Lesson 14: Paid forms of traffic II

In the previous module, we talked about one form of paid traffic that was Pay Per Click. There is another version of paid traffic which isn’t as popular but is an option and that is virtual classifieds. When you open your newspaper, there is a section called “Classifieds”, which is usually in the back of the newspaper. Tiny ads fill the entire page, asking and offering different things.

It’s basically the same thing with virtual classifieds. One of the more popular sites are USfreeads.com there are also free virtual classifieds advertisement sites which are quite popular. Gumtree.com and Craigslist.com are two of the more well-known ones. What’s special about USfreeads is that you can get more exposure for your advertisement because you’re paying for the space at the front of the list.

Just like Clickbank, the listings are broken up into different categories. Depending on what you’re selling, your product will appear in a certain category. You can start with a free listing, but chances are, it will probably be lost amongst the rest of free listings that are entered into the system every day.

If you don’t have a site, this is an effective and relatively cheap way to get started in Internet Marketing. Just like “real” offline listings, a virtual classified is restricted to a certain number of words as well, so you have to make sure you are able to persuade your intended audience that what you have to sell is what they are looking for.

Of course, you don’t have to say everything you want to say in the classified itself. You can link to your own site which will have more information about the product that you have on offer. You can also insert a PayPal button directly in the advert itself, through which the prospect can directly purchase your goods or service.

There is also premium membership for the site, meaning that your ads will stand out more and naturally, will get more exposure and attention from people visiting the site.

If you’re comparing PPC and virtual classifieds, virtual classifieds are cheaper but probably less targeted. PPC advertisements will cost more, but as long as the quality of your site is impeccable, there shouldn’t be anything to worry about.

In the next lesson we are going to dive into the deep and mysterious world of Search Engine Optimization or SEO as it’s more often called.