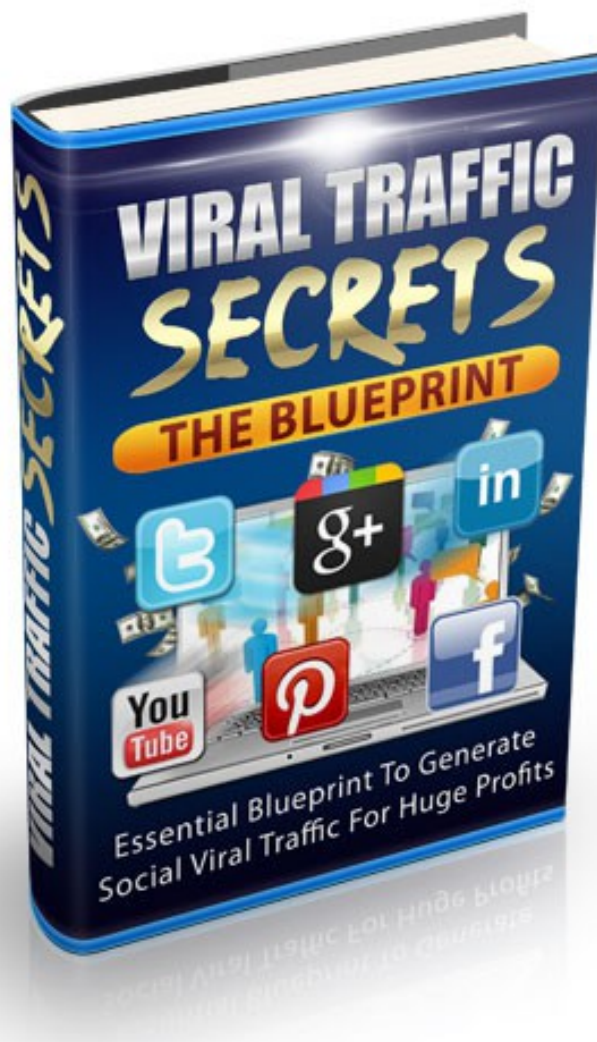


## Viral Traffic Secrets: The Blueprint



# **Viral Traffic Secrets**

## ***The Blueprint***

**Your Essential Blueprint to Generating  
Viral Traffic with Free Internet Tools to  
Get Your Message to Millions of People  
Online and Make Enormous Profits**

# Viral Traffic Secrets: The Blueprint

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# Viral Traffic Secrets: The Blueprint

## **Viral Traffic Secrets: The Blueprint**

Among the biggest benefits of the internet is that it allows anybody the opportunity to get their message in front of millions of prospective customers for little or no money, as long as they know what they are doing. Once you master the techniques of internet marketing, you can get your video, website or advertisement to go “viral.”

In other words, like a virus that attacks your body’s immune system, under optimal conditions, your message can reproduce on the internet exponentially so that it suddenly attracts worldwide attention. While viruses that attack the human body or a computer virus that targets hard drives are considered to be bad things, going viral with your marketing is a very good thing, indeed. That’s because it means your message is being propelled through cyberspace like a rocket, landing on increasing number of computer screens, laptops, smart phones, tablets and other devices every minute.

From a marketing perspective, there is no better place to be. Most companies would pay millions of dollars for the kind of exposure that a single viral video or website can achieve for next to nothing or even for free.

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One of the first people to realize the full potential of viral marketing used it to get one of the most prestigious jobs in the world: President of the United States.

In 2008 US Sen. Barack Obama (D-Ill.) was a relatively unknown candidate who was looking for a fast, effective way to get his campaign known among the voters. Saddled with very little campaign funds but a great deal of young, media-savvy young volunteers, Obama was one of the first US politicians to use the power and scope of the internet to propel him to the top of the world's stage.

Beginning with Facebook Fan Pages and branching out into Twitter and direct messaging, Obama reached out to all corners of social media to recruit and energize followers, but built the framework for a viral online marketing blitz that remains one of the most successful in internet history.

But politics isn't the only arena that has been able to harness the power of viral marketing. Companies such as the fast food chain Burger King also have reaped the benefits of the internet's free tools. In 2004, the company released a short video called "The Subservient Chicken" to promote a new chicken sandwich. The video featured an actor in a chicken suit who would follow the commands that were typed in by viewers. Like the sandwich it was designed to promote, internet users ate it up and the company's website was swamped with millions of new visitors within only a few short days.

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The music industry also has used viral marketing to create something out of nothing. In 2001, 13-year-old singer Rebecca Black created a low-budget video for a hyper-catchy song she had recorded called “Friday”. Although the lyrics were inane, the ear candy quality of the tune made it irresistible for internet users and Black soon found her video going viral, eventually attracting an astonishing 60 million views on YouTube, which was more than 11 million more than the latest video by Lady Gaga, who was the most successful pop act on the planet at the time.

### **Definition of Viral Marketing**

Viral marketing refers to marketing techniques that use social networks and other web tools to produce explosive awareness in brand or product awareness. Like self-replicating computer viruses, which spread from computer to computer exponentially, viral marketing takes advantage of tools such as Facebook “Likes”, re-Tweets, Google Plus “+1’s” and other social approval tools to spread the word about the brand or product quickly.

The result is a sudden and massive distribution of the brand or product being delivered to a global market via word of mouth or network effects of the internet and mobile markets.

Most often, viral marketing takes the form of video clips, interactive Flash games, web pages, eBooks, text messages, emails, images, brand-able software or adver-games. The most commonly utilized transmission vehicles for viral messages include pass-along based, incentive based, trend based and undercover based. But because viral messages tend to be

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highly creative and unique, there are endless potential forms and vehicle through which the message can be sent.

Thanks to the new affordability of mobile devices such as smart phones and tablets and near-universal internet access, viral marketing is becoming more prevalent. Consumers now have the ability to share and spread viral messages they enjoy faster and with more scope than ever before. With literally the push of a button, a single internet user can promote a viral message to hundreds or even thousands of friends and/or acquaintances who can then pass the viral message on to tens of thousands or even millions more.

The ultimate goal of viral marketers is to create viral messages that appeal to individuals with high social networking potential and that have a high probability of being approved of and spread by these users in a very short period of time. When this occurs, you have viral marketing.

The concept of viral marketing actually pre-dates the widespread use of the internet. Back in the 1990s, academics first began thinking about that concept that ideas could be spread like viruses. Their initial research got picked up by marketers, who perhaps first learned of the concept via the article “The Virus of Marketing,” which was published in the magazine Fast Company in 1996. In the article, Harvard Business School graduate Time Draper and faculty member Jeffrey Rayport first proposed the “idea as virus” concept.

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By the time the internet started to become pervasive in society by the late 1990s, the stage was already set for online marketers to put the concept into practice. While the earliest viral memes included video loops of dancing babies and other silly time-wasters, one of the earliest viral marketing financial success stories came in 1999 when a team of young, guerilla filmmakers who had made a low-budget horror film called “The Blair Witch Project” launched an online campaign to promote the film.

The filmmakers created a fake website that corroborated the story that the film was the result of “found footage” and that events of the film were actually true. They also posted rumors on message boards that the doomed trio from the film were still missing. Thanks to the ingenuity of the filmmaker’s ability to exploit the nascent internet (and the public’s gullibility) the movie went on to become one of the most successful films of the year. Made for \$60,000, the film eventually grossed more than \$248 million worldwide.

### **Differences from Word of Mouth**

Before you could easily access the opinions of millions of other people via the internet, actual word of mouth was one of the most trusted and reliable indicators of quality of a particular product or brand. If a friend, family member or co-worker told you about a movie or brand of cat food they preferred, you would naturally be inclined to take their word for it and perhaps purchase the product yourself.

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While viral marketing is similar to word of mouth in that individuals share their opinions and experience regarding particular products and brands with other people, the difference is a matter of scale. Prior to the web, if a person told five people they enjoyed a particular television show, for example, those five people might tell another five or ten people each that they enjoyed the program, and the influence of that original opinion-sharer might result in a few hundred new viewers to the show.

Today, most internet users have a few hundred Facebook friends who include friends, family, co-workers, former school mates, former co-workers, acquaintances and even strangers. When preference for a single product or brand is shared with a pool of secondary users that large, the result can be thousands or tens of thousands of passed-along messages. Add to that the fact that most people also have other social accounts – such as Twitter, Linked In, Google Plus and others – as well as social comment sites such as Yelp, foursquare, Pinterest, and many more, and the possibility of that single opinion going viral increases exponentially.

Word of mouth marketing is critical to the growth of small businesses that lack the resources for huge marketing campaigns. It's frequently what keeps a business operating during those early days when it is still struggling to survive. Satisfied customers tell their family and friends about the business, and this increases its customer base and sales.

But when this type of promotion is shifted online, the results can be astonishing.

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## Key Viral Marketing Strategies

Successful viral marketing requires more than simply providing information to consumers, such as hours of operation, variety and types of products offered, and pricing. It requires tapping into the passion of the consumer so that this passion influences the customer to become an evangelist for the business. When this passion is palpable and the message is posted online, it can be spread effectively to the masses without any assistance from the original business owner. Entire viral campaigns have begun by the passion of a single consumer, or a small number of raving fans, with no orchestrated effort by the business' owners whatsoever. That is because when a consumer takes his or her passionate energy to the web, they often feel they have a personal stake and investment in the success of the business.

So the burden is upon the business owner to inspire passion in customers. The good news is that once this occurs, the promotion of the business or brand can take on a life of its own with little or no effort on the part of the business' leadership.

## The Passion List

Here's a way for you to inspire passion about your business or products:

1. Take out a sheet of paper

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2. At the top of the paper, write the name of your business or product
3. Beneath this, write down the top 7 or 8 things you personally like best about your business or product. Don't think about it too much, try to write as honestly as possible.
4. Beneath these, write down 3 or 4 reasons why you chose this business or product in the first place. Again, be as spontaneous as possible.
5. Finally, write down the one thing you love most about your business or product

What you have is your passion list. This is what should motivate you whenever you write or talk about your business or product. In the midst of the working week, it's often easy to forget what inspired us to get involved with our work in the first place. Your passion list can serve as a constant reminder so that you can sustain that enthusiasm and help build excitement for your product or business during every point of contact with customers.

Some people find it helpful to frame their passion list and hang it above the computer they use for work. Others keep it with them in their wallet or purse so they can refer to it when they are out speaking with customers. Whichever method you choose, make sure you refer frequently to your passion list so that you have a constant reminder of why you are doing what you do.

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Another key to the success of viral marketing campaign is framing the message in a format that can be easily shared. It has to be easy for consumers who support the business or brand to share their enthusiasm with others.

For example, let's say your local church youth group is sponsoring a car wash to raise funds for an upcoming retreat. Under the 20<sup>th</sup> Century model, you would create a few handmade signs, have a few teenagers wave them at passing cars on a busy street and hope for drivers to notice. While this may be effective on a highly-localized scale at attracting a few dozen customers, it doesn't allow supporters to push the message on a more global scale.

Under the 21<sup>st</sup> Century model, you could create an entertaining 30-second video promoting the event, ask the group's members to post it to their Facebook pages and Twitter accounts, and watch it take off from there. In this example, it is conceivable to boost response from a few dozen cars to several hundred.



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Besides tapping into people's passion and providing a format that can be easily shared the last key viral marketing strategy is to incentivize your message's promoters. While a certain number of your customers will call attention to your business simply because they genuinely like it, far more will do so if there is something in it for them.

When you offer an incentive – such as a free giveaway, a discount, or even membership into some sort of community of like-minded users – you can provide an incentive for not just the first generation of promoters all subsequent generations as well.

For example, the owners of Taco Town, a taco stand in Fort Worth, Texas, wanted to drive mid-week lunch business so they posted a notice on the business' Facebook Fan Page that offered a free taco during weekday lunchtime hours to anyone who "Liked" the post on Facebook. Because the page's 300 subscribers already were supporters of the business, the first generation response rate was high, about 30 percent, or 90 people.



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Because the 90 people who “Liked” the original posting had an average of 200 Facebook Friends, the original offer was expanded from 300 people to an estimated 1,800. Of that second generation, the response rate was less, about 10 percent, or an additional 180 people. Because each of those people also had an average 200 Facebook Friends, the second generation ad exposure suddenly jumped to 36,000.

### Six Viral Marketing Rules to Live By

Viral marketing is not complicated. In fact, the simpler and more inviting the message, the broader its appeal will be.

While not all viral marketing campaigns need to follow all six of these rules, the more that you include in your campaign, the more successful you can expect it to be.

**Internet Marketing BASICS**

**Do You Need Better Landing Pages?**

ADWORDS QUALIFIED PROFESSIONAL  
YAHOO! CERTIFIED LOCAL AMBASSADOR  
Microsoft GOLD CERTIFIED Partner  
Google ANALYTICS CERTIFIED PARTNER

Josh's FREE 55-Page Guide Teaches You:

- ✓ How To Design a Perfect Landing Page
- ✓ 3 Things You Need To Convert Visitors
- ✓ 5 Lead Funnel Optimization Tips
- ✓ 5 Most Popular Online Business Models
- ✓ 5 Most Common Methods to Market Online
- ✓ 8 Analytics Terms You Need To Know
- ✓ What They Never Tell You Before You Start

**Yes! Mail My Free Book RIGHT AWAY**

1. **Offer something of value** – While the first generation of people who receive your message are likely already going to be open to your promotion, subsequent generations may not know anything about you or your

business and, in fact, may already hold opinions about your product

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or brand.

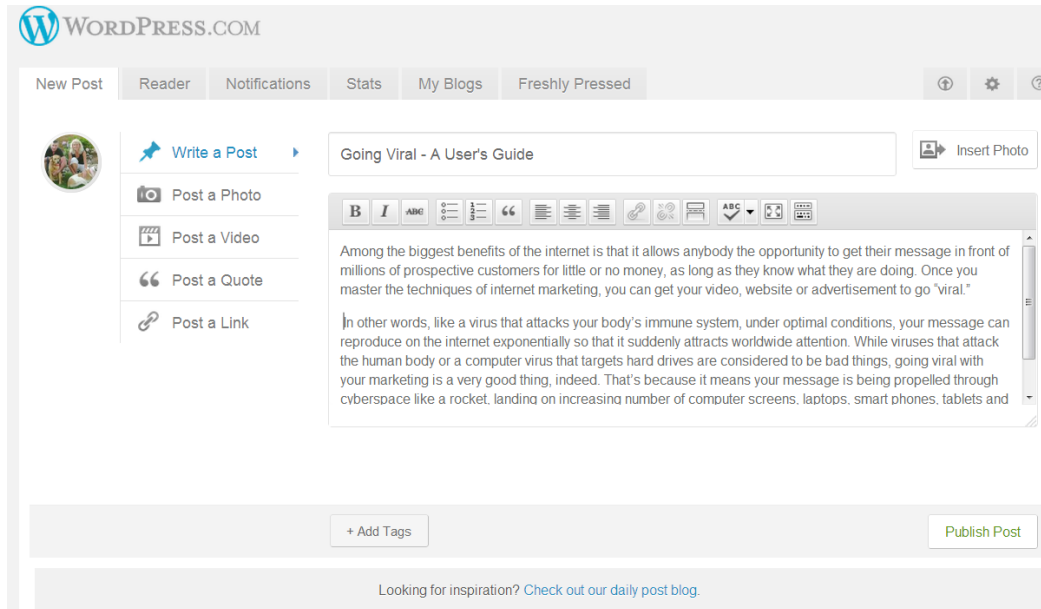
When you offer something valuable, the people after the first round of users are going to be more likely to pick up your message and pass it on to their circle of social influence.

What you offer doesn't have to have monetary value. In fact, given that viral marketing can potentially result in a tidal wave of responses, it's better if there is no cash value to your offer. But giveaways such as special reports, eBooks, instructional videos, access to online webinars and other high-value/low-cost items can incentivize the recipients to redeem your offer and pass along your promotion, improving its chances of becoming viral.

2. **Ensure an effortless transfer to others** – One of the reasons viral marketing didn't catch on prior to the development of the internet was because delivery systems made this type of promotion not cost-effective. Postage for direct mail campaigns or expensive radio, television and newspaper media kept all but the biggest companies out of the market place.

But the free tools offered by the internet have leveled the playing field, allowing even the smallest businesses to compete on equal footing with the biggest competitors. Anybody can post a video, a photo, an audio recording, a slideshow or any number of media that can be seamlessly and efficiently passed on to other users with the push of single button.

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Anything that interferes with the movement of your message – such as a requirement to enter an email or mailing address – should be minimized in order to promote the viral nature of your message.

3. **Make it scalable** – When you create the message you want to become viral, it's better to start small and have the capacity to



increase the size and scope of your offer rather than starting large and risk being overwhelmed by the response.

For example, Taco Town wisely limited redemption of its free taco offer to a specific date so that they didn't have to give away the store. By putting

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control measures on your offer, you can help adjust the speed of its growth as it progresses through the web.

4. **Exploit basic behaviors/motivations** – Like anywhere else, people on the web act in predictable ways. When you offer something of value for nothing, you can expect a big response. If you incentivize people to promote your offer to others, your redemption rate will increase.



By exploiting these basic, predictable behaviors, you can increase the likelihood of your promotion going viral. For example, one of the most basic rules of advertising is that sex sells. Include an image of an attractive woman on your ad and you are going to attract the attention of a certain percentage of the marketplace, regardless of what you are selling.

Know your intended audience and how they are likely to respond to various stimuli, and you can improve your chances of going viral.

5. **Make use of existing communication networks** – When William Randolph Hearst wanted to promote the products and brands of the

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companies he and his associates owned, he created a chain of newspapers that continues to publish to this day. You don't need to launch a newspaper chains, however, when you already have popular,

highly effective marketing platforms such as Facebook, Twitter, Pinterest, Google Plus and the rest that will do the job for you at zero cost.

6. **Be cool and buzz-worthy** – People are always going to be open to your message if it is framed as “the next big thing” or if they think being associated with your product or brand is going to make them cooler or hip in the eyes of their friends.

If you are able to frame your message in the context of something that is already a hot topic – in other words, something that already has the attention of the marketplace – you can piggyback onto the success of others and bring your product or brand newfound exposure.

7. **Keep it simple, stupid** – Like anything else, the simpler your message is to understand, the more likely it is to be grasped by the

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general public. As P.T. Barnum famously stated, “Nobody ever went broke overestimating the intelligence of the American public.”

Whatever your message, keep it simple and straight to the point. Given the incredible number of messages they are bombarded with daily, if users have to take even an extra moment to figure out what you are trying to tell them, they are going to move on to the next thing.

### **What You Need to Know Before You Begin**

Although it offers a scope of global exposure unlike any other platform, viral marketing shares certain qualities with other, more traditional forms of advertising.

The first and most important is that you have to know who your audience is and what they want. This can be simplified with the use of Facebook Fan Pages, online forums, the use of squeeze pages and even on-page and off-page Search Engine Optimization techniques.

