confirmed Opt-In is a process used to ensure that only people who want to receive your list.</p> <p>It works by sending new subscribers an initial message asking them to confirm that they Subscribers confirm by clicking on a link in the email.</p> <p>If you prefer, you can disable Confirmed Opt-In for people who sign up using a web form your site.</p> <p>However, we strongly encourage you to use Confirmed Opt-In for your web forms.</p> <p>Why You Should Use Confirmed Opt-In</p>
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Customize Your Confirm Message for bc_bbc001

Use this form to customize the subject and body of your confirm message.

Subject: (Click to Edit)

Subject: Response Required, confirm your request for information from {!listname}.

Intro: (Click to Edit)

We received your request for information from the bc_bbc001 group. Before we begin sending you the information you

Screenshot Three: Notice the automation rules for bc_bbc001. We have [AWeber](#) unsubscribe people from 001 when they subscribe to 002, 003, etc.

Automation Rules:

Use this page to automatically unsubscribe or subscribe someone to this list when s/he unsubscribes or subscribes. To make sure you don't create contradictory automation rules, only create one rule per list. Automation rules can help you [unsubscribe customers from your prospect list](#) when they purchase.

Action	List	Delete
Unsubscribe from list bc_bbc001 when lead subscribes to	bc_bbc002	X
Unsubscribe from list bc_bbc001 when lead subscribes to	bc_bbc003	X
Unsubscribe from list bc_bbc001 when lead subscribes to	bc_bbc004	X
Unsubscribe from list bc_bbc001 when lead subscribes to	bc_bbc005	X
Unsubscribe from list bc_bbc001 when lead subscribes to	bc_bbc006	X

New Action: List:

Save Automation Rules

Screenshot Four: Notice the Follow Up Messages and Intervals for bc_bbc001. At first we email people often, then do it every 4 days or so.

Follow Up Messages:

Your list has 1 autoresponder and unlimited follow up messages available. You are currently sending 9 messages simply click and drag it to the new location.

Msg	Interval	Type	Modified	Click Tracking	Subject
1	0	Text	03/12/09	off	Welcome To BusinessCoach.Com - Our ...
2	1	Text	06/02/09	off	BusinessCoach.Com \$300K Model - The...
3	1	Text	06/02/09	off	BusinessCoach.Com \$300K Model - The...
4	1	Text	06/02/09	off	BusinessCoach.Com \$300K Model - The...
5	2	Text	05/12/09	off	BusinessCoach.Com - A Surprise Just...
6	3	Text	05/12/09	off	BusinessCoach.Com - How Do We Do It...
7	4	Text	05/12/09	off	BusinessCoach.Com - Can I Really Be...
8	4	Text	03/26/09	off	BusinessCoach.Com - Want To Peek Be...
9	4	Text	05/12/09	off	BusinessCoach.Com - Pulling Out All...

+ Add New Follow Up Message

When you send out emails, it's probably best to use Plain Text formatting and turn Click Tracking off. You'll most likely get a higher rate of deliverability.

In summary, to maximize results for using [AWeber](#) for consumption:

For each step in the funnel, have an [AWeber](#) "list". Turn off the Confirmed Opt In, Use Automation to unsubscribe from previous steps in the funnel, schedule your follow-up messages to be intense at first and then drip on people once or twice a week, and finally send plain text emails with no click tracking.

Again, [AWeber's](#) tutorials and support are great to help you get set up. You just need to remember the 3 rules of consumption for each step in your funnel:

1. Make customers very glad they took the step.
2. Teach them to use the product or service.
3. Encourage them to take the next step.

WRITE YOUR CONSUMPTION CONTENT FOR EACH FUNNEL SEGMENT

Okay, it's time to work again. You need to implement the three components of consumption for every segment in your funnel.

For example, when people subscribe to your newsletter, how could you:

1. Make them glad they subscribed?
2. Help them use their subscription?
3. Get them to buy your first product?

IMPLEMENT CONSUMPTION

Okay, so you listed the three elements of consumption for each stage in your funnel, but now it's time to roll up your sleeves to do more work.

Get an [AWeber](#) account (or go into your existing auto responder system) and write your consumption messages for each funnel segment.

