Laser-Guided Web Marketing Campaigns

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Chapter 1

1 Use a handwritten letter on your ad copy instead of text. Write the ad on a piece of paper, scan it and publish the ad on your web page. Adding a personal touch will always increase your sales. If you don't want to write the whole letter by hand, you could just put your signature at the end.

2 Publish a list of famous and respected customers who have bought from you on your ad copy. People will think that if these people bought from you, they should also trust your business and purchase your products. Make sure to get their permission first. For example, you could say, "Here is a list of some of our most valued customers:…"

3 Show 'before' and 'after' photos for your products on your web page copy. Show the problem picture and then beside it, show the picture of how the

problem was resolved when they used your product. This will give your prospects a clearer mental image of the possible benefits of using your product.

4 Include an article or review which has been written about you or your business with your ad copy. This will show people that your business is respected and will increase your credibility. You could include the full review, an excerpt of it or link to the reviewer's web site.

5 When you offer free bonuses in your ad copy, also list the dollar value beside each bonus. People will feel they're getting a good deal and it will increase the value of your product. For example, you could say "Bonus 1# Free Internet Advertising E-book Valued at $47!"

Chapter 2

6 Hire a famous person to endorse your product or service. Make sure the person is well-known to your target audience. Include their picture and statements in your ad copy. Using a picture endorsement is more powerful because it shows the endorser likes your product enough to show his or her face.

7 Include your own picture in your ad copy. This will show people that you're not hiding behind your ad copy and will increase their trust. Also, include

your contact information below the picture and a brief statement or quote. If you feel adventurous, you could include an online audio sound bite or video clip of yourself.

8 Tell your potential customers in your ad copy that you will donate a percentage of their purchase price to a specific charity. This will show them you really care about people. They may just buy your product so their money will go to the charity. For example, you could say, "I will donate .75 cents from each order to the (name) Foundation."

9 Ask your potential customers plenty of 'yes' and 'no' questions in your ad copy. The questions should remind them of their problem and make them think about what will happen if they don't purchase your product. For example, you could say, "Do you want to get out of debt?" "Do you want to have financial security?"

10 Tell your potential customers they will receive a free prize if they find the five words in your ad copy that are misspelled or spelled backwards. The longer you can keep someone reading your copy, the greater chance of them purchasing. You could also have them find hidden links, hidden graphics, etc.

Chapter 3

11 Give your prospects extra incentives so they will order quicker. It could be free shipping, a faster shipping option, free gift-wrapping, etc. For example, you could say, "Free gift-wrapping to the first 1000 people who order." Another example, "Free shipping to anyone who orders before (date)."

12 Make your small business look big on the world wide web. Design your web site using professional graphics, ordering systems, organized layouts, etc. For example, on the web no one really knows if you're a one-man business or huge corporation, unless you tell them. Just design your web site to look professional.

13 Attract a lot more customers by giving them clear ordering instructions. Give them all the information they need so they can complete their order easily. For example, you could say, "Please fill out all of the order form below. We accept all major credit cards and online checks. Please click the "Order" button only once. You don't want to get double charged."

14 Give your customers buying incentives so they'll make repeat purchases. Offer them discounts, free gifts, bonus points, etc. For example, if you give your customers points every time they buy something, they will start collecting them and buy more things. They will want to save up enough points to get a free product.

15 Tell people about your site whenever you get a chance. Those people will tell other people and so on. It's a cheap way to multiply your advertising. For example, if you're at a grocery store, mention it to people you talk to; the check clerk, the bag boy, etc. Every little bit helps.

Chapter 4

16 Write and send press releases for your web site. Use strong headlines, make it newsworthy, and tell the journalist why their readers would like it. You could increase your chances of getting your release read or published by communicating with editors regularly and creating a professional friendship with them.

17 Use a lot of