One of the biggest difference between viral marketing and other forms of promotion is that the potential response could potentially be overwhelming, even overpowering. Many websites have crashed because their owners didn't anticipate the massive response to a particular promotion or offering. And if users can't find you – even for a short period of time – you are losing potential business

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Viral marketing costs far less than other forms of advertising on the distribution end, but the production quality of whatever you are promoting should still be as high as you can afford to make it. If you post a shaky video with poor production values on YouTube, odds are it isn't going to go viral because it's too difficult for people to watch it. Similarly, if you offer a free eBook that is poorly written and inaccurate, odds are your intended audience isn't going to want to pass it along to other people they know.

Now that we have examined some of the introductory tenets of viral marketing we can move on to the methods and techniques of how to implement it for your product, brand or viral target.

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## Creating an Online Brand

Viral marketing can be used to promote virtually any type of product, brand or concept. Whether you are a musician seeking more exposure, a manufacturer looking to broaden its audience, or an internet marketer seeking new markets and opportunities online, the ability to quickly get your message out to thousands or even millions of people can be worth a lot of money.

Creating an online brand or identity is important to any business, but especially if your objective is to craft a message that can easily be passed on from generation to generation of internet users. The easier and more concise a brand's message, the better it can be absorbed by the intended audience.

Think about the most successful brands and the images they immediately spring to mind: Quaker Oats, Ford Motor Company, Las Vegas, and the Rolling Stones. Any product that has been successfully



branded will instantly evoke an emotional response from the user – for better or worse.

For example, when you think of Quaker Oats, you probably immediately think about wholesome, nutritious breakfast foods such as oatmeal and cream of wheat. When you think

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about Las Vegas, you think about a fun, exciting place where you can go to let your hair down and go a little crazy.

Neither of these responses is accidental. Both are the result of a careful, persistent effort to create an identifiable brand that evokes an emotion that the intended user can associate with that particular brand.

When creating your brand online, it's important that you provide a consistent, positive message that your prospective customers can associate with your company and products. What are the core values of your company and how can you communicate these to your customers? What sort of emotional shortcuts can you use to evoke this message quickly and effectively?

Home, family, security, love, serenity, sex, adventure, danger, safety, hope. All of these concepts can give you immediate access to the sympathetic center of your customer base. In fact, these are the concepts most commonly used in nearly all advertising today.

Viral marketing is no different. The quality and effectiveness of the message needs to be intact before it can be passed on from user to user. By taking care to build your brand so that it is focused on the values and message that are central to your business' core, you can present a persistent, simple brand message that can be included on every message you promote.

### Identifying the Most Valuable Niches

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If you don't already have a company or product you want to promote, you have the freedom to build your business around any product you want. Generally, you should select something that you are passionate about, either now or at some time in your life because you are going to be spending a considerable amount of time involved with this product niche. It would be hard to go to work every day selling dog care products if you can't stand animals, for example.

Once you identify a product niche for you to work in, remember that the definition of a successful niche is one that has a lot of customers, includes a wide variety of different products that can be packaged in various ways (ie. Digital books, video, audio files, slideshows, physical products, services, etc.) and are mid- to high-priced.

For example, it would be difficult to build a successful viral marketing campaign around \$.40 replacement parts for high definition televisions (unless you have the market cornered, that is) because your volume would have to be massive in order to make any serious money. A better niche would be selling high priced HD TVs through a dropshipper because each single sale could bring you hundreds of dollars.

Viral marketing can be a fast-paced sales platform. What's white hot today may be yesterday's news very shortly. Has anyone heard from Rebecca Black lately? One way to make a lot of money is to find the hottest products, jump into markets, make a killing and then jump out before you get stuck with a lot of unsellable inventory. While this is profitable for some

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marketers, it is highly stressful because it requires you to constantly be chasing trends, and it's easy to get burned.

A better idea is to focus on products that sell regardless of what's popular. There are certain niches that are always going to be popular, no matter how well or how poorly the economy is doing or how big or small the marketplace is. That's because they offer solutions to problems that can never truly be solved or are so universal that there will always be people looking for products to help them solve them.

People have been buying products in these niches since the invention of money and will continue to buy them in some form or another forever:

- Weight Loss
- Dog Obedience
- Making Money/Getting Out of Debt
- Personal Development/Workout Goals
- Spiritual Development/Horoscope
- Relationships/Dating
- Life Problems

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- Food/Cooking

Generally, competition in these niches is high because these are the markets where the money is. But if you identify high-quality products in any of these niches, you can confidently set up a long-term business because there will always going to be a market for products in these niches.

These niches also give you the ability to sell multiple products to customers, increasing your sales opportunities. Take a look around the internet at any of these niches and you will find a nearly endless supply of products.

### **Affiliate Marketing**

If your niche allows you to sell digital products – such as eBooks, videos, audio recordings, online courses, webinars, subscriptions, coaching and mentoring sessions, etc. – then you should consider affiliate products. Under this business model, you promote other people's products in exchange for a commission on each sale. You essentially become an affiliate of the product's actual owner.

Affiliate marketing is not restricted to digital products, either. In fact, Amazon.com, the world's largest online retailer, has a comprehensive affiliate program in which members can promote any of the millions of products the company offers

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The key to a successful affiliate marketing program is finding products that people want to buy. It's easy to find out what people want to buy. There are several websites you can go to find out what is popular at the moment.

Google Hot Trends is the first stop. This site lists the top 100 searches on Google, the world's most popular search engine, during the previous 25 minutes.

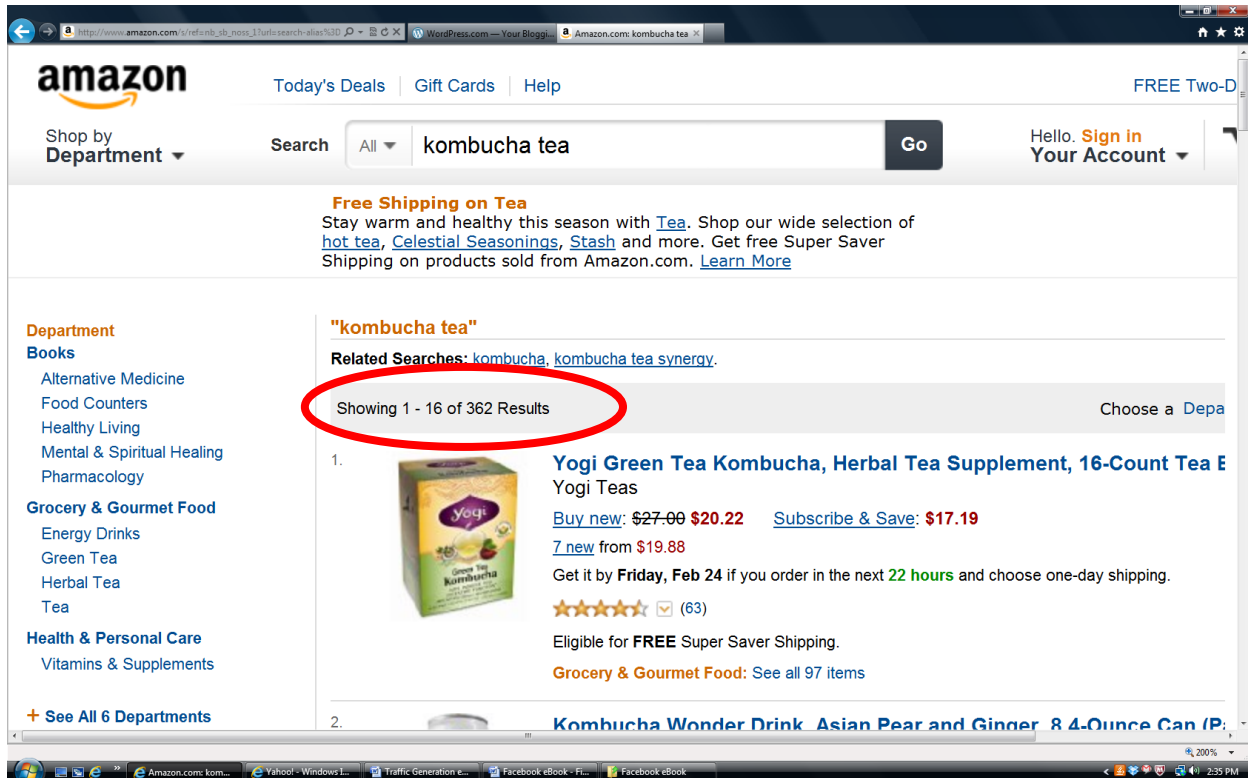
The screenshot shows the Google Trends interface. At the top, there's a navigation bar with links to various Google services. Below that, the Google logo is displayed. The main heading is 'Trends', and it specifies 'Showing hot searches in United States - Updated about 46 minutes ago'. On the left, there's a sidebar with 'Explore trends' and 'Hot searches' for the 'United States', listing India, Japan, and Singapore. The main content area shows a date selector for 'Monday, October 1, 2012'. Three search results are listed: 'Dallas Cowboys' (200,000+ searches), 'the Pirate Bay' (200,000+ searches), and 'Philadelphia Eagles'. Each result includes a small image, a title, and a brief description of the search volume and related news.

Look particularly for items that are listed several different times in different ways. From an affiliate marketing standpoint, this could be helpful.

But remember that this tracks what is trending at the moment. It's helpful to look at a series of days to find products with lasting power. In this case, Kombucha tea has been one of the top searches for the past couple of days. This probably would make an excellent product to promote through

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affiliate marketing because it's extremely popular right now and Amazon is almost certain to sell it. Let's find out.



As you can see, Amazon has 362 items for sale related to Kombucha tea. Simply select a few of these as products you would like to promote through the Amazon Associate program, put a link to it on your page – or mention it in your blog or article or even on your Facebook page -- and you can start earning commissions off of the sales of this red hot product starting right away!

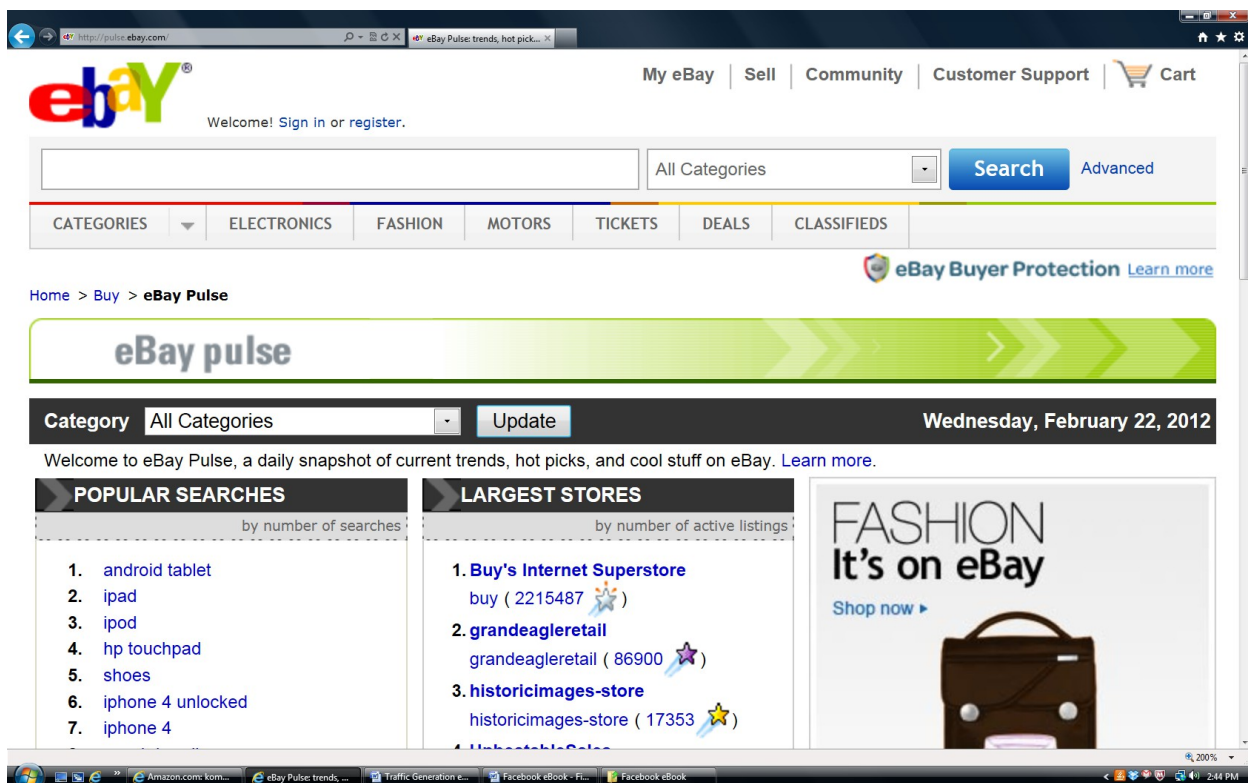
Yahoo Buzz is Yahoo's version of this list. It also shows the top searches, but includes a little more information than Google Trends.

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Two other sites to look for hot niches are Trend Hunter and Trend Watching. These tend to be a little more geared towards consumer trends and offer a more global perspective, although both can be narrowed down by country.

Keeping an eye on trends can be profitable in the short run but to make long-term profits, you need to find long-term, reliable niche to exploit.

While Google Hot Trends, Yahoo Buzz and the others are helpful for seeing what is hot right now, there are some other sites you can visit to find niches with more longevity. The first is eBay Pulse. This site shows you the products people are searching for the most:



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While knowing that Android tablets and iPads are popular you can also dial down to see what specific products in your particular niche are the most popular. For example, if have a website specializing in cycling, eBay Pulse will tell you which cycling products are the hottest.

ClickBank is an online marketplace where you can find more than 46,000 digital products such as eBooks and video courses that you can offer for sale as an affiliate marketer. When you promote particular products, every time a customer clicks through to the site and purchases the product, you earn a commission.

The screenshot shows the ClickBank website interface. At the top, there's a navigation bar with links: Sell Products, Promote Products, Buy Products, About Us, and Help Center. Below this is a yellow banner with 'Shopping Home' and 'Shopping FAQ' links, and a language dropdown set to 'English'. The main heading is 'Catalog' with the subtext 'Choose from thousands of great products'. A search bar labeled 'Find Products:' contains the text 'weight loss'. To the left of the search results is a sidebar with a 'Make More Money.' banner and a list of categories: Arts & Entertainment, Betting Systems, Business / Investing, Computers / Internet, Cooking, Food & Wine, E-business & E-marketing, Education, Employment & Jobs, Fiction, Games, Green Products, Health & Fitness, and Home & Garden. The search results section is titled 'Results' and shows 'Displaying results 1-10 out of 1086 (pg. 1 of 109)' and 'Results per page: 10'. The results list includes: 'The Weight Loss Formula', 'Ultimate Weight Loss Revealed!', 'Extreme Weight Loss Secrets', 'Ultimate Weight Loss Program', 'Lose Weight The Smart Way', 'Rapid Permanent Weight Loss', 'Ultimate Guide To Fast Weight Loss', and 'Brainwave Weight Loss (view mobile)'. To the right of the results is a 'Sponsored Links' section with various affiliate offers like 'New Affiliates Get \$100!', 'Super Affiliate Contest!', '\$39,014.56 in 7 Days. How?', 'Get Paid Good by Google!', '==> Most Profitable Niche?', 'Awesome Affiliate Prizes!', and '#1 Rated - \$67 Per Sale!'.

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According to a 2011 Revenue Magazine article, ClickBank is the top affiliate network in the US and has sales of more than \$2 billion. It has more than 1 million affiliate members and processes about 35,000 transactions per day. It has customers in more than 200 countries around the world.

Other great sites for finding niche products to promote include Commission Junction, which has thousands of the most popular shopping websites, including Blockbuster, Apple, Best Buy and HP, and Link Share, which also has lets you promote products from some of the world's most popular shopping sites.

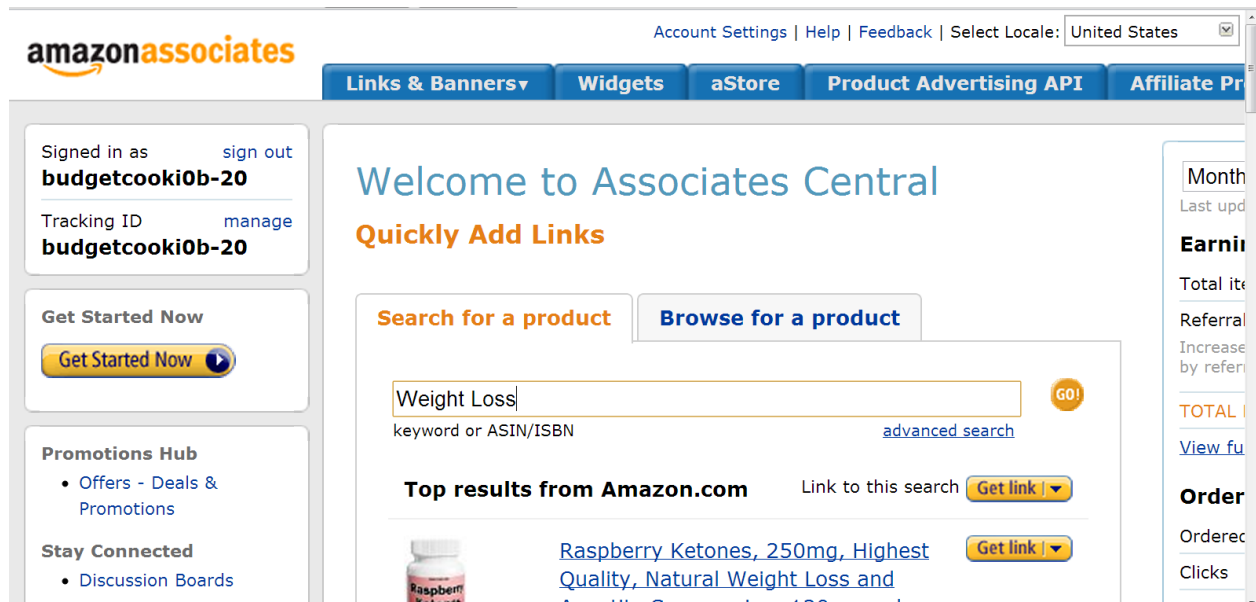
Another kind of affiliate network is the "Cost Per Action" or CPA program. Under this model, you are paid a fixed sum for every lead or sale you make for an advertiser. Some of the top CPA networks right now are:

- [Peerfly.com](http://Peerfly.com)
- [ShareASale.com](http://ShareASale.com)
- [GoOffers.net](http://GoOffers.net)
- [CPALead.com](http://CPALead.com)

Amazon Affiliates is a program operated by Amazon, the world's largest online retailer, in which third-party sellers can promote products on Amazon in exchange for a sales commission. Amazon reportedly derives 40 percent of its sales from this affiliate marketing program.

## Viral Traffic Secrets: The Blueprint

Signing up to be an Amazon Affiliate is free. When you sign up, you can select any of the millions of products offered by Amazon. When you make your selections, you are given a personalized URL that you can insert into your web page, social media posts, emails, blogs or anywhere you like. When somebody clicks on the URL, they are led directly to the Amazon page where they can purchase that product. When they buy the product, an identification code embedded in the URL tells Amazon who should receive the commission.



Amazon maintains its own payment system, so you don't need to have PayPal or another payment program to participate. Commissions can be held in the Amazon account, used to purchase products on the site, or can be sent directly to you via your bank account, a check or a prepaid debit card. There are more than 900,000 members in the Amazon Affiliate program.