- 1) Be sure to accomplish the 3 goals of consumption and build rapport before telling them what to do next.
- 2) For each step in the funnel, have a "list".
- 3) Turn off the Confirmed Opt In.
- 4) Use Automation to unsubscribe people from previous steps in the funnel.
- 5) Schedule your follow-up messages to be intense at first and then drip on people once or twice a week.
- 6) Send plain text emails with no click tracking.

Once your funnel is set up and you have defined and implemented the three components of consumption for each stage of the funnel, it's time to set up testing and tracking...

Test, Track, Improve

Your Own Marketing Laboratory

What Is Testing and Tracking?

If you send 1,000 people to your site and you make a different offer to half of the visitors, there's a good chance that one offer will be better than the other. What you want to do is test offers at each step in your funnel and constantly measure and improve them.

So for each sales page you have in your funnel, you'll measure how many people visit that page and what percentage of them act on your offer and end up on your thank you page.

What Do I Test?

You can test almost anything to see if it helps you get a higher response rate. The following are some great places to start:

Page Elements

You can test different headlines, colors, graphics, layouts, forms, buttons, and anything else that you think might improve response.

Offers

Try creative variations of your standard offer including bundling other products, payment plans, delivery format, and more.

Upsells and Downsells

You can test offering other products at checkout.

Bonuses

Do more people buy when you include 25 different ebooks or just the one ebook that aligns best with your product?

Guarantees

Generally, the longer a guarantee period, the better it works – but you might test this out.

Price

Be careful on this one. Make sure that people are cookie'd so that if they come back to your site, they'll see the same price. Google Website Optimizer does a good job of this.

Exit Strategies

You can try various exit-popup windows or even just a text offer that says, "If you decided not to buy, click here".

Emails

You can segment your mailing list and see which half responds better to a message.

What Do I Track?

Ads

When you run your tests, you need to be sure you can tell which sales come from which tests. This shopping cart has a great Ad Tracker built right in:

<http://www.howtomarketbetter.com/shoppingcart>

I highly recommend you use the above cart and the built-in ad trackers because the information they provide over time will tell you where you're getting your results – not just which step converts well, but over time what's making you money.

Landing Pages

This is the first page a visitor sees. Generally you are collecting a name and email on this page. Track which version gets you more subscribers.

Sales Pages

Here's where you are often asking for money. See which version brings in the most dollars.

Thank You Pages

When someone takes the action you want them to take, you can thank them for taking that action and encourage them to take the next step. Track which Thank You Page does this best.

Every Page

Really, you can track every page on your site. If you ask someone to take an action, do they take it? You just need to be sure you don't spend too much time and energy tracking things that don't make much of a difference.

Emails

You can track open rates as well as which version of an email generates better response. You'll have to use HTML format to track open rates, and we recommend not using HTML except when you must for testing and tracking.

How Can I Improve?

Once the results are in, you need to determine which offer generated better response. If it's a close call, you can use a statistical formula called Chi Square. But you don't really need it. All you need are these tools:

Ad Trackers

<http://www.howtomarketbetter.com/shoppingcart>

The ad trackers in this shopping cart can help you track all advertising methods – and because it's tied to your shopping cart, you will know which ads ultimately led to the most sales.

Google Adwords

Great for testing, tracking, and improving your ads on Google Adwords.

Google Analytics

You'll get a lot of great info from Google Analytics. Just put the analytics code on every page on your site (in the footer if you use a CMS or other template site).

Google Website Optimizer

This tool rocks! It's free and lets you test multiple variables at a time. You can test your headline, price, colors, guarantees and bonuses with just one test and Google will tell you which combination gets the best results. The more variables and variations you test the longer it will take if you don't have enough traffic – so start with small tests.