# Viral Traffic Secrets: The Blueprint

## Creating Original Products

Another option is to create your own products. This offers pride of authorship and also frees you from worrying about copyright infringement. When you create your own products, you can even sell them to other affiliate marketers so that they do the hard work of marketing while you collect the profits.

Plus, when you create your own products, you can decide what specific niches and sub-niches your product will target, rather than having to rely on whatever affiliate products happen to be available in the marketplace at that moment.

Original products can be in any format, including eBooks, videos, audio recordings, slide shows, etc. Plus, you can repackage the same product in dozens of different ways, converting text to video, slideshows to eBooks, audio to slideshows, etc.

Your products can be based on completely original research and your own ideas, or they can be revised versions of other existing products. And you can use your own products any way you want, without having to get anybody else's permission or worrying about being sued later.

Finally, with your own products, you are free to market them in any way you wish. If your products are of high quality, your customers who enjoy your products will be anxiously awaiting while you create fresh, new products.

# Viral Traffic Secrets: The Blueprint

## Building Your Online Reputation

In internet marketing, long-term relationships are usually far more profitable than short-term revenues. In only a very limited number of cases are there high value to jumping into a hot market, making a big splash, then getting out as fast as you can. In most cases, building long-term relationships with your customers in the end is the most rewarding strategy, both financially and in terms of your personal reputation, as well as that of your company and brand.

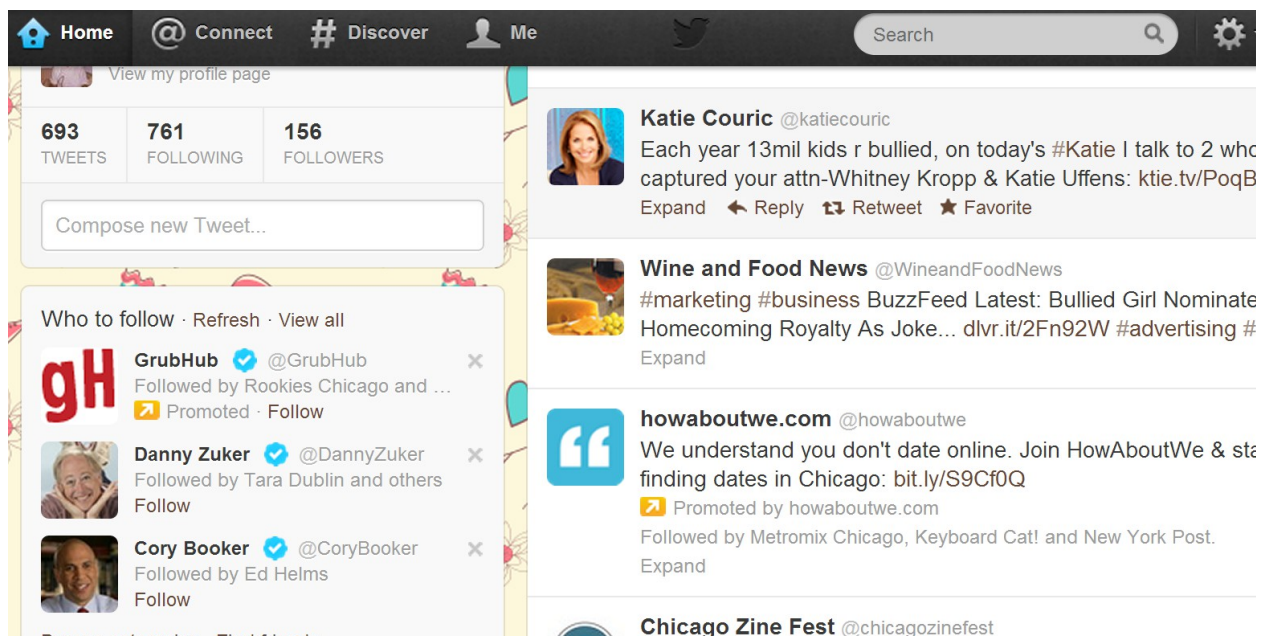
When you treat your customers as if they are your friends, rather than simply people who buy your products, you can improve the effectiveness of any marketing program. Any time you contact your customers – whether via email, social media, in forums or anywhere else – you should try to personalize the experience as much as possible. Share details about your personal history and family life. When your customers develop a genuine emotional bond with you, they have a vested interest in your success, resulting in a long, prosperous business relationship, fortifying your online reputation.

One effective way to do this is to follow the “4:1 Rule”. For every email, Facebook status update or Tweet you post promoting your products, post four others that are more personal and direct, even completely unrelated to your business. In these four posts, you can share links to other helpful web pages in your niche, pass along advice, tell personal stories and post pictures and videos that reinforce your online reputation as a real

## Viral Traffic Secrets: The Blueprint

person, rather than just a marketer who is trying to sell them something all the time.

The ability to immediately nurture a personal relationship with your customers is a unique benefit of doing business on the internet. If you were to walk into the Best Buy and the salesperson started showing you his vacation picture, it would feel a little awkward. Yet for an online interaction, this is completely acceptable.



But when people sense that you consider them nothing more than a customer, they will consider you nothing more than a marketer and soon they will stop paying attention to what you have to say.

Two-way communication is critical to success. With your viral marketing campaign, make it easy to facilitate two-way communications by making it easy to your customers to respond to you. For example, you can

## Viral Traffic Secrets: The Blueprint

include “What Do You Think?” with every posting that automatically links back to your own email account or web page. This allows you to solicit your customer’s thoughts and opinions, reinforcing their importance to you and the success of your business.

Finally, whenever a customer takes the time to contact you, always send a follow-up thank you and acknowledge how important and helpful their comment was to you.

### **Secrets of Online Marketing**

**Secret # 1: You need a membership site, no matter what your product is.**

This is when you sell a membership to your customers so that every month they will receive fresh, high-value content from you that they can use to improve their lives. It is absolutely, positively the easiest way to create a long-term revenue stream for you.

Your membership site can be an upsell to an existing product – which is highly effective in converting visitors into customers -- or a stand-alone product. But you need to have a membership site because it brings you money month-after-month. If you do a good job on research and development and can create compelling, exciting content month after month then your customers will look forward to getting it each month.

## Viral Traffic Secrets: The Blueprint



And when customers become fans of your content, they are more likely to pass it on to others, increasing your chances of going viral.

### **Secret #2 - Look for products that can fall under the same brand umbrella.**

This makes it easier for your customers to think of you in only one way: As a trusted friend who consistently provides solid products in their niche interest. Think of it this way: Quaker Oats has 15 separate and distinct breakfast cereal labels, 6 other breakfast products such as the oatmeal, 6 snack bars, 4 food mixes, 3 sports drinks, and that doesn't even count their European operations, which has an entire other line of products.

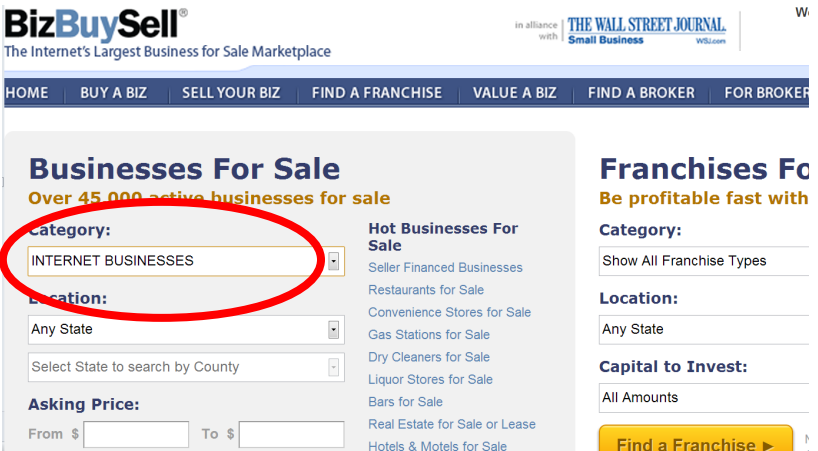
## Viral Traffic Secrets: The Blueprint

Yet when you think of Quaker Oats, you don't think of Captain Crunch and Power Bars. You think of the Quaker gentlemen on the oatmeal cylinder and of the wholesome, nutritious foods that are good for you.

To build your brand so that you can go viral, your products need to be linked in the same way. Don't sell both hot dogs and running shoes if you are not Kmart. Keep your brand identity easily understandable and it will be easier for your customers to like and trust you.

**Secret #3: If you want to be a major player, you have to start acting like one.**

How much money  
do you want to make  
from your internet  
marketing business  
during the coming  
year? \$10,000?  
\$50,000? \$100,000?



The screenshot shows the BizBuySell website interface. The main heading is 'Businesses For Sale' with a subtext 'Over 45,000 active businesses for sale'. Below this, there are search filters. The 'Category:' dropdown menu is highlighted with a red circle and shows 'INTERNET BUSINESSES' selected. Other filters include 'Location:' (Any State), 'Asking Price:' (From \$ to \$), and 'Hot Businesses For Sale' (Seller Financed Businesses, Restaurants for Sale, Convenience Stores for Sale, Gas Stations for Sale, Dry Cleaners for Sale, Liquor Stores for Sale, Bars for Sale, Real Estate for Sale or Lease, Hotels & Motels for Sale). On the right side, there is a 'Franchises For Sale' section with a 'Category:' dropdown (Show All Franchise Types), 'Location:' (Any State), and 'Capital to Invest:' (All Amounts). A yellow 'Find a Franchise' button is at the bottom right.

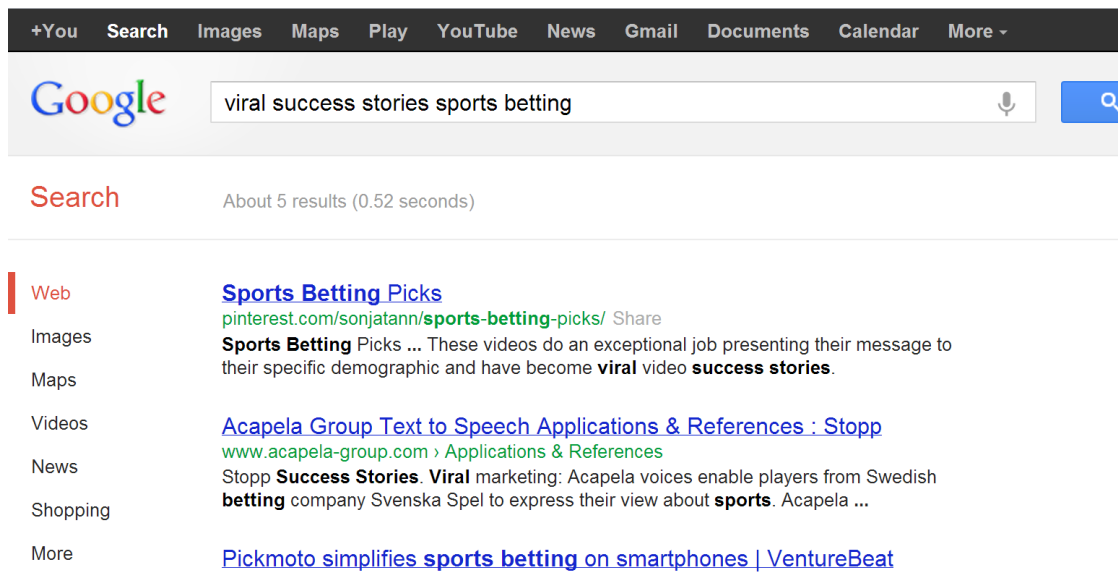
Now go to this website – [bizbuysell.com](http://bizbuysell.com) – and click on the “Business Categories” in the upper right hand corner. Scroll down to the entry that reads “Internet Businesses” and click on it. Sort the business opportunities according to the annual cash flow. Find those that have the annual cash flow that is the same as what you answered the above question.

There should be internet marketing businesses you should use to build your own.

# Viral Traffic Secrets: The Blueprint

There's no reason to reinvent the wheel. As it states in Ecclesiastes 1:9, "Nihil novi sub sole". "There's nothing new under the sun." Everything you are planning to do has already been done a hundred times before by people twice as smart as you. When you learned to drive a car, you didn't sculpt a wheel out of rock, did you? You didn't go to Chrysler plant and work on the assembly line? As an internet marketer why would you want to waste years of your life suffering through trial and error when you can simply find a business that does what you want to do and copy them with a superior product or service?

Research viral marketing success stories in your niche. Take note of what caused them to go viral, then implement those factors into your own efforts.



## **Social Media Marketing**

Social media platforms provide you with the kind of access to customers that would be unimaginable only a few short years ago. They are what make viral marketing possible. By exploiting the benefits of social media, you can promote your brand, product or business exponentially, rather than laterally, creating a network of customers who can then continue to promote your business for you.

### **Most Important Social Media Platforms**

The most important social media platforms are the ones that are going to get your message out to the broadest possible audience the most quickly. These can vary based on your niche and also can change based on a variety of factors, including the whims of the public, introduction of new platforms with improved technology and applications, and successful marketing.

For example, just a few years ago, MySpace was one of the most popular social media platforms on the internet. Today, almost nobody uses it anymore.

The most important social media platforms that you need to be involved in if you want to launch a successful viral marketing campaign today are:

## Viral Traffic Secrets: The Blueprint

1. **YouTube** – Video is the preferred format for internet users, especially since nearly everyone has access to streaming video on their smart phones and tablets thanks to WiFi. This Google-owned website is the biggest and most significant distributor of video on the web and it's impossible to talk about viral marketing without talking about YouTube.
2. **Facebook** – Despite its recent struggles on Wall Street, Facebook remains the most popular social media platform on the web. It has always benefitted by its brilliant ease of use and improvements in the site's ability to share video and other formats are only going to make it more popular. Did you check your Facebook page today? I thought so!
3. **Twitter** – Web users – especially younger people -- can't get enough of this site. Users share brief "tweets" about what they are doing and the things they like. The primary benefit is the ability to share links that can take users to other web pages.
4. **LinkedIn** – Focused more on business networking rather than social networking, LinkedIn continues to be an important platform for reaching corporate and commercial targets.
5. **Pinterest** – This site currently holds the title as the most popular social preference platform. Visitors post links to things they like. If that includes one of your links, you can go viral very easily.

## Viral Traffic Secrets: The Blueprint

6. **Google Plus** – Although it stumbled coming out of the gate, the wide variety of killer apps and features eventually are going to make this comprehensive social networking platform the most important in the marketplace.

### Building Your Social Media Network

If you hope to launch a successful viral marketing campaign, you don't have the luxury of picking and choosing which of these six sites to use. You need to be on all of them.

And they are only the starting point. Many other important social preference sites – including foursquare, Yelp, Flickr and Instagram, to name a few – are of growing importance. In a few moments, we are going to take a closer look at all of these sites and how you can use them to go viral with your marketing.

### How to Focus Your Marketing to Achieve Viral Results

Malcolm McClaren was right: “The media is the message.” When he made that statement in the late 1960s, he was referring to the growing influence of television, but his words prophesized the growth of the internet a few decades later.

The social media networks you create are the pathway for your viral marketing campaign. The accounts you create on the seven platforms listed above and the fans, followers, friends and other contacts you make

## Viral Traffic Secrets: The Blueprint

are the point of entry for the messages that you craft. Consequently, it's important that you connect with these people effectively because they are need to be passionate, enthusiastic evangelists of your brand:

1. Identify the Facebook Friends who have the most Friends
2. Review their Facebook home pages, taking careful note of what groups they belong to
3. Whenever they post a status update, always "Like" it and add a comment
4. Nurture your relationship with these users further by "Liking" any comments they leave on Fan Pages
5. Don't stalk them, but be consistent in developing an interpersonal relationship with them
6. If they have Twitter accounts, follow them and re-Tweet anything they Tweet
7. Direct message them on Facebook or Twitter and let them know how much you enjoy their posts. Eventually, they will start paying attention to you

## Viral Traffic Secrets: The Blueprint

8. Once you have a familiar online relationship, send them valuable content interspersed with promotions for your products
9. When you post on their home pages, whenever they comment or “Like” your post, it will appear in all of their Facebook Friends’ pages.

### Providing High Value Content

So how to you create these converts? Provide something of high value for free that your customers can use in their everyday lives. What that is depends entirely on what your niche is and the brand that you are creating.

For example, if you are going into the weight loss business, it could be a 30-day shred plan for six pack abs. If you are going into the Android app business, it could be one month’s free access to a killer app you have developed. If you are going into the sporting goods business, it could be an eBook on tying fly fishing lures.

The specific content you must be something your contact s value and will appreciate receiving from you for free. When this happens, they will feel a trust bond with you, they will feel indebted to you, and they will be more likely to promote future offerings from you to their social media network.

### Interactive Marketing

## Viral Traffic Secrets: The Blueprint

Interactive marketing is a business model based on building interpersonal one-on-one relationships with your customers. In the pre-internet world, this usually meant starting up a conversation with someone who walks into your store: “Nice weather we’re having. Can I help you find something? I like those shoes!” This type of relationship building puts your customer at ease, makes them feel like they are welcome and appreciated, and lets them know that you are ready, willing and able to serve them.

But how do we chat up our online customers, especially when your web page can get thousands of hits per day? How can you make sure each of the people who navigated to your page get that same sense of familiarity and comfort that customers received when they visited your brick and mortar store?

That’s where interactive marketing comes into play. Interactive marketing is a rich media experience that gives customers who visit your web page the illusion that there’s an actual person behind the screen speaking with them online. The most obvious example would be Siri, the interactive companion available on the iPhone 4S and 5.

While you may not have the R&D resources of Apple, you can still use the tenets of interactive marketing to help you go viral. All interactions between your customers and you have a tone that is unique to your company. It can be friendly, helpful, a little edgy, laid back, even funny. Whatever personality works best for your business.

## Viral Traffic Secrets: The Blueprint

Like the sales clerk who chatted up customers when they walked through your front door, the virtual host of interactive marketing sites responds in real time to your customer's questions and needs, while maintaining the personality that you want to project.

Interactive marketing can pose simple, straight-forward questions and use the information gleaned from your customers' answers to put them into different categories, such as:

- "Interested but just looking"
- "Ready to buy but looking for best value"
- "Ready to buy and wanting to complete transaction as quickly as possible"
- "Frequent, loyal customer"
- Or whatever categories you choose

This kind of lead qualifying and scoring can improve the way your virtual host interacts with the customer so that they can give each customer precisely what they want as quickly and efficiently as possible.

### **On-Page and Off-Page SEO**

Search engines are one of the primary determiners of the success or failure of your business. Master the search engine algorithm, and you can

## Viral Traffic Secrets: The Blueprint

keep your web pages at the top of the product searches for your niche indefinitely.

Unfortunately, mastering the Google and Bing search engines is nearly impossible because the algorithms – the formulas used to determine website “weight” and ranking – are changing constantly

Google and Bing, the two biggest search engines on the internet, use “spiders” to crawl through the web and find new websites and pages. The search engines then use their ever-changing algorithms to assess the content of the web page or website, index it and assign it a rank. These spiders then move on to other websites through links and the process continues on and on forever.

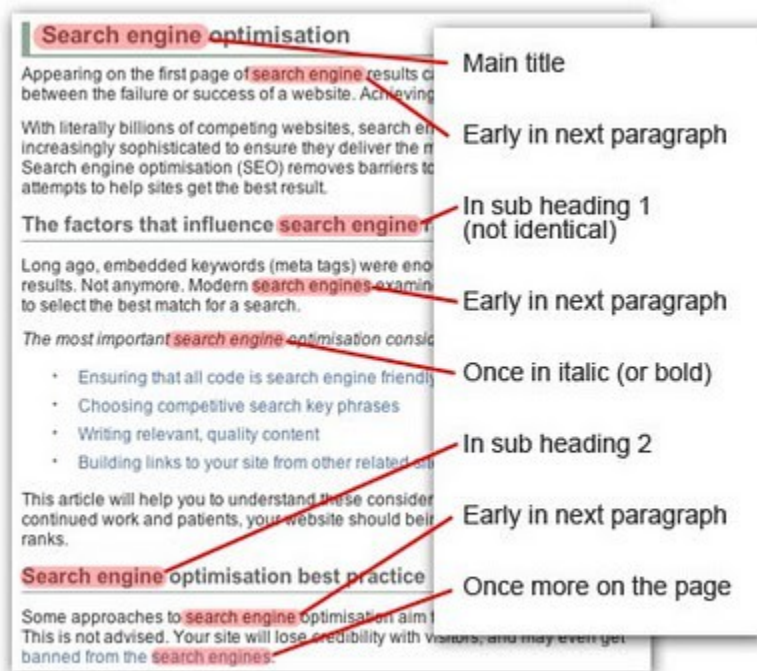
Search Engine Optimization, or SEO for short, is what web page designers and website writers do to make their website more appealing to the search engines. The more appealing the site is to the search engine, the higher it will be ranked on its niche search. If the website is ranked on the front page of the search – or even better, the top spot – then most users are far more likely to click on that website than any of the ones on any of the other pages.

For websites that promote products or services, this can mean the difference between success and failure. The primary objective of any business’s website is to get ranked in the number one position in their search niche, or at the very least on the front page. If you are not on page

## Viral Traffic Secrets: The Blueprint

1, you might as well close up shop because less than 11 percent of all internet users ever go past page 1. In most cases, they won't even go down the first few results on the first page. That makes it critical for your website to land on the first page.

If a page has any hope of going viral, it has to be listed on page 1 or 2. It's as simple as that. On-page and off-page SEO techniques are one way to ensure that your web pages are ranked high.



Examples of on-page SEO are including the best keywords for your product niche on your web pages, especially in strategic places such as the title, headline, sub heads, and first and final paragraphs of copy. Keyword saturation, or repeating your keyword so

that it represents 2% to 3% of the total words on your web page, also is an effective on-page SEO technique.

Off-page SEO methods would be things like creating a large number of backlinks to your web page from sites the search engines consider to be "authoritative." When expert sites reference your web page, this tells the

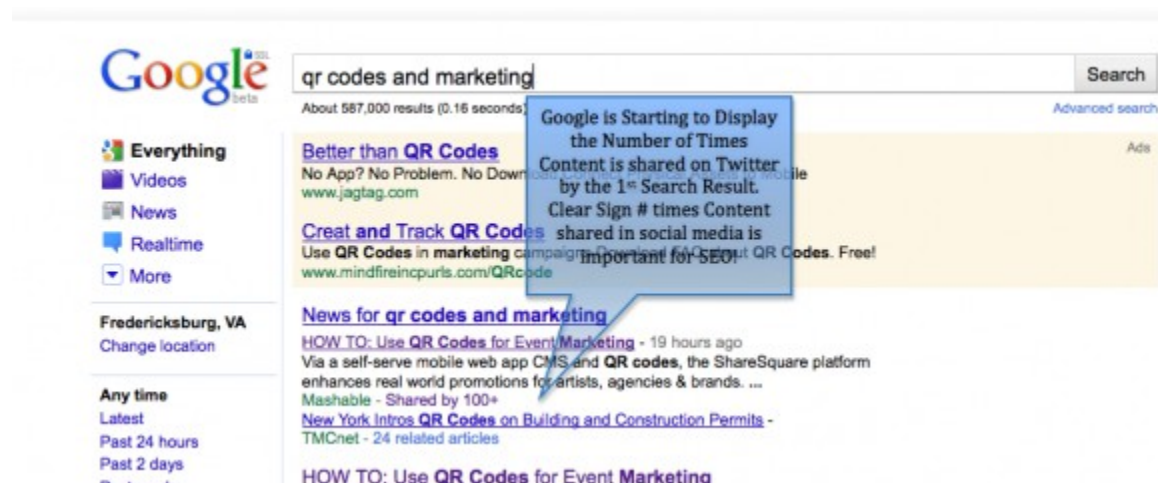
# Viral Traffic Secrets: The Blueprint

search engines that what you have to say is important, and it consequently will rank your page higher.

## Outsmarting the Penguin

Google and Bing are the two largest search engines on the internet. Marketers have spent years trying to figure out the best ways to outsmart these search engines' algorithms using non-organic methods to get their web pages listed at the top of the Search Engine Results Pages (SERP) for their niches. Aware of this, Google frequently changes its algorithm to prevent this type of fraud.

According to Google's official blog, Panda and Penguin, the second major algorithm update which rolled out in May 2012, were intended to reduce web spam and weed out sites that were trying to undermine Google's quality guidelines, including those that were "over-optimized" and that used black hat SEO strategies to drive traffic to their pages.



The Penguin update gave additional weight to social signals given by the people who use social media the most. It also takes into consideration

## Viral Traffic Secrets: The Blueprint

which users have the largest groups of followers and friends and who are considered to be experts in their fields, assigning even more influence to their recommendations.

That means that instead of focusing exclusively on SEO, internet marketers are more likely to have their pages ranked higher if they have more social signals such as Facebook “Likes”, re-Tweets, Google Plus “+1’s” and the like. This also facilitates going viral.

In the next three chapters, we are going to look at ways to increase your social signals on the three most important social media platforms: Facebook, Twitter and Google Plus.

## **Facebook Marketing**

Because of their immense popularity, social media sites also are now the target of online advertisers. Since the purpose of advertising is to promote products in places where they will reach maximum exposure, Facebook is of primary importance to advertisers.

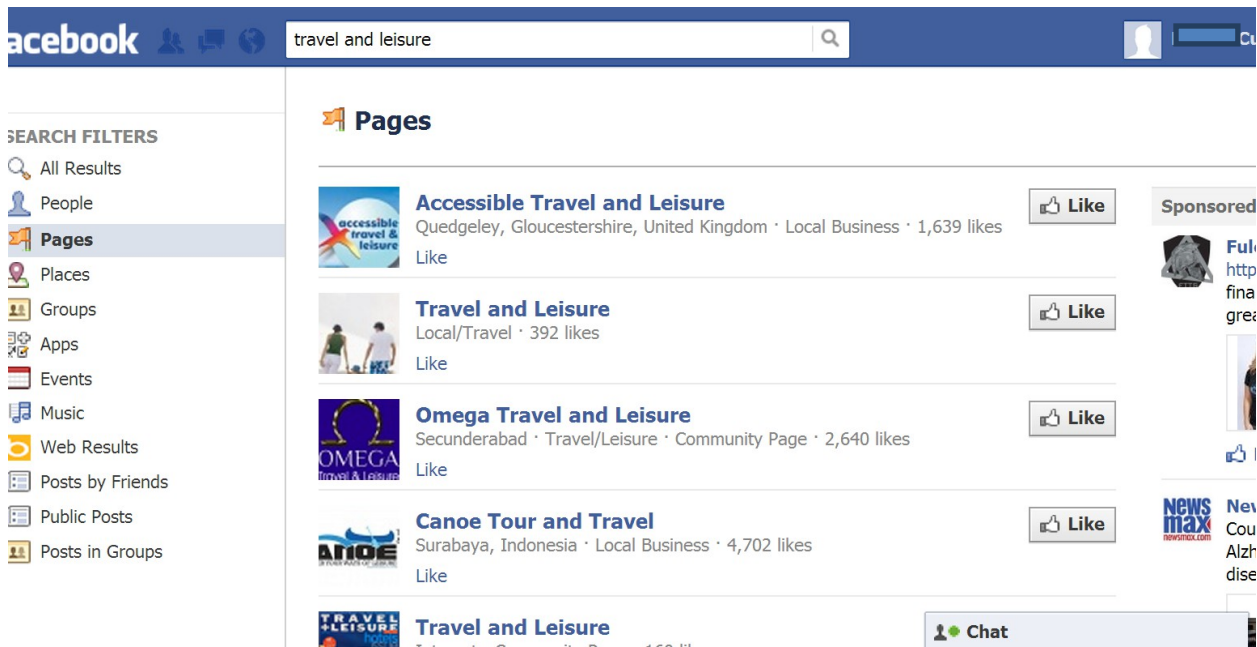
That's because entertainment habits have changed. People simply spend more time online now than they do watching television, and certainly more than they do listening to the radio or reading newspapers. In fact, you can now do all these things using your Facebook account.

### **Free Facebook Marketing Strategies**

To successfully market on social media sites you need to build your lists of "friends" on Facebook. It's easy and free, and with the methods we will discuss here in a very short amount of time you will have hundreds of friends and followers.

To identify people who are interested in the types of products you are promoting, look for groups or forums on Facebook that are related to your niche. If you sell time shares, for example, search for groups related to "vacation travel" or "leisure". Once you locate them, you can join these groups for free and begin interacting with other members.

# Viral Traffic Secrets: The Blueprint



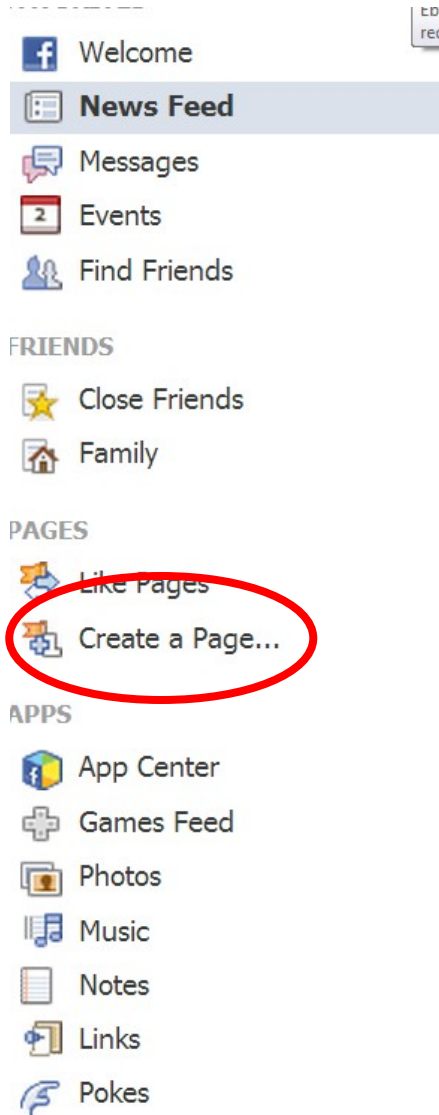
## How to Wall Jack the Most Popular Pages

You also can start your own groups or forums and invite the members of the other groups to join yours so you can have more control over the content and its distribution.

Similarly, you can create fan pages for topics related to your niche. Then, when people who are interested in your niche search the social media sites, they will find and join your fan pages, giving you an opportunity to develop relationships with a whole new group of potential customers.

This strategy is called “wall jacking” the most popular Facebook pages related to your niche. The way you do it is this: Search for niche-related fan pages that have the most members. Join the fan page and spend a lot of time interacting with its members. Find high-value content online and post frequent links to it so that you provide the fan page

## Viral Traffic Secrets: The Blueprint



members with content they can actually use. Then send out invitations to everybody on the fan page list to join the new fan page you created.

This accomplishes two goals: As the owner of the page, you get to control the tone and direction of the conversation so you can always direct members toward your content and ultimately toward your products. The second objective is that it gives you a list of potential customers who have already shown they are loyal to you by migrating to your new fan page.

Build relationships with your customers by making positive and supportive comments about their updates and tweets and reposting them, showing an interest in the details of their lives, and referring often to personal information they have shared in the past. It's helpful to keep a file of notes on each member so you can remember the names of their spouses and kids, places they went on vacation, products they bought from you in the past, and so on.

Forward links to articles that you found interesting and that are related to your niche, or even those that aren't. Retweet interesting tweets,

## Viral Traffic Secrets: The Blueprint

not just those that have commercial motivations. Use your postings to encourage conversations and engage other users in discussions.

### **Making Paid Facebook Ads Profitable**

Facebook's sponsored ad program is a lot like the PPC programs offered by Google, Yahoo and Bing, but with a slight twist. Instead of bidding on keywords or phrases, with Facebook ads you can determine who will see your ads based on specific criteria, including their geographic location, their interests, education level, work history, even their sex, marital status and sexual orientation. This makes it easier to aim your ads at precisely the types of people who are most likely to buy your products, improving your chances of going viral.

Facebook gives you the option of buying PPC or CPM (Cost-per-1000 impressions). Because the click-through rate on Facebook is low, PPC is usually the best option. It also allows you to set a daily budget. Once your budget is used up during a 24-hour period, your ad will stop appearing until the next day, when it starts at the beginning.

Facebook ads are one of the best marketing tools on the internet today, period. This is because Facebook is one of the most popular sites on the planet and because it is easy to integrate your Facebook page with other applications, such as WordPress, Twitter, LinkedIn and many, many other apps. Facebook ads are also extremely easy to target at specific types of users. They also are much less expensive than other advertising methods.

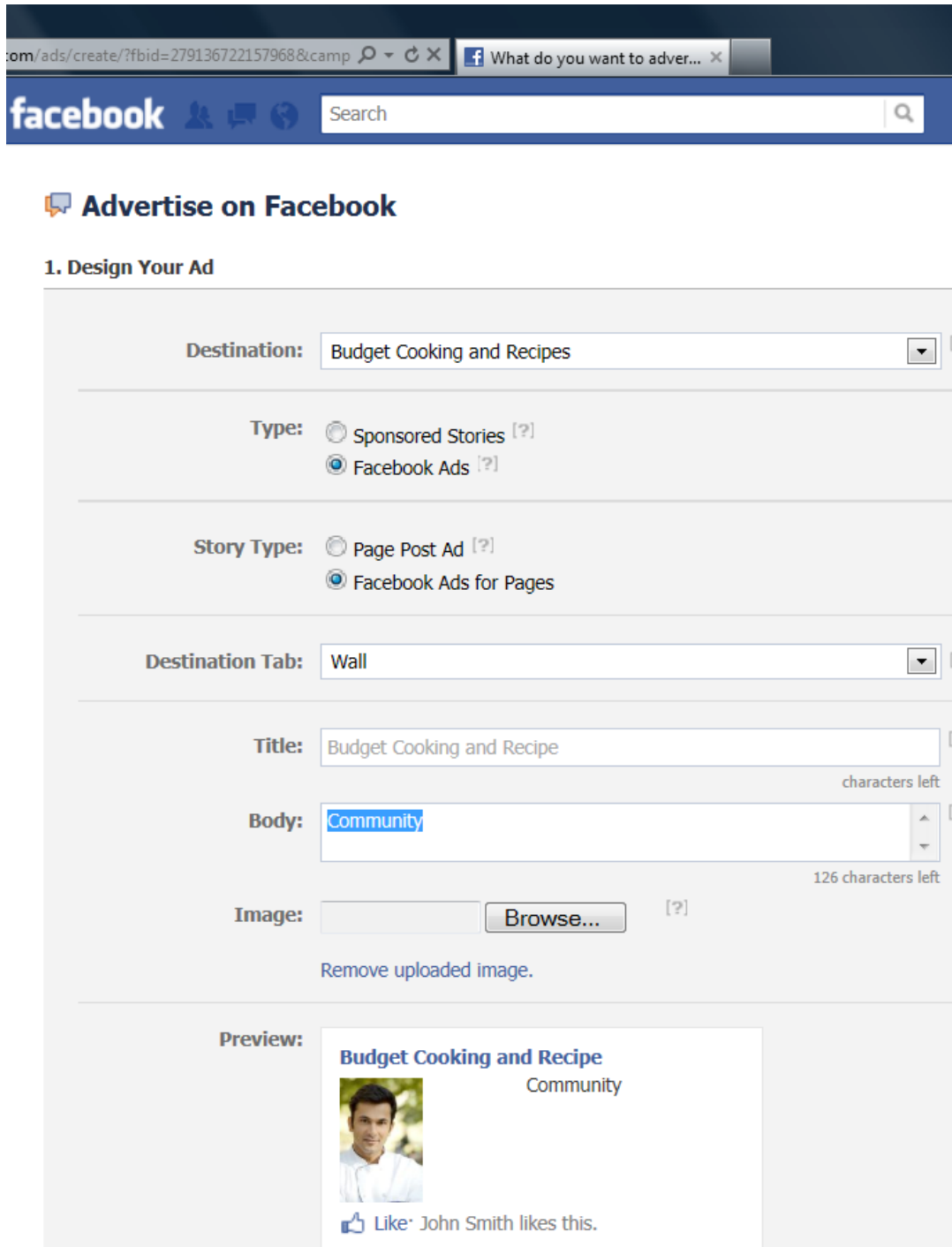
## Viral Traffic Secrets: The Blueprint

Plus, creating Facebook ads is really simple and you can have an effective ad up and promoting your social presence in just a few moments. The place to start is by clicking on the “Promote with an ad” button on the right side of your Facebook Fan Page:



Clicking on this button will bring you to a screen where you can design your add.

# Viral Traffic Secrets: The Blueprint



The screenshot shows the Facebook Ads creation interface. At the top, there's a browser address bar with a URL and a search bar. Below that, the Facebook logo and navigation icons are visible. The main heading is "Advertise on Facebook". Underneath, it says "1. Design Your Ad". The form includes several sections: "Destination" set to "Budget Cooking and Recipes", "Type" with radio buttons for "Sponsored Stories" and "Facebook Ads" (selected), "Story Type" with radio buttons for "Page Post Ad" and "Facebook Ads for Pages" (selected), "Destination Tab" set to "Wall", "Title" set to "Budget Cooking and Recipe", "Body" set to "Community", and "Image" with a "Browse..." button. A "Preview" section at the bottom shows a sample ad layout with the title "Budget Cooking and Recipe", a profile picture, the name "Community", and a "Like" button with the text "John Smith likes this."

com/ads/create/?fbid=279136722157968&camp What do you want to adver... X

facebook Search

**Advertise on Facebook**

**1. Design Your Ad**

**Destination:** Budget Cooking and Recipes

**Type:** ☐ Sponsored Stories [?] ☒ Facebook Ads [?]

**Story Type:** ☐ Page Post Ad [?] ☒ Facebook Ads for Pages

**Destination Tab:** Wall

**Title:** Budget Cooking and Recipe [?] characters left

**Body:** Community [?] 126 characters left

**Image:** [?]  [?]  
Remove uploaded image.

**Preview:**

**Budget Cooking and Recipe**  
Community

Like John Smith likes this.

By populating these boxes you can create the text for your ad, include any pictures you want to use, design how it will look and decide where and how frequently it will be posted.