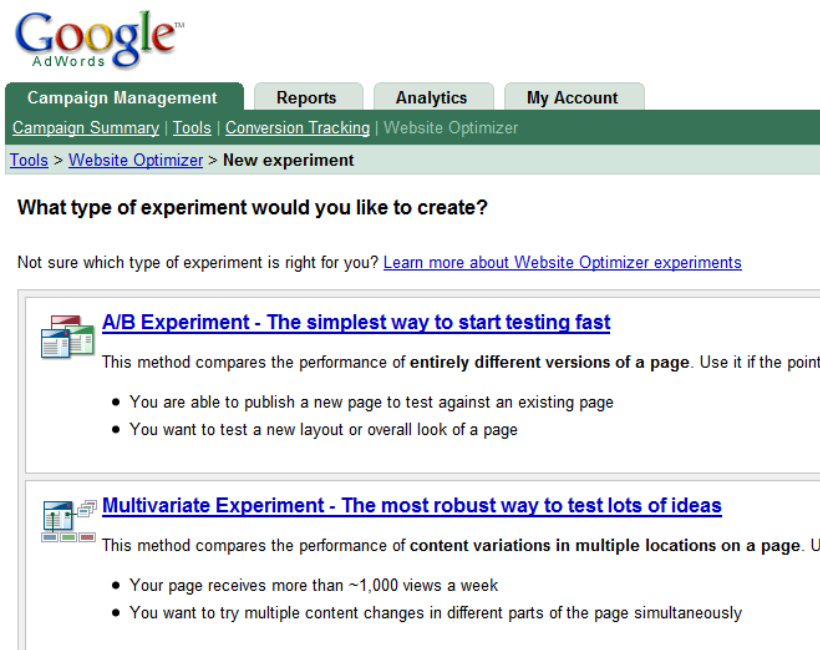
INSTALL TESTING AND TRACKING

Before you start sending a bunch of traffic to your site, you want to setup tracking so that you can see how well your marketing works right out of the gate. So do this now:

Setup some tests with the Google Website Optimizer (available in Adwords). Run a test for each step in your funnel and only test a few variables and variations at first.

The following screenshots let you see how to setup a test and how BusinessCoach.com is using the Google Website Optimizer:

Screenshot One: You can choose to A/B test 2 totally different pages or test elements on one single page with a Multivariate Experiment. We'll go with Multivariate.



Screenshot Two: Google tells you to have your act together before running the test. So understand what your Sales and Thank You Pages are, and have an idea of what elements to test,

although you may come back and setup a more elaborate test later.

The screenshot shows the Google AdWords interface for setting up a new multivariate experiment. At the top, there are navigation tabs for Campaign Management, Reports, Analytics, and My Account. Below these are links for Campaign Summary, Tools, Conversion Tracking, and Website Optimizer. The current page is titled 'New Multivariate Experiment' and includes a sub-header 'Before you start, make sure you complete the following:'. A central graphic shows a webpage layout with three sections highlighted: a blue heading, a bicycle image, and a text description. To the right of the graphic are four numbered steps: 1. Choose the page you would like to test; 2. Choose your page sections; 3. Review desired page sections with your technical team; 4. Identify your conversion / success / goal page. Below the steps is a checkbox 'I've completed the steps above and I'm ready to start setting up my experiment.' and a 'Create' button.

Google
AdWords

Campaign Management | Reports | Analytics | My Account

Campaign Summary | Tools | Conversion Tracking | Website Optimizer

Tools > Website Optimizer

New Multivariate Experiment

Before you start, make sure you complete the following:

1. Choose the page you would like to test
Examples of potential test pages could be your homepage or a product detail page.

2. Choose your page sections
Your marketing team should decide which sections of your test page you would like. Website testimonials, buttons, and promotional copy.

3. Review desired page sections with your technical team
Before you can begin implementing the experiment on your site, your marketing and technical team should proceed to Step 2 so that you or your webmaster can copy the Website Optimizer JavaScript code to the page.

4. Identify your conversion / success / goal page
This is an existing page on your website that users reach after they've completed a successful action, such as signing up for a newsletter, or filling out a contact form.

Examples of page sections to test.

I've completed the steps above and I'm ready to start setting up my experiment.

« Back **Create »**

Screenshot Three: Give your experiment a name (could be the name of the funnel segment). Then enter the URLs of your Sales and Thank You Page for this experiment.



1. Identify experiment pages > 2. Tag pages > 3. Create variations > 4. Review and launch > 5. View report

New Multivariate Experiment

Step 1: Set up test and goal pages.