## Viral Traffic Secrets: The Blueprint

The Destination button is where you set where people who click on your ad will go. It can be a Facebook page, a website or anywhere. The default is your Fan Page. Keep this as it is for now.

In the Type button, you decide whether you want your ad to be a Sponsored Story or a Facebook Ad. Sponsored Stories will give you wider distribution for the News Feed stories published about your Page, Place or app. You can include either a story about your Facebook Page posts or about the viewer's friends. Facebook Ads can promote a Facebook Page, Event, App or other destinations on Facebook, or your own website.

You can create a custom message and Call To Action (CTA). Relevant actions from the viewer's friends will be shown automatically. This helps build word-of-mouth awareness. For now, we want to leave this as a Facebook Ads so we can promote our Fan Page via ads.

If you select Facebook Ads, you can choose either to promote a particular page post with your ad, or you can promote the page itself. In this case, we want to promote our Fan Page.

In the Destination Tab, you decide where on the page visitors will land when they click your ad: On the wall, on the info page, on the photos page, etc.

The Title option lets you select a title for your ad. This will automatically be the name of your Fan Page. If you are writing a different

## Viral Traffic Secrets: The Blueprint

title, Facebook limits you to 25 characters, which is not many.

The Body section is the most important. This is where you write the content of your ad. It should be brief, snappy and to the point, but also clear as to what benefits your Fan Page has to offer and a clear Call to Action as to what you want visitors to do, in this case visit your Fan Page. You can give special offers, explain services, qualities of your product or whatever you want. Just make sure your CTA is clear.

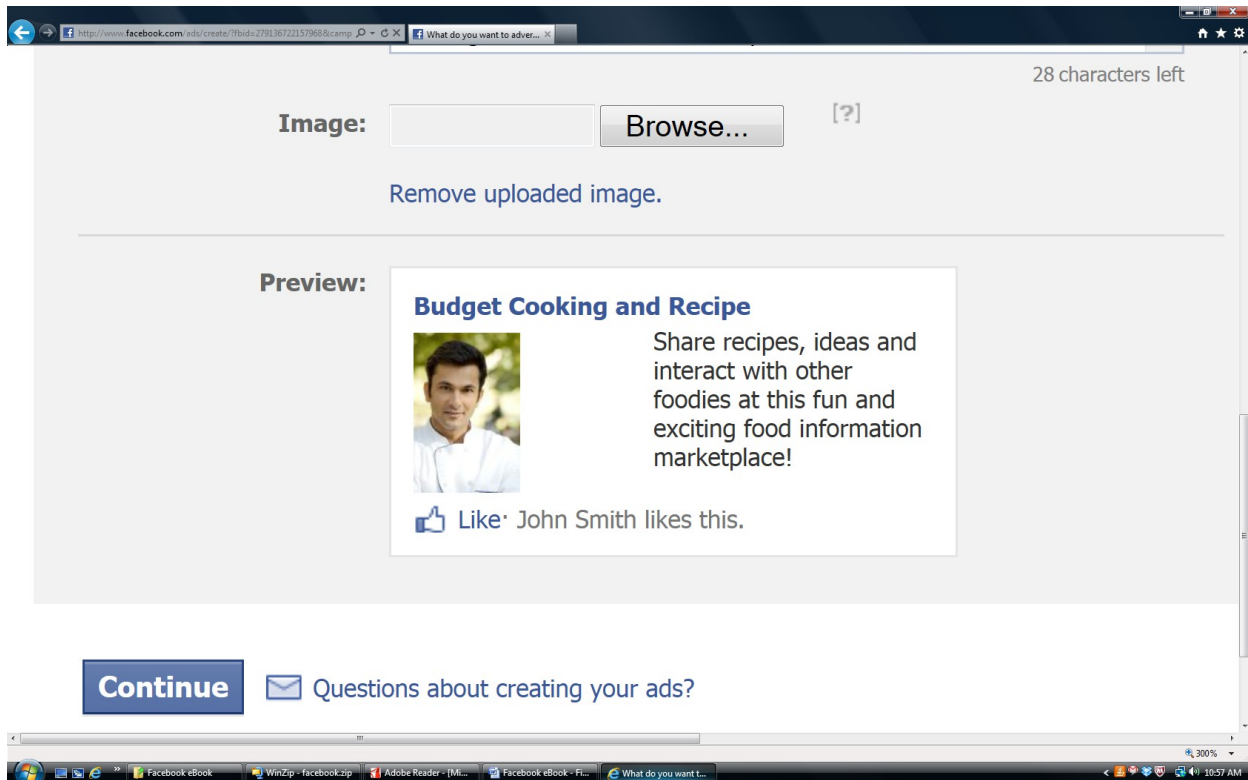
When writing your ad, include keywords relevant to your niche so that readers immediately understand the ad. Don't make your ad a sales pitch, simply provide information about your Fan Page in a simple, jargon-free, keyword-saturated, clear manner. Emphasize immediacy by including words like, "now" and "today". You will have to be as brief as possible because Facebook limits you to 135 characters or less.

The Image tab lets you upload a photo to use with your ad. Make sure it is relevant to what you are selling and upbeat and positive. The image is small, only 110x80, so don't try to cram too much into it. The image should be like a one-image synopsis of what you are promoting.

Ads that contain images of people are more effective than those without. Don't use slick, professionally produced photos because this will turn viewers off. Try to use real people, not models in your ad pictures.

The Preview box allows you to see what your ad will look like when it is displayed. As you fill in the boxes, the ad changes.

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When you click on the “Continue” button, a new drop down menu appears. This is called “Targeting” and is how you determine where our ad will go. Targeting is the most effective way to reach exactly those people you want to reach.

Facebook ads are extremely flexible, and the site makes it very simple to target different subsets as part of your ad campaign. You can go after a huge number of people or only a select group of people, depending on what you are trying to accomplish.

# Viral Traffic Secrets: The Blueprint

## 2. Targeting

The image shows a screenshot of the Facebook targeting interface. It is divided into three main sections: Location, Demographics, and Interests.

**Location:** The 'Country' dropdown is set to 'United States'. Below it are four radio button options: 'Everywhere' (selected), 'By State/Province', 'By City', and 'By Zip Code'.

**Demographics:** The 'Age' range is set to '18 - Any'. There is a checkbox for 'Require exact age match'. The 'Sex' options are 'All' (selected), 'Men', and 'Women'.

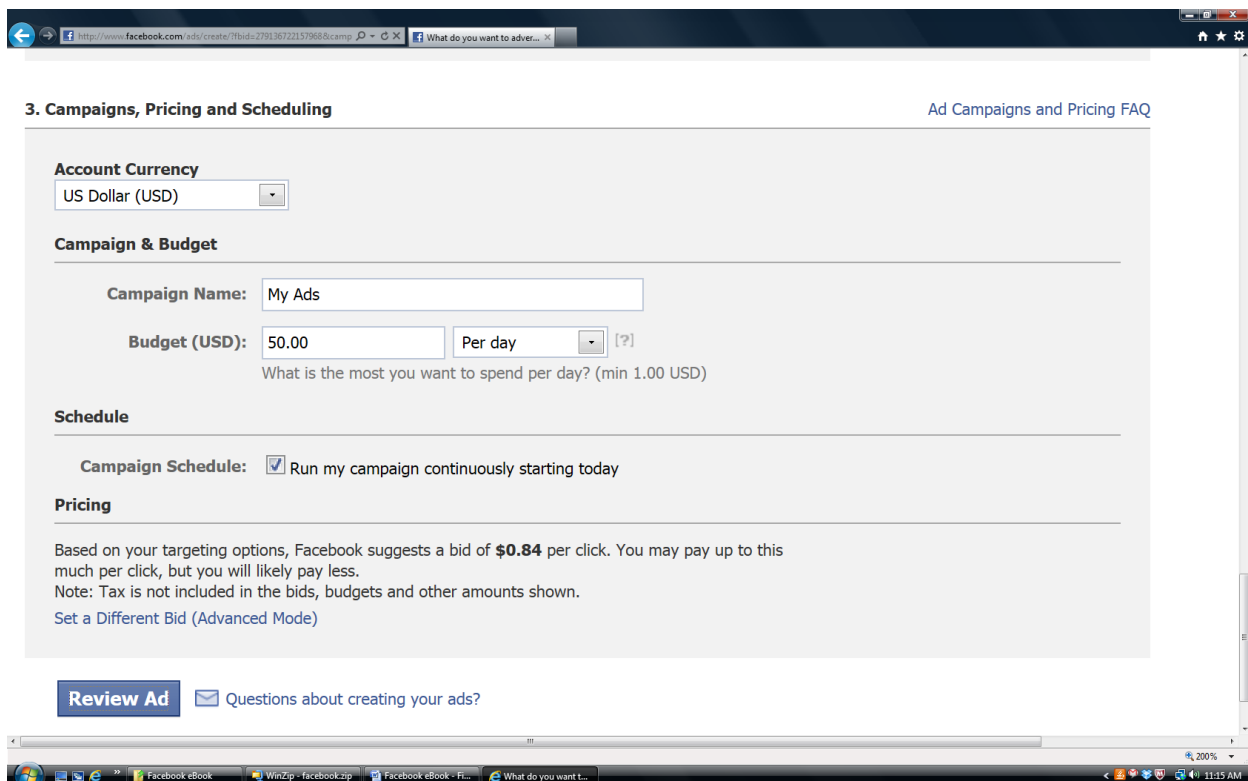
**Interests:** The 'Broad Category' dropdown is set to 'Activities'. To the right, there is a list of interest categories with checkboxes: 'Cooking', 'Dancing', 'DIY/Crafts', 'Event Planning', 'Food & Dining', and 'Gaming (Console)'.

The first thing you select is Location. For local businesses, you will want to target a very specific locale. For larger companies, you may want to make your ad appear nationally or even globally. You can choose by country, state, city or zip code. In the second tab, you determine the Demographics you want to target. This includes age group and sex. What you choose depends on the type of niche you are promoting. The third tab is Interests. This allows you to dial down even further into your niche subject. The fourth tab (not shown above) is Connections on Facebook. This gives you the option of targeting people who are fans, who are not

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fans, or both. You can also target friends of fans. Advanced Demographics allows you to target men, women or both; married, single, engaged; interested in men or women. Education and Work is the next final tab.

Once you have set your ad's targets, when you click on the "Continue" button, you will be taken to a screen where you can decide how much you are willing to spend on your ads.



The screenshot shows the Facebook Ads interface for the '3. Campaigns, Pricing and Scheduling' step. The page is titled '3. Campaigns, Pricing and Scheduling' with a link to 'Ad Campaigns and Pricing FAQ'. The 'Account Currency' is set to 'US Dollar (USD)'. Under 'Campaign & Budget', the 'Campaign Name' is 'My Ads', the 'Budget (USD)' is '50.00', and the frequency is 'Per day'. A note states: 'What is the most you want to spend per day? (min 1.00 USD)'. Under 'Schedule', the 'Campaign Schedule' is 'Run my campaign continuously starting today'. Under 'Pricing', it says: 'Based on your targeting options, Facebook suggests a bid of \$0.84 per click. You may pay up to this much per click, but you will likely pay less. Note: Tax is not included in the bids, budgets and other amounts shown. Set a Different Bid (Advanced Mode)'. At the bottom, there is a 'Review Ad' button and a link 'Questions about creating your ads?'. The browser's taskbar at the bottom shows several open windows: 'Facebook eBook', 'WinZip - facebook.zip', 'Facebook eBook - F...', and 'What do you want to...'.

Obviously, the more money you spend, the broader your advertising campaign can be. But you probably have a limited marketing budget. That means you can only afford to target those people who are most likely to buy your product.

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The first box asks you what kind of Account Currency you are using: US dollar, Canadian dollar, Mexican peso, Euro, etc. The second box ask for your Campaign Name. This can be anything. Just make sure it is related to what you are selling. The next box asks what is your Budget. This is the amount of money you plan to spend per day on your ad campaign or the lifetime budget of the campaign. Enter any amount you want, there is no minimum or maximum. If you choose per day, once this amount hits the limit, Facebook will stop running the ads of the day. Next you will determine your Schedule. The only option you are given is to run this ad every day starting today.

The final thing you will be asked to select is your Pricing method. You will be given two options for ad pricing:

**Pay for Clicks (CPC)** – You pay only when someone clicks on your ad.

**Pay for Impressions (CPM)** – You pay every time your ad is displayed on somebody's Facebook page.

On Facebook, the click-through rate is low. That's why it makes more sense to select pay for clicks than pay for impressions. If you select pay for impressions, your ad may get more exposure, but you probably will run through your daily budget more quickly. Even though you pay less for CPM, the efficiencies of CPC usually make it the better value overall.

You then are asked what you will bid to either display your ad or per click. Facebook gives you a suggested bid as well as a range. The

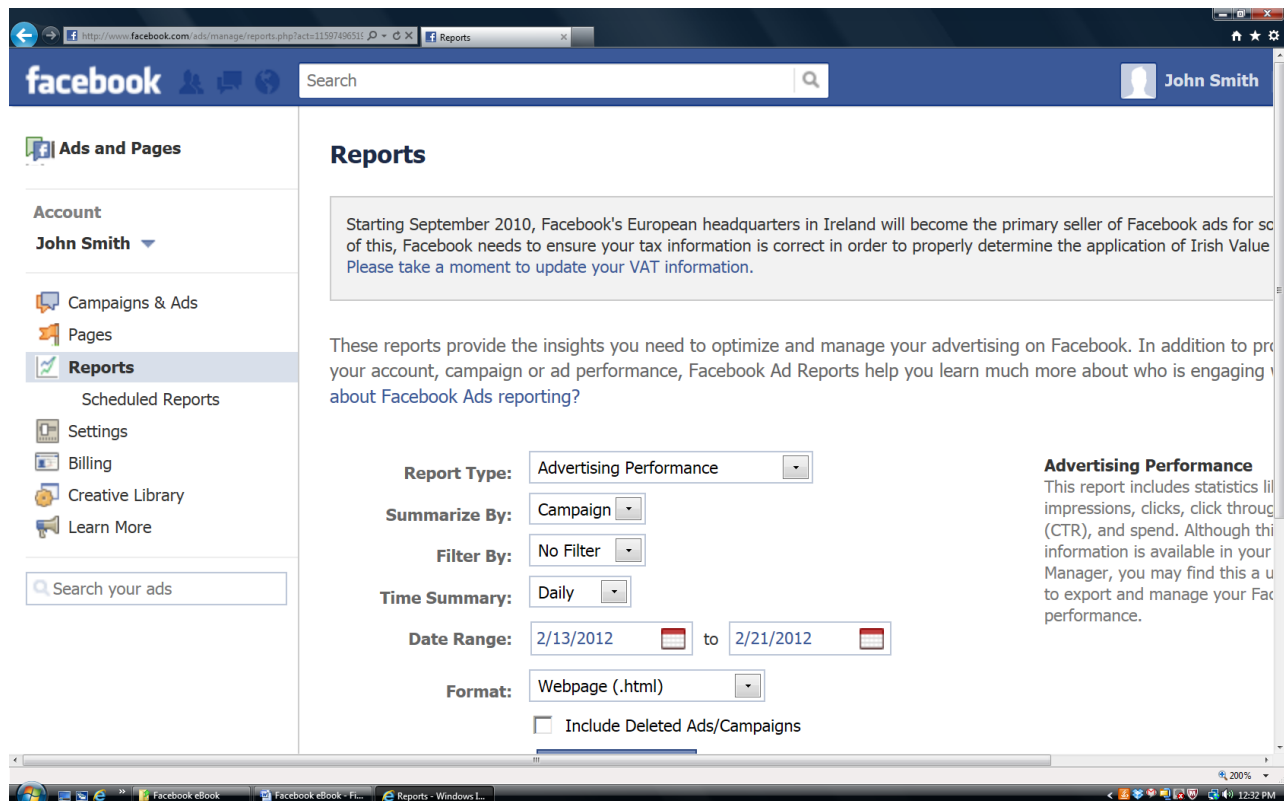
## Viral Traffic Secrets: The Blueprint

minimum bid is \$.01/ad. Usually, the suggested bid is the most effective and you should try this first.

Once you have finished setting up your budget, you can review the ad to see what it will look like. If you approve, simply push the “Place Order” button. Facebook will ask you how you plan to pay for the ads and you enter your credit card or other financial information here.

One of the best features of Facebook Ads is its reporting. When you use the Facebook ad service, you will be given access to information about your ads performance.

The best way to track this is through your ad’s campaign management page.



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The report will show you the impressions and clicks over a period of time, as well as what your budget was and if you changed your bid.

# Viral Traffic Secrets: The Blueprint

## **Twitter Marketing**

If Facebook is like a fan club for your business, then Twitter is like a tailgate party with over 200 million guests. It has an incredible amount of potential for businesses to reach out and find their target market using simple search tools in order to go viral.

Twitter's greatest appeal is its brevity. You only have 140 characters to work with, so you have no choice but to be direct and to the point. As a result, users can quickly scroll through hundreds of Tweets in only a few minutes. Like Facebook, most people use Twitter to keep up with friends, family and even people they don't actually know but would like to know, such as their favorite movie stars, politicians and sports figures.

Because of its immediacy, Twitter is the platform on which news is spread the fastest. Whenever something important happens in the world, Twitter erupts with activity. As a result, it also offers one of the best opportunities for going viral.

### **Attracting Twitter Followers**

Although you are limited to 140 characters, Twitter lets you post comments, as well as links to other websites, pictures, videos slideshows, and other media, making it a fast and efficient way to get your products and services in front of a lot of people. It instantly links users to a large number

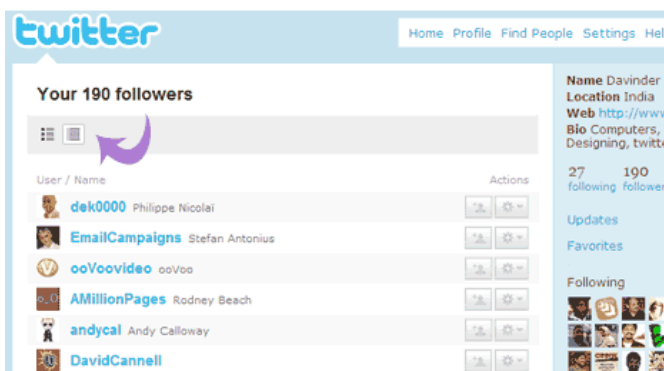
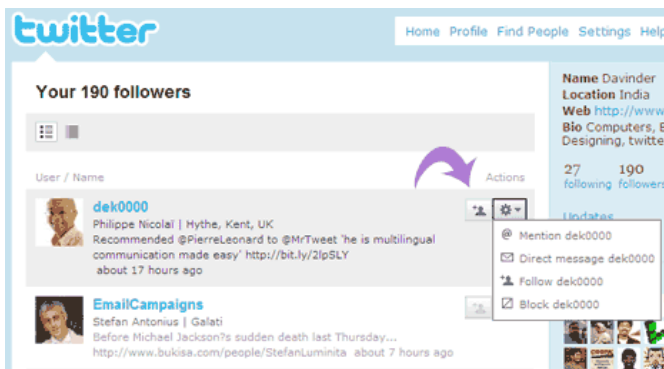
## Viral Traffic Secrets: The Blueprint

of people -- both who they know and who they don't know -- making it one of the most immediate and tangible forms of communication ever created.

To get twice the value from your work, make sure you link your Twitter to your Facebook and vice-versa. Then each time you post on one site, it automatically posts on the other. It's easy to do; just follow the instructions on either site. Also, remember to promote your Twitter feed in

all the same places you promote your Facebook page.

To get the most out of Twitter, you want to attract largest possible amount of followers. When you are first starting out, search for people you know, including loyal customers, family, friends, acquaintances, co-workers, and current and former school mates. Use the search function to



look for their names then follow them.

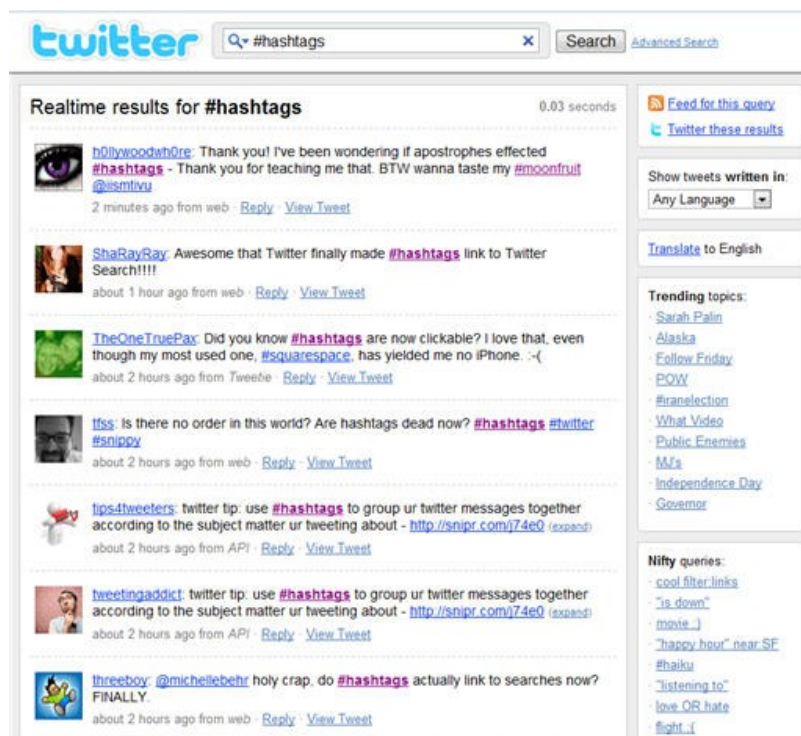
Then go to their profile and see who they are following and who is following them. You can follow all of these people if you want, but a better way would be to look for people you either know or who are friends of friends and follow them. Or you can follow only those people who have the most followers themselves.

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Whenever you follow somebody, they get a notification that you are following them. On Twitter, people will almost always follow you back. When they do, your list of Twitter followers becomes filled with people who already are devoted to your product niche.

### Hashtags and Trending Topics

To supercharge Twitter as a marketing tool, you want to build a huge list of people with an interest in your business' niche. To do this, search for tweets about your niche. For example, if you are in the water skiing industry, simply conduct a search for “#waterskiing”.



Then go to the profiles of people who have recently tweeted in this niche and look at their list of followers. If they have a lot of followers, follow those people. In most cases, they will automatically follow you back. When they do, every time you tweet something, they will

receive it and there is the possibility they will retweet it so that their followers will see it as well.

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Next go through their list of followers and look for those people with the highest number of followers. These are the people you want to follow to build your marketing program because they offer a point of contact to the most people.

Finally, Twitter will let you know what topics are trending at any given moment, and it's a good idea to pay attention to them so that you can see what people are tweeting about right now. If your niche subject is trending, it is a great time to start getting your message out because more people will see it.

### **Retweeting Strategies**

If you want to build relationships with your followers, don't constantly try to sell them products. Instead, send Tweets that are about your niche but are not related to specific products. One good way to do this is to use Google or Bing to find articles about your niche, then copy and paste interesting facts about your niche subject and send them out as tweets:

"Here are top tips for beginner waterskiers:

<http://sports.yahoo.com/top/news?slug=ycn-8864775> #waterskiing"

Another effective method is to find jokes and sayings about your niche subject. Everybody loves humor, so just search jokes about your niche then copy and paste them and send them out as tweets. You can do the same thing with sayings about your niche:

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“ ‘The tendency of man's nature to good is like the tendency of water to flow downwards. There are none but have this tendency to good, just as all water flows downwards. Now by striking water and causing it to leap up, you may make it go.’ -- Ni'matullah Wal #waterskiing”

“ ‘What is harder than rock, or softer than water Yet soft water hollows out hard rock. Persevere.’ -- Ovid #waterskiing”

### **Tweeting for Success**

Once you have a list of followers, you can continue to build your list of Twitter followers quickly by using following these simple techniques:

**Make it easy for people to find you on Twitter** – Always include a link to your Twitter profile on all your other social media sites, on your blogs, any articles you write, on your web page and anywhere else you can.

**Follow your followers** – It won't take long for people to start to find your Twitter page and follow you. When they do, make sure you follow the back. This helps build a bond between you and it also lets you see what they are Tweeting.

**Always respond to people who send you Tweets** – Twitter will notify you anytime your Twitter name – called your “handle” -- is mentioned anywhere on Twitter, even if it was not directed at you. Always follow up with the sender.

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**Entertain and inform** – Engage your followers one-on-one and find ways build relationships with them. People usually scroll through dozens of Tweets until they find something they like. When you entertain and inform, your followers will look forward to your Tweets, so they will stop to take the time to read them.

**Retweet Tweets from your followers** – Twitter lets you forward anyone's Tweet with the click of a single button. When your followers Tweet something relevant, retweet it. Also, when you find something interesting, share it with your followers.

**Participate in group discussions** – You can look for Tweets about topics that interest you by doing a search using a hash tag. For example, if your business is fine wines, you can find every Tweet in which that niche was tagged by searching #WineTasting.

**Use lists to organize followers** – Twitter makes it easy to arrange your followers according to specific parameters. When you organize your followers into groups, you can more easily target specific Tweets at specific groups.

**Say what you think, not just what you are doing** – Facebook users like to see what their Friends are doing. But people on Twitter usually prefer to know what people are actually thinking.

**Don't start a Tweet with @** -- The @ symbol is the first character in a Twitter user's address, so if you send a Tweet to @ArianaHuffington, for

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example, only she will get that Tweet.

## **Google Plus Marketing**

You may have heard about Google Plus and how its enhanced features make it the best marketing tool for business, but what you probably haven't heard is that Google Plus is quickly becoming the only tool your business needs to create lasting, influential presence online.

That's because Google Plus takes the best features of the internet's most successful sites – including Facebook, Twitter, LinkedIn and even YouTube – and makes them work better, faster and more efficiently. And Google Plus gives you all of these enhanced features under one roof: Your Google Plus brand page.

Here's how to create your Google Plus account for your business:

### **1. Login to Your Google Account**

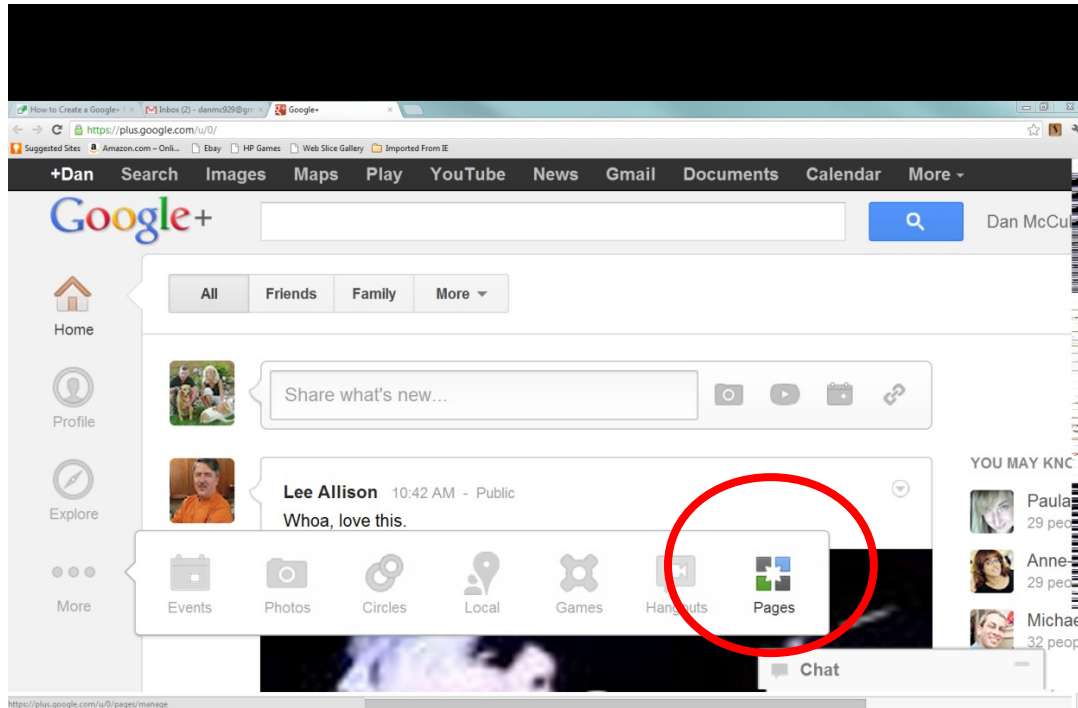
You need to be logged in to your personal Google account before you can create a Google Plus page for your business. All Google services share a common login so you can use your Gmail or Google Analytics login if you have one.

### **2. Start the 'Create Page' Wizard**

Once you are signed in to your Google account, you can get started by accessing the 'create page' wizard in one of two ways. You can visit the Google Plus business page and click on "Create a Google+ Page" link.

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Alternatively, if you have personal profile on Google Plus, you can click on the 'Page' icon on your Google+ dashboard that is displayed on the left of your Google+ profile and then choose the 'create page' link from the next screen.



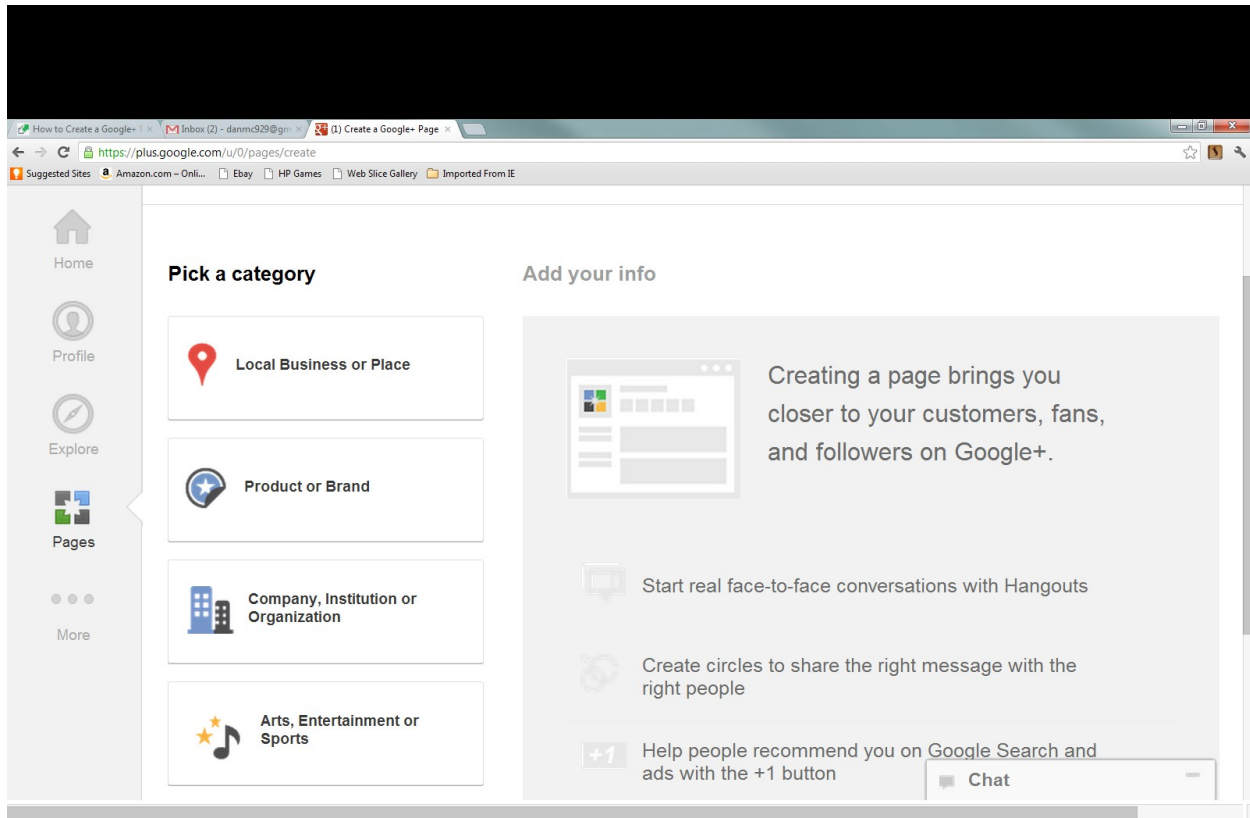
An easy to use interactive wizard will now guide you through the steps of creating your page similar to the wizard for creating a Facebook business page.

### 3. Choose Appropriate Category for Your Page

In the first step after you click on 'Create a Page', you will be asked to choose the most appropriate classification for your page. The following options are available:

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- Local Business or Place
- Product or Brand
- Company, Institution or Organization
- Arts, Entertainment or Sports
- Other



Choose the right classification for your page.

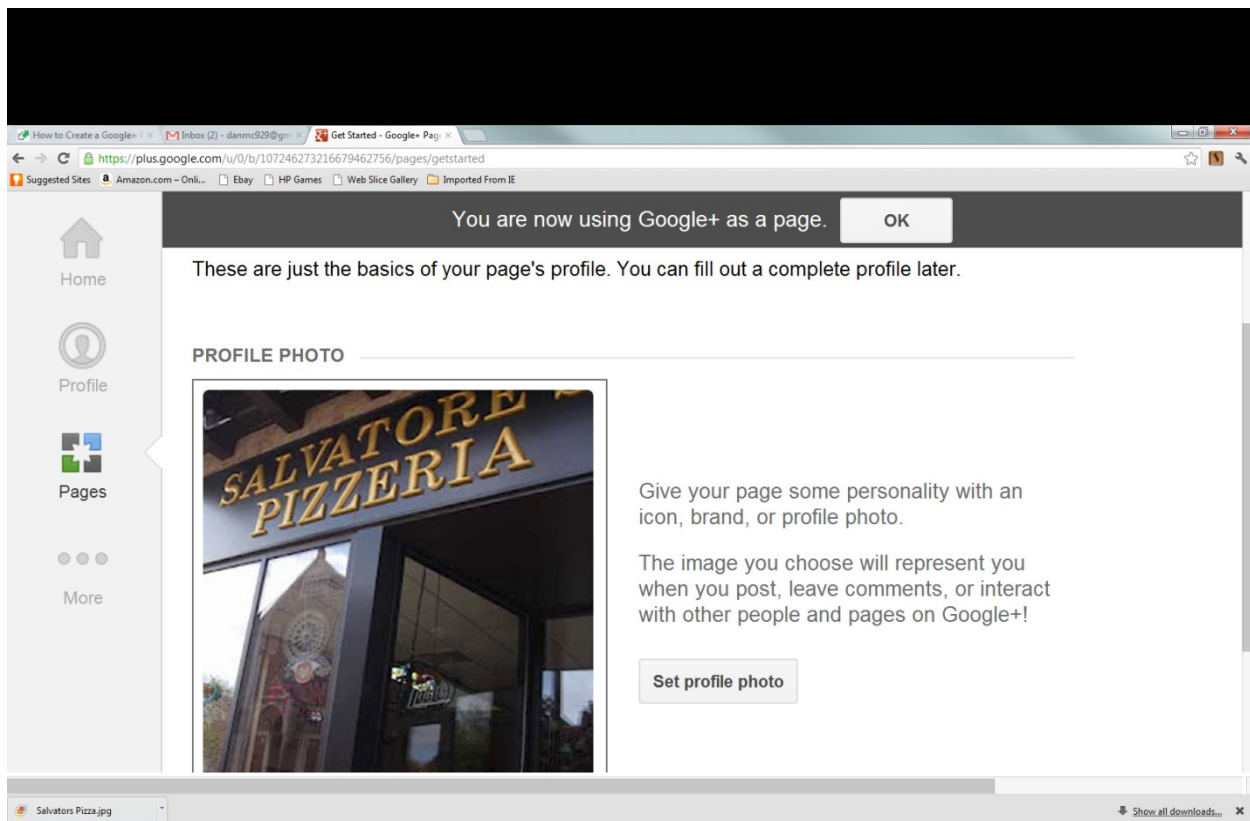
## 4. Enter Basic Info For Your Page

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After selecting your classification, a form to provide basic information about your page will be displayed on the right. Add your information including your page name (i.e. your company name), your address, your phone number, and your category (i.e. your industry), then accept the terms and click on create page link at the bottom of the page.

## 5. Upload an image for your business page

Google Plus is affiliated with the Picasa photo website, so if you have images of your business there you can simply drag and drop it onto the setup page. Or you can choose an image from your computer.

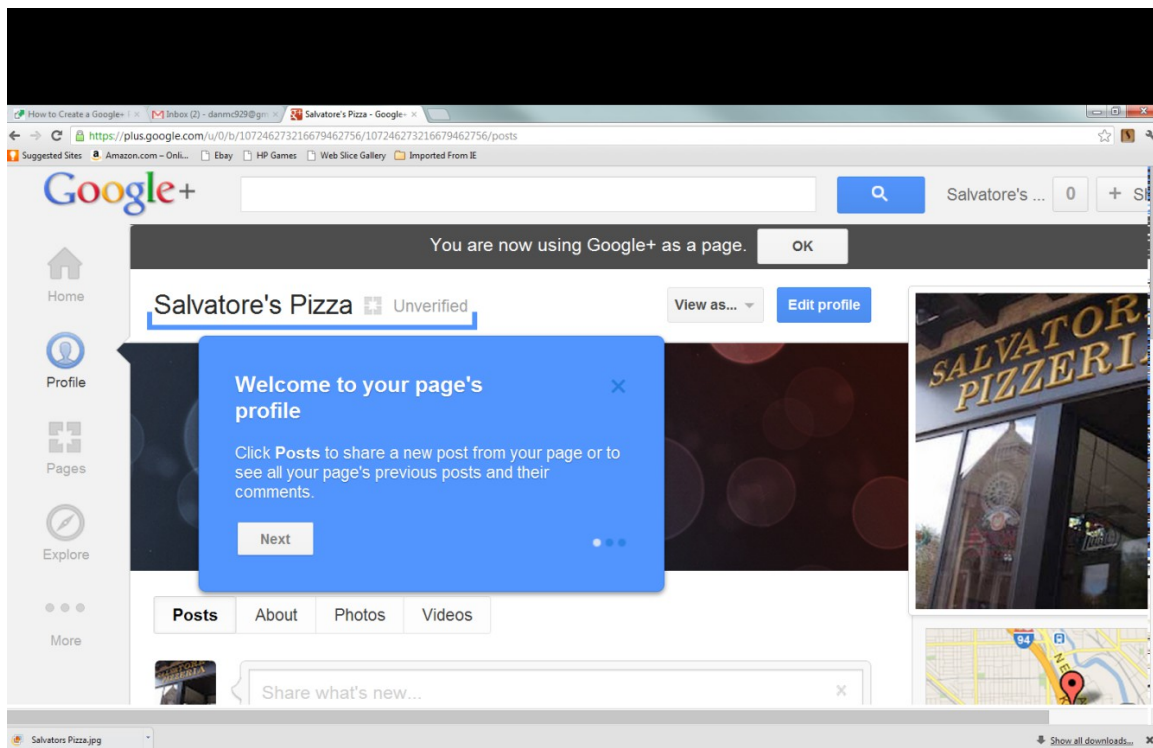


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The image you choose will be used as the icon for your Google Plus page whenever people view your site. It also will be attached to any postings you post, so make sure you use an image that well represents your business but is not so detailed so that people can't make it out when it is used as a thumbnail image.