1. Name Your Experiment

The experiment name will help you to distinguish this experiment from others; your users won't see this name.

Experiment name:

Global Partner Silver

Example: My homepage test #1

2. Identify Your Test Page

This page will show different experiment combinations to your users. ?

Test page URL:

http://www.businesscoach.com/globalpartnerprogram.html

Example: http://www.example.com/webpage.html

3. Identify your conversion page

This is the page that users reach after a successful conversion — after they buy your product, sign up for your newsletter separate page, then enter the URL of the page on which that action happens. ?

Conversion page URL:

http://www.businesscoach.com/globalpartnersilversignup.html

Example: http://www.example.com/thankyou.html

Continue >

Screenshot Four: Tell Google that you will install and validate the code.



1. Identify experiment pages > 2. Tag pages > 3. Create variations > 4. Review and launch > 5. View report

New Multivariate Experiment

Step 2: Install and validate JavaScript tags

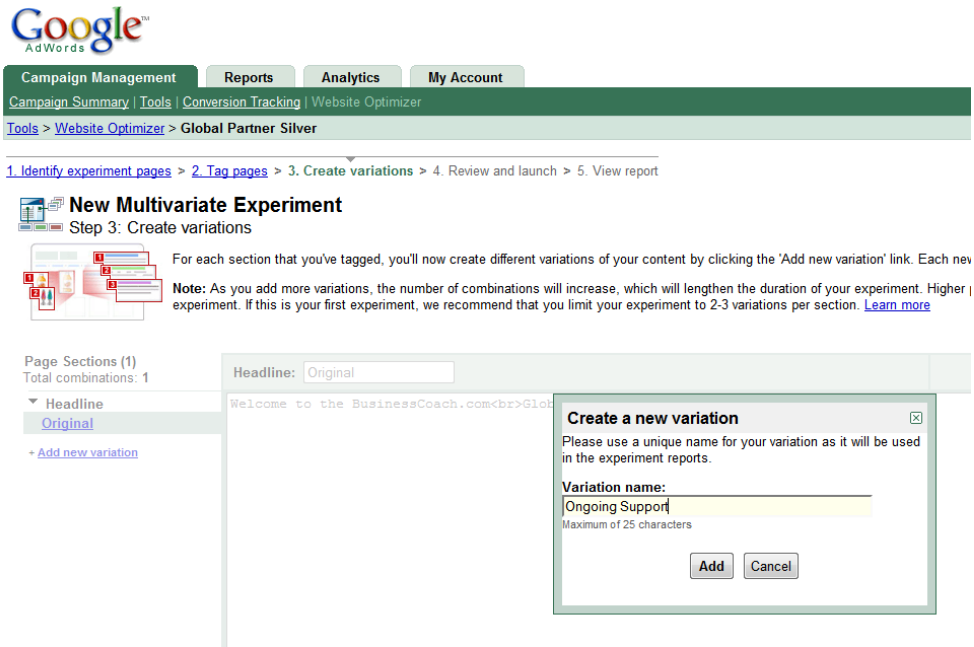
Now you need to add the Website Optimizer JavaScript tags to your pages' source code. [Learn more](#)

Who will install and validate the JavaScript tags?