### 6. Build your profile

Google Plus will ask you if you want to share your page with anybody in your Circles (more on those in a moment). If you are creating a new page from your personal Google+ page, these notifications will come from you, not your business page. After you click through this screen, you will be taken to your business' Google Plus page. You will then be asked to start building your business' profile.



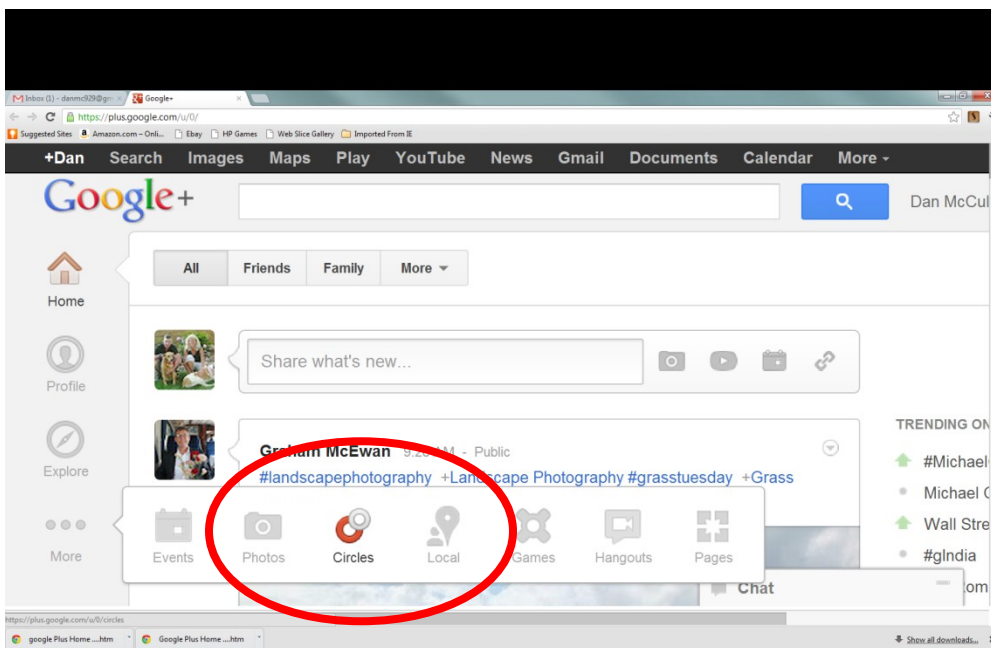
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At this point, you also can link your business' Google Plus page to your business' Facebook Fan page, its Twitter account, its LinkedIn page, and its foursquare page, among others.

Once you finish your profile, your Google plus page is technically ready to go and available to be viewed by the public. But because you haven't added any contacts yet or haven't posted any content, it's unlikely that anybody will be able to find you yet. What you need to do first is to start building your Circles

## Creating Effective Circles

Managing your contacts is easy with Google Plus because it allows



you to group them according to Circles. You can create individual Circles for friends, family, acquaintances, employees, vendors, or whatever

category you want. Then you can create sub-categories within these Circles to make it easier to communicate effectively with specific groups,

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such as customers who prefer certain types of products, groups of employees separated according to their availability, or vendors according to their delivery days, for example.

As your business grows, your Circles also will expand. So will your ability to manage these groups according to your business' specific needs. Circles keeps your business working efficiently.

### **Hangouts and Huddles**

Have you ever wanted to own your own television network, one that broadcasts programming devoted exclusively to you and your business. Google Plus' Hangouts tool allows you to do exactly that.

Hangouts is a free web-based video chat program that lets you interact with other users in real time using video and audio feeds that are connected directly to your Google Plus home page. Although Hangouts currently limits you to 10 chatting with 10 users at a time, this limit is expected to be raised eventually.

But you don't have to wait for Google to come out with a new version of Hangouts for you to expand the reach of your video networking. Link your Hangouts to your YouTube channel and you have an unlimited number of people who can watch your video via YouTube live. Plus they can participate by submitting texts that will appear directly on your Hangout video feed.

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Your Hangouts can be recorded and indexed, making them available for playback on your YouTube channel by anybody at any time.

Hangouts lets you provide live video one-on-one video customer service, answering customers questions or showing them the best ways to use your products. Or you can host webinars for your employees, record them and make them available online as permanent training modules. Another possibility is creating a video-based Frequently Asked Questions library about your company and its products.

Google Plus' Hangouts also offers a feature called On Air, which allows you to broadcast and record your hangout to your YouTube channel. That means that even though each Hangout is limited to ten participants (including you), an unlimited number of viewers can follow along on YouTube. And viewers have the ability to submit live questions and comments via text. This is like having the ability to create your own interactive television program right from your desktop.

On Air also lets you record presentations, meetings, discussions, forums and other events and then organize them any way you want, giving your contacts unlimited access to a library of your Hangouts recordings.

On Air also allows you to edit the recordings of your Hangouts to remove slower moments, edit out questions, etc. You can even improve production values by adding an introduction or images after the fact, music and links to other videos or websites.

## Viral Traffic Secrets: The Blueprint

Other business applications for this feature include:

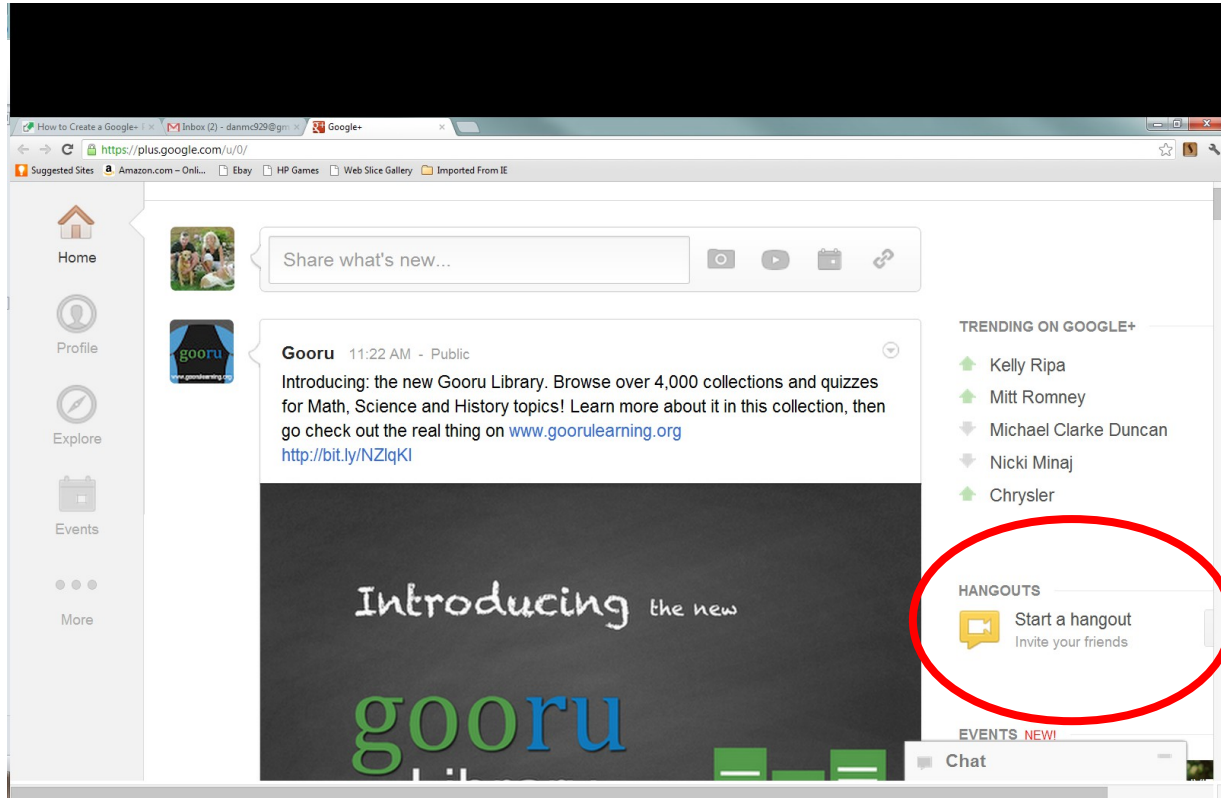
- Product showcases and demonstrations
- Live customer service
- Product launches
- Educational seminars and industry roundtables



Using On Air is simple. All you need to do is to click the “Start a Hangout” button on the top right of your Google Plus page. You will get a prompt asking you to install the free video and audio plug-ins if you don’t already have them. Then you simply send an invitation to the people you

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want to participate in your Hangout and you are ready to go on the air live with video streamed on your Google Plus profile.



Then simply integrate your Hangout with your existing YouTube channel using the link provided and you are broadcasting to everybody who clicks on that channel. The broadcast will also be recorded, so it can be indexed and saved for future viewing.

With the ability to broadcast, record and store a library of Hangouts using the On Air application, your business can effectively create your own video network devoted exclusively to your company, its product and services. Some brands already are exploiting this platform to promote their business.

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Some benefits already created by commercial-based Hangouts include being able to offer exclusive content and behind-the-scenes access, interviews and seminars that allow your customers to get more involved with your brand, live feeds to events and announcement, interactive video blogging, and customer service announcements.



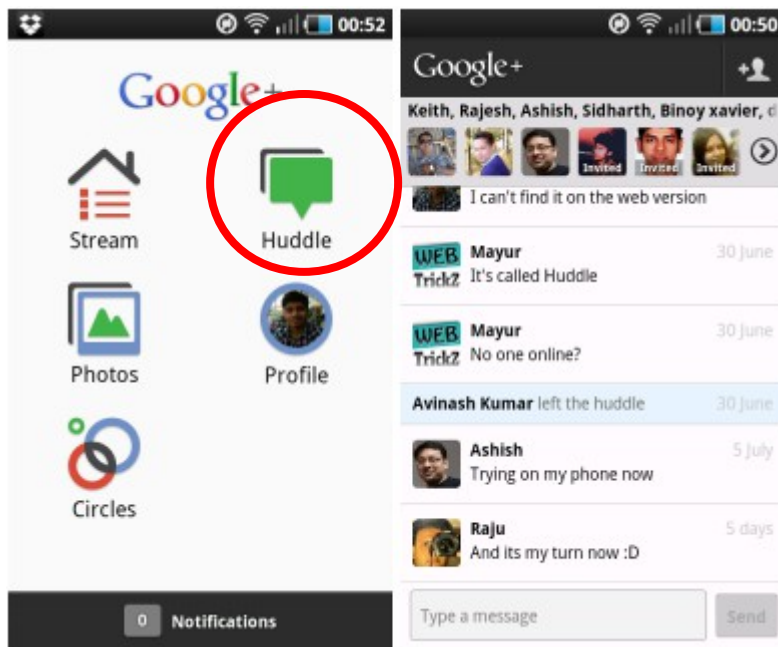
Most importantly, having your own video network allows you to build brand loyalty with your customers. Instead of paying to place advertisements in front of potential customers, you can invite your

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customers to participate in a platform that is one giant commercial for your business.

If you ever wonder about the popularity of text messaging, just walk down any busy city street. Internet users have embraced text messaging as the favored way of communicating with other users, even more so than face-to-face conversations or telephone calls.

Traditional texting lets you to send a single message to another



person. But a free Google Plus service called Huddle allows you to send a message to an entire group of people. Then everybody you sent your text to engage can maintain a conversation with every other member of the group simultaneously. And it's all

based on your Google Plus homepage or smartphone app.

For example, trying to get a group of friends to decide on which restaurant to meet at can be an ordeal, but with Huddle you can instantly create a conversation in which everyone can participate. Plus you can share photos, videos, links to restaurant reviews, online menus, GPS

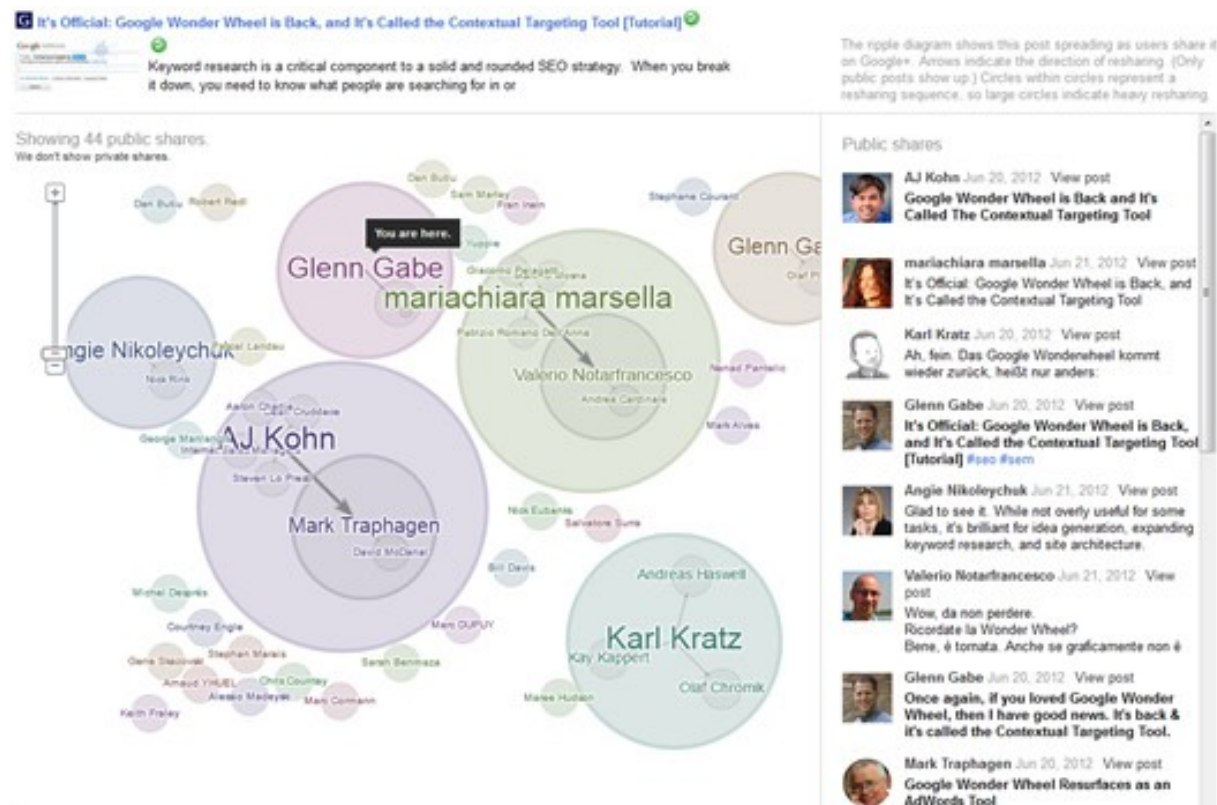
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directions and much more right from your portable device with everybody in the group.

Huddle also has mobile marketing applications for business, such as letting you create an ongoing dialogue about your business and its products with an unlimited number of customers selected from your Circles. And you can tailor each conversation to each specific group to match their specific interests.

## Google Plus Analytics

Another free feature, called Ripples, lets you see exactly who is promoting your posts, where they are promoting them, how many people they have in their Circles, and what other people are doing with your posts



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once they receive them, giving you an actual real-time picture of how your business is being perceived on the web.

Armed with this critical information, you can design your promotions and postings to follow the most profitable and popular paths.

### **Using Google Events for Maximum Exposure**

Google Events is another a free service on Google Plus that lets users get together with friends and colleagues, plan events, and share their experiences during and after the event. With sharp design and the ability to select themes and add photos, video and other rich text, Events lets users document meetings, parties and other events. You can even create group photo albums for commemorating special times, online and offline.

Events is accessible from your Google Plus home page. It also lets you keep track of upcoming events, RSVP to events right from your Google Plus page, link to your Google Calendar, and access the Event pages of past events.

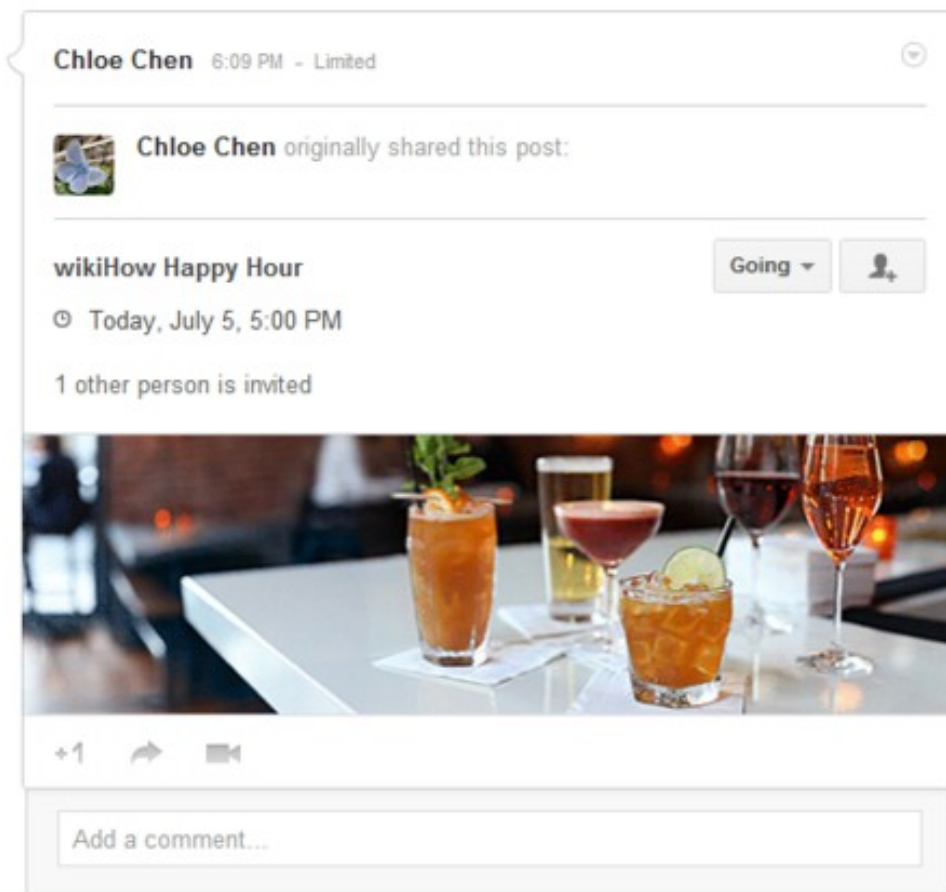
Events lets you build events for your business, including seminars, employee meetings, shareholders events, social events, charitable occasions, special sales or whatever you want. You can send invitations to all of your contacts or specific Circles, or to email addresses. Events will keep track of their responses to you can know how many people are planning to attend.