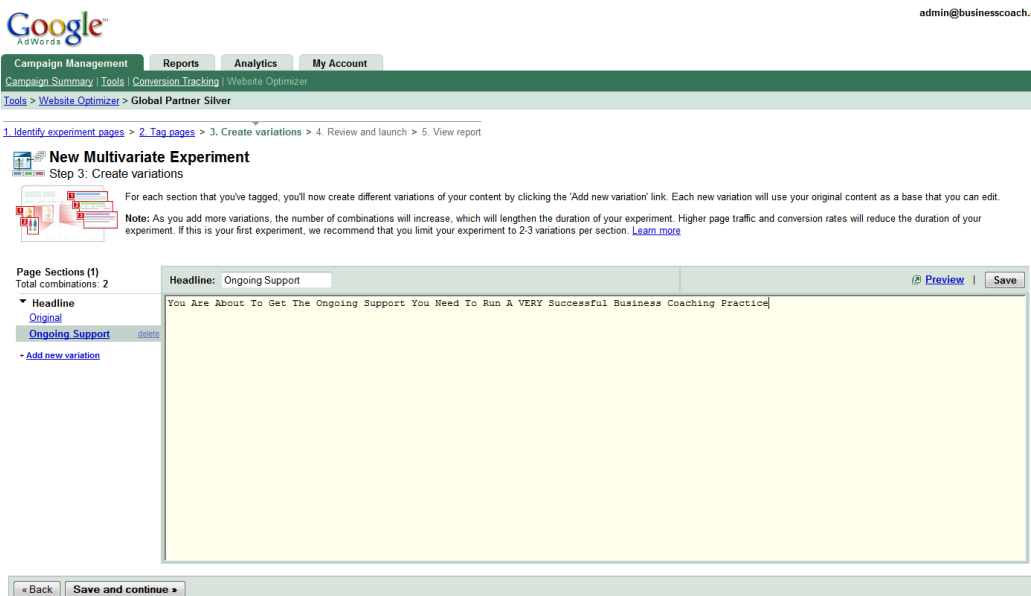
- Your web team will install and validate JavaScript tags
Google will provide a link to the installation and validation instructions for you to send to your team. You'll be able to check on
- You will install and validate the JavaScript tags
You should be comfortable with basic HTML editing, have access to your web pages, and be able to upload the tagged pages

« Back

Continue »

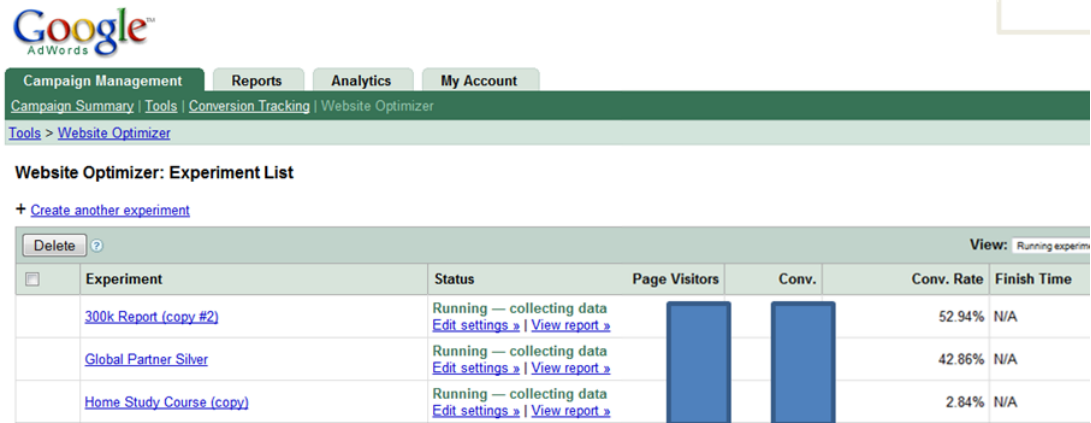


Screenshot Seven: Enter the actual variation text for the sections on your page that you defined in the previous step. You'll ultimately be prompted to then launch your experiment.



Screenshot Eight: After your experiment has been running for a while, look at the results for each experiment to know your

conversion rate. You can also dig down into each experiment and see how well the variations are performing. Google will even tell you when you have a winning combination so that you can delete that experiment and start a new one where the winning combination is the “original” to beat.



The screenshot shows the Google AdWords Website Optimizer interface. At the top, there's a navigation bar with 'Campaign Management', 'Reports', 'Analytics', and 'My Account'. Below that, a breadcrumb trail reads 'Campaign Summary | Tools | Conversion Tracking | Website Optimizer'. The main heading is 'Website Optimizer: Experiment List'. There's a '+ Create another experiment' link and a 'Delete' button. A table lists three experiments: '300k Report (copy #2)', 'Global Partner Silver', and 'Home Study Course (copy)'. Each row shows the experiment name, status ('Running — collecting data'), page visitors (represented by a blue bar), conversion (represented by a blue bar), conversion rate, and finish time (N/A).

Experiment	Status	Page Visitors	Conv.	Conv. Rate	Finish Time
300k Report (copy #2)	Running — collecting data Edit settings » View report »	[Bar]	[Bar]	52.94%	N/A
Global Partner Silver	Running — collecting data Edit settings » View report »	[Bar]	[Bar]	42.86%	N/A
Home Study Course (copy)	Running — collecting data Edit settings » View report »	[Bar]	[Bar]	2.84%	N/A

Once you have testing and tracking set up, it's time to start driving massive traffic into your funnel...

Drive Massive Traffic Into Your Funnel

The bottom line is you need to make the RIGHT OFFER to the RIGHT PEOPLE at the RIGHT TIME. If you can meet these three criteria, you'll get people to your site and move them through your funnel.

Note: Be sure to test and track your offers so that you know what works and what is a waste of your time and money.

Test and track audiences so you know who buys. If you put the same offer in front of 2 different demographic segments, you might get 2 very different results, so track who gets your offers.

This shopping cart has a great "Ad Tracker" to let you know where your customers came from and which ads brought you the most sales:

<http://www.howtomarketbetter.com/shoppingcart>

Note: Always have a way to follow up with your visitors. Then if the prospect is not ready to act on your offer, you can continuously "drip" on them so that they see your offer when the time is right. This is why I recommend collecting an email address asap from your visitors. Because if they come to your site and it's not the RIGHT TIME for them, you can reach out to them over time and if you have the RIGHT OFFER being presented to the RIGHT PEOPLE, then eventually you'll hit them at the RIGHT TIME.

Google Adwords

Google Adwords is hands down the best place to start. You'll get awesome market research, fast results, and you'll know what keywords get people into your funnel.

Adwords lays the foundation for everything else traffic related, so you'll want to get it right in Adwords before you roll it out to other avenues. You can either buy *Google Adwords For Dummies* by Howie Jacobson (I can't endorse this book highly enough) or you can check out my Home Study Course:

<http://www.howtomarketbetter.com/HomeStudyCourse/>

Other PPC Search Engines

Once you've got Google Adwords running smoothly, you can roll out your efforts to the Yahoo and MSN pay per click programs.

Search Engine Optimization

This is the "sexy" way to drive traffic to your site. It means getting your site ranked high in the search engines for certain terms.

I'll give you a list of the things you can do to give yourself the best chance of ranking well with the least amount of work.

One critical thing to understand is that Google (and the other search engines) rank web pages, not web sites. Each page is indexed and ranked for search queries.

For your individual pages:

1. Use your keyword data from Google Adwords to know what keywords to optimize for.
2. Have one page on your website optimized for each keyword you're targeting (don't try to get one page to

rank high for lots of keywords). Let's call these individual pages on your site "Keyword Pages".

3. Get other "related" webpages to link to your "keyword pages" with that keyword (or a slight variation) as the anchor text. (Anchor text is the clickable text that takes you to another webpage or place on a page). Links are probably the most important strategy, so try to get a lot of links from thematically related authority sites if possible.
4. For each "keyword page":
 - a. Have the keyword appear in the URL for that page (often as `whatever.com/keyword.html`)
 - b. Include the keyword once or twice in the html `<title>` tag
 - c. Have a description in the html `<description>` tag and make sure that the same description appears in the body of the page as well.
 - d. Make sure there is unique, relevant content on each page.
 - e. Link to other pages on your site from keywords that appear within your content.
 - f. Run your page through an html validator to make sure you have clean code. One can be found here: <http://validator.w3.org/>
 - g. For the graphics on your site, consider renaming your graphics to have your keyword in the name (ex. `Keyword.jpg`). And in the HTML, consider giving a descriptive ALT tag to the graphic, but don't overdo it.

For your site:

1. If you can, try to have a domain with your best keyword in it. If you already have a domain, you

COULD use what's known as a 301 redirect to send your visitors to your new domain. The 301 redirect is the search engine friendly way to forward people to your new domain.

2. Have a sitemap. Either use a page that can be accessed from the home page and that links to every desired page on your site – or you can use the Google Sitemaps program for another way to do it.

Joint Ventures

This is my favorite way to get people into a funnel. The concept is that other people recommend your site to their visitors or subscribers and they are paid a commission if their referral results in sales. It's win/win.

So if you know someone who has an email list of several thousand of your prospects, it's probably worth it to find out if that person would be willing to refer his subscribers to your funnel.

You may have to make it worth their while. People will rarely just endorse you and send their subscribers to your site. So they need a reason to do so. This usually shows up in the form of money or reciprocation (or both).

You can also implement an affiliate program to pay referral fees to your partners. A great one is built into this shopping cart system:

<http://www.howtomarketbetter.com/shoppingcart>

You might also just pay the person a flat fee to tell their list about you. This can sometimes be called a solo ad or solo

mailing if the only purpose of the email is to tell people about your site.

Online Advertising

You can advertise on the websites where your prospects hang out. It's all about getting the RIGHT OFFER in front of the RIGHT PEOPLE at the RIGHT TIME.

You can use banner ads or text ads - maybe test both. Be sure to tie each ad to an ad tracker so that you know what gives you the best results.

Article Marketing

Here's a great way to get some free traffic to your site! You can write and submit articles which then link back to your website. You'll get SEO benefits as well as direct traffic from those who read your articles. EzoneArticles.com is a great place to get started.

Social Media Sites

This is another great way to get some free traffic to your site! You can do this by networking with people and sharing your offers with them. Here are some popular ways to do that.

Twitter

You follow people and they follow you. This is a micro-blogging platform where you post "tweets" about what you're up to. With enough followers you can drive traffic to a teleseminar, website, or live event. The key to success here is to post

INTERESTING information and to post often (24 times/day is proven to be effective and there are ways to automate this).

www.Twitter.com

Facebook

FaceBook is another way to microblog about what you're up to and drive people to sites and events. It's a great place for networking although keep in mind that your best friend from elementary school may also see your updates – so if you only have one FB account, just be aware of your audience. There are ways to automatically post your twitter info to FaceBook.

www.FaceBook.com

Yahoo Answers

Have you searched Google with a question and noticed YahooAnswers.com in the results? This is a fine place to answer the questions that are about your product topic and get some traffic. A bigger benefit might simply be to study the questions on there. Maybe your audience is hungry for something and you can create a product to help them. <http://Answers.Yahoo.com>

Other Social Media Tools

Twitter and FaceBook are the hot ones right now, but you should also check out sites such as: LinkedIn, MySpace, and MeetUp.

Publicity

If you can do something to get exposed to a mass audience, this can generate a lot of traffic for you, very quickly.

If you need some ideas to generate publicity, just search Google. I recently search for ideas for publicity – and got over 7 million results.

Great publicity avenues include tv shows, newspapers, magazines and radio shows. You get exposure plus credibility. One thing you can do is approach various media and ask if they need an expert who can be reached at the last minute. Have your presentation ready along with an offer and an adtracker.

One of my clients received some VERY nice traffic and sales from being mentioned in a Forbes article which was later published on MSN.

Viral Marketing

You can create a video, PowerPoint, email, or other product. If it's emotionally stimulating enough, people will pass it on to others. Consider having a contest, or show creative uses for your product, or tying an emotional topic (politics, religion, humor) to your product. You can then submit your product out to social media sites, video sites, etc.

START DRIVING TRAFFIC IMMEDIATELY

You have your funnel, implemented consumption, and set up testing and tracking on your site. Now it's time to send a surge of people into your funnel.

Start driving traffic to your site any way you wish – but be sure to track where people are coming from. If you're not sure where to start, then do this:

1. Google Adwords (hard work, but pays off, plus gives you great keyword research)
2. Begin SEO
3. JV (if you have the contacts)
4. Article Marketing on EzineArticles.com (fun, easy)

Conclusion

I hope this workbook has been helpful to you. The content in here has been extremely valuable to my clients. And although some of it might get a little technical, when you actually implement the steps, it's really not too bad.

If you want a deeper understanding of these concepts, please check out my Home Study Course:

<http://www.howtomarketbetter.com/HomeStudyCourse/>

I wish you the very best.

-Rob Goyette

HowToMarketBetter.Com

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