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The service even lets you to give your contacts permission to invite other people to the event if you wish and you can authorize your guests to add photos to the Event page.

Pre-made themes can be used to build the Event invitation page, or you can upload your own, such as your corporate logo or a photo related to your business or products.

You also can create an Event as a Hangout, such as meeting to with groups of customers, vendors or employees online to discuss a particular topic. Or you can create a public event.



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Events allows you to add additional fields to your Event, such as a link to a website, a ticket seller, a YouTube video, transit or parking information and other details.

Then, before, during and after the event, you can upload photos and videos to the Event page so you can access these photos from both your albums page and the event page. If it is a recurring event, such as an annual meeting or party, you can post pictures from previous events in the new Event page. Once more than one photo is added to the page, you can play a live slideshow of all the photos.

Another great feature is that Events allows you to share photos and videos from the event in real time if you want. Simply go to the Event page and turn on the Party Mode and any photos and videos you take there can be instantly shared with everyone at the event. Currently, this feature is only available on Android devices, but it is expected to be made more widely available soon.

You can share the Event page, including photo albums and videos, with people who weren't originally invited to the event by posting it to your profile and sharing it with any of your Circles you want.

Another useful app -- Google Plus' free Streams -- lets you keep up with your business, your competitors and other topics of interest to you with the click of a button. You can set up permanent, RSS-type feeds directly on your Google Plus home page for any topic you want. Google's gigantic search engine will constantly scour the web for the latest articles, postings

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and links related to your topic and post them on directly on your page in real time.

Sparks is another free tool provided by Google Plus that lets you instantly recommend interesting content you find to your Circles. Plus it provides you with a constant stream of content that people within your network recommend. And it all appears directly on your Google Plus home page in real time.

### **Paid Google Marketing Techniques**

Google Plus also lets you connect your Google AdWords account to your Google Plus account. This lets you show how many +1s your ads receive. In addition, people who conduct a search on Google and see your ads on the SERPS will see which ads the people in their Circles +1ed.

This lets your pay-per-click marketing take on the structure of a social media marketing campaign. Google also plans to use this as a key metric for your PPC advertising. In order to link these two accounts, you have to turn this feature on in your Google AdWords account by enabling Social Extensions.

You can make your Google AdWords account even more effective by linking it to your Google Plus page so that social signals of your Circles can be included in search results. It is another example of how word of mouth has been transformed in the 21<sup>st</sup> Century into social signals. We all make buying decisions based on the advice of our family and friends. Linking

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AdWords with your Google Plus account just codifies this for the internet age.

# Viral Traffic Secrets: The Blueprint

## **Achieving Video Viral Success**

Nearly every modern smart phone, digital camera, even desktop PCs come with cameras built into them nowadays. Most shoot high definition video as well, making it easy to produce engaging, high-quality video you can use to promote your business.

### **The Astonishing Power of Video**

There are a number of different kinds of videos. Research videos created by your competitors so that you can create something unique and also learn from their mistakes.

The most common type of video is to record you or someone else talking about your business. Keep the video short, less than 10 minutes certainly, better yet less than 2 or 3. Keep your video lively and entertaining, and always promise to reveal more and more information as you go on so your viewers will keep watching all the way through.

The second kind of video is a series of static screen shots, such as a PowerPoint presentation. They can actually be created with PowerPoint, if you already have the program, or you can download a program that will allow you to build one. These kinds of videos are going to be more like commercials than testimonials or sales pitches.

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Use a script. The script should be set up so that there is one line for each slide. The lines should be very short, usually not more than ten words, which means you will have to be very economical with your writing. And obviously, the line should be relevant to what is displayed on the screen.

Each slide will be on the screen only for about 3 seconds, no more than 5, except for the last slide which will stay onscreen until it fades out. That means for a 2 minute video, you are going to need about 25 to 35 lines of text.

Once you have created a video using one of these techniques, try creating a second and third using the other two techniques. This will triple your exposure and give you experience with different types of video production. With internet marketing relying more heavily on videos, this experience is going to be key to going viral.

### **YouTube and Its Benefits**

YouTube is the biggest of the video sharing sites in North America, so if you don't post your videos on any other site, you should post it on YouTube. Music videos and TV shows and movies are the most popular YouTube videos, but how-to videos and videos that are unusual are also among the most viewed.

How-to videos that are part of a series are more popular than those that stand alone, so if you have a 10 minute video explaining how to

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change the air filter on your home furnace, for example, you would get more visitors if you broke it into three 3:33 minute videos.

A great way to build a following and increase your chances of having your video go viral is to record any seminars or webinars you host. Break your webinar video into several files and create an online video series that YouTube users can subscribe to.

How-to videos should provide valuable information that people can use to perform a specific task. You can feature your products and business if you want, but videos that are commercialized tend to be less popular than those that appear to be independent.

The second kind of video that is hugely popular on YouTube are those that are unusual and/or funny. Some of the most popular videos of all time on the site have featured people or animals doing unusual yet interesting things.

Among the most popular are those featuring babies and young children doing and saying funny things, people lip-syncing and anything having to do with cute animals. On YouTube, weird is revered. If it's appropriate for your business, come up with a video that is wacky yet fascinating. If you hit the right tone, it can offer your best hope of going viral.

### **Seven Ways to Create Viral Video**

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Because videos are the format of choice for most internet users, your odds of going viral are improved if you focus on creating a viral video. Here are seven shortcuts you can use to improve your chances of success:

1. **The more videos, the better** – Basically, the more videos you produce, the greater your chances that one of them will go viral. It's sort of like playing lottery. The more tickets you buy, the better your chances of winning.
2. **Make videos that are funny** – People will watch and share videos they find entertaining. Making people laugh is the easiest way to entertain them. Hence, funny videos are often the ones that go viral most frequently.
3. **Target your fan base** – The internet's ability to find specific micro-topics of interest quickly means that there are a lot of fans out there for whatever you are selling. If you give them content that feeds their fanaticism, they are going to be more likely to pass it along to their contacts.
4. **Parody and satire sell** – One of the most basic comic tools is to make fun of something that takes itself too seriously. You can connect with audience and entertain them using parody and satire. Just remember to always keep it tasteful.
5. **Keep them guessing** – Video editing techniques makes it relatively easy to create something that looks real but is not. Some of the most popular viral videos are those that make the viewer wonder if what

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they are watching is genuine.

6. **People love gimmicks** – Techniques such as Legos, action figures, time lapse, stop motion and miniatures make some of the most interesting and most popular viral videos. By packaging your message in some sort of gimmick, you can broad its appeal.
7. **Meme's the word** – Memes are quirky internet crazes that spread like wildfire over the web. By being aware of what's hot – Honey Badger and McKayla Is Not Impressed are two recent examples – and incorporating it into what you are trying to promote, you can catch ride on a rocket of popularity.

### Video Marketing Methods That Work

The whole point of creating videos and posting them on popular video sharing sites is to create additional backlinks to your website, so don't forget to post a link to your site underneath your video. You would be surprised how many people forget this step!

Videos promoting your products are one of the best ways to improve your site ranking on Google and other search engines, and the search engine algorithms will continue to give more weight to video in the coming years. It's a good idea to embrace it now because it will be an important part of all future marketing programs.

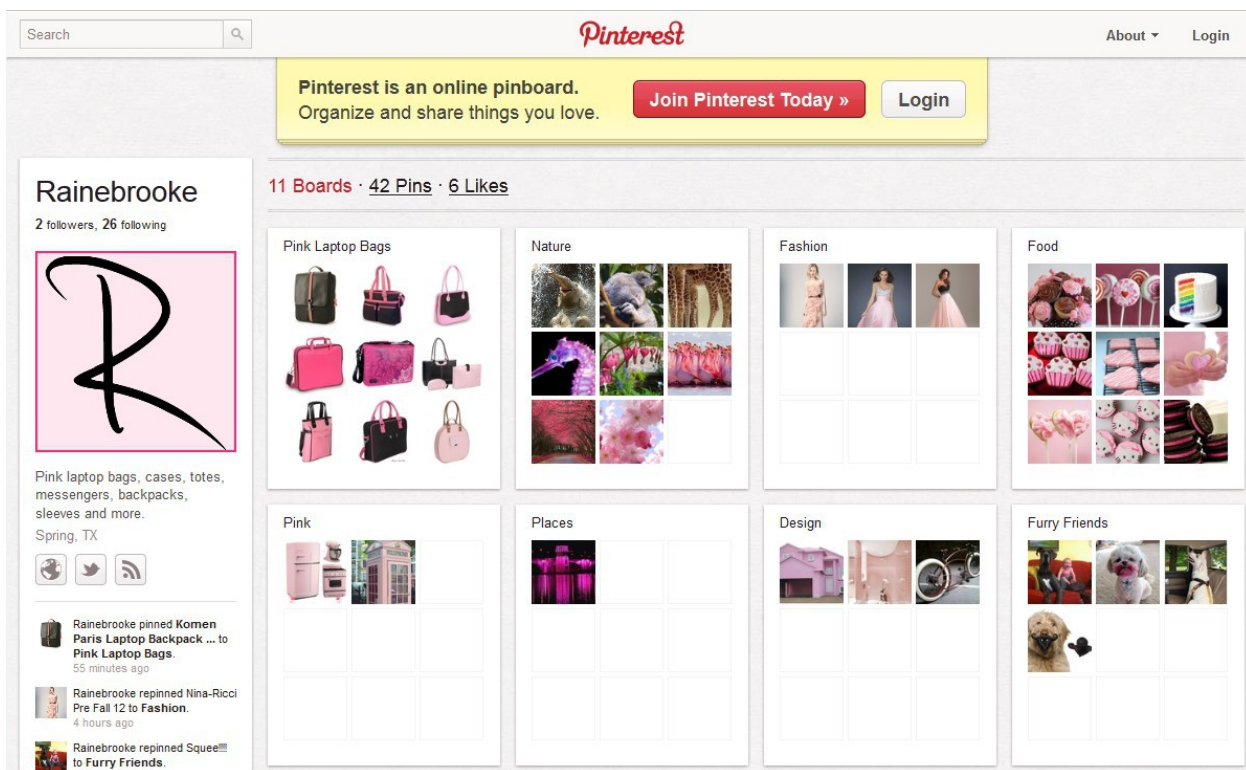
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## Secondary Viral Marketing Platforms

While YouTube, Facebook and Twitter are the most important sites to focus on for viral marketing, they are not the only sites. Because the popularity of sites waxes and wanes faster than the phases of the moon, what is hot today may not be popular in a few weeks, so it is important to pay attention to online popularity trends. Although it may seem unlikely right now, any of these sites may eventually take center stage.

### The Popularity of Pinterest

The internet is a fickle place and the fortunes of websites rise and fall. For example, MySpace just a few years ago was the most popular social



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networking site on the planet. Today it has few visitors and is owned by Justin Timberlake.

However, when you're hot, you're hot. And one of the hottest websites right now is Pinterest. It's what is known as a social bookmarking site, or a place where users can create pages where they can post links to articles, web pages and other content that are of interest to them that they would like to share with others.

With Pinterest, users can "pin" links that interest them so that visitors can gain instant access to recommendations and referrals. Users can use preprogrammed page templates or design their own pages so that they can look any way they want.

Pinterest is an easy way to promote your web pages and products because it can be linked to your blog page, Twitter account, Facebook page, LinkedIn page or just about any other site. Its popularity and influence continue to grow, making it a site that is key to your efforts to go viral.

### **Benefits and Drawbacks of LinkedIn**

LinkedIn is a social network that allows you to keep track and organize professional connections. Since 2003, LinkedIn has been helping business professionals keep track of current and former co-workers, find jobs, learn more about potential employers, arrange for professional references, and fill job vacancies.

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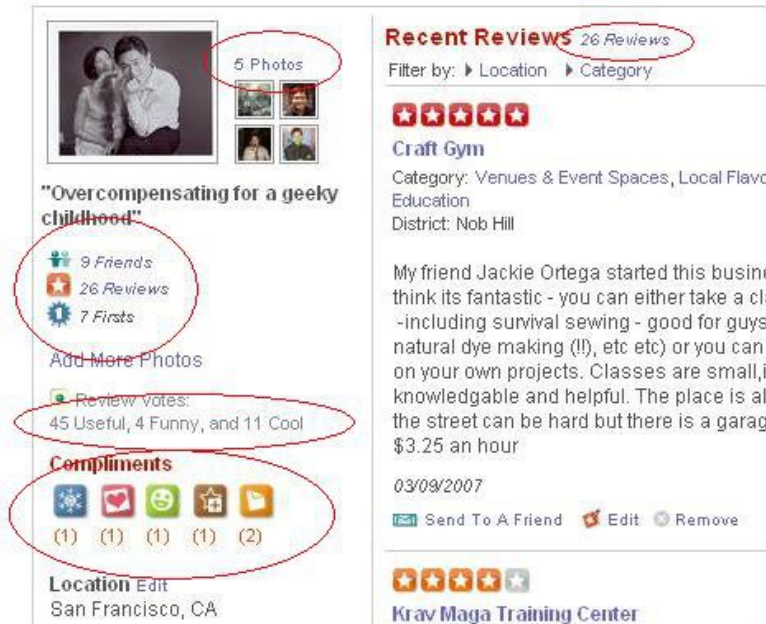
For the internet marketer, LinkedIn is a great way to network with people and to make contact with other professionals. It's not as good a place to promote products as Twitter and Facebook, but it can be useful in developing long-term business relationships with others who can help promote your products and services.

## Social Comment: Yelp, foursquare, and Other Sites

With more than 54 million unique visitors per month, Yelp is one of the most popular social review sites on the web. Users can post reviews about anything, from restaurants to dog parks to shopping malls. They also can search for certain kinds of businesses with defined geographic area. If you want to find dog walkers in Helena, Montana, for example, Yelp can offer

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you your options, along with customer reviews, maps, photos, hours of operation and other information.



Yelp allows businesses to post advertisements and to be designated as “featured businesses”. But because of the growing popularity of the site and others like it, most businesses spend more time playing defense

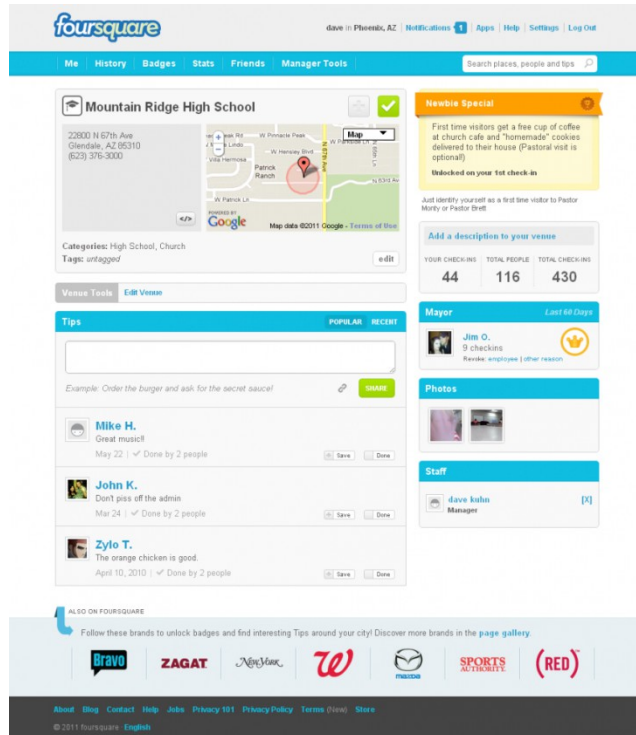
than offense: Bad reviews on the site can be damaging to your business.

Foursquare is a social networking site for mobile devices, such as smart phones. Members “check in” at various places they visit and are also linked to other users, and each can see the others check ins. Each check-in awards the user points and sometimes “badges”. The foursquare user with the most check-ins at any particular place is named the “mayor” of that location. The app also allows users to leave comments, make recommendations and to send instant messages to other users.

Foursquare is a fun, young smart phone app with a competitive edge as members compete to collect the most badges and be named mayor of the most places.

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Foursquare also lets companies to provide discounts and freebies to members that check-in at their location. These can be an effective marketing strategy for persuading new customers and regular customers to visit your business.



Businesses also can create pages of tips and allow users to “follow” the company and receive exclusive tips and even special badges when they check in at enough locations. Some restaurants and bars have even begun posting the foursquare logo on their front window to encourage members to check in there.

Digg is one of the most popular of the “social news” sites that have developed in recent years. Users are able to post articles and links about things that are of interest to them. Other users can then like or dislike the articles. Those that are the most popular are pushed to the top of the Digg feed and those that are not fall to the bottom.

Digg is sort of like a combination of Google and Yelp, where users take over the role played by the search engine algorithm. It can be an effective way to help you go viral by promoting your articles, blogs and websites and potentially increase traffic to your site by creating additional backlinks.

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Flickr and Instagram are two of the most popular of the photo sharing sites. Both allow users to upload photos or photo albums to the home pages, where they can be viewed by family and friends, or even the public. Many businesses are using these sites to promote their products and services. They can be an effective way to provide access to your company's catalogue or build your reputation online.

Wikipedia is an online encyclopedia that is edited by its users. It has quickly become the go-to site for information for everyone on the web because provides extensive basic information on every topic imaginable. The downside is that because the content can be provided and edited by everybody, some of the veracity of its entries is questionable.

Still, there are business applications for Wikipedia that include creating an entry for your business that describes its products and services, its history and location, and its motivating mission statement. Photos can also be uploaded onto Wikipedia pages. It could be a good way to help people find your business.

Skype provides video telephone and conferencing services for its 521 million users. It's free to download and Skype-to-Skype calls also are free. It is a great way to conduct business meetings and conferences without everybody having to travel to a single location, and its video ability make it easy to give presentations. You can even load Power Point presentations onto it and include a voiceover.

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Skype is quickly gaining in popularity as more and more businesses become aware of its benefits. It will certainly have a deep impact on business travel in the coming years, perhaps even on telecommuting.

As a traffic generating tool, it is important for your customers to know that you have Skype access because it will make many of them more willing to contact you directly. This can give you an opportunity sell them additional products and improve your relationships without having to physically travel to their location.

In this guide, we have described the many tools available to you on the internet offer a wide variety of opportunities to go viral. By creating original, helpful and entertaining content and promoting it across a wide variety of platforms, you can build excitement and enthusiasm among your most loyal followers so that they can begin the process of having your content go viral.

Now, the rest is up to you to utilize these tools to their fullest potential and to get your content to go viral.

All the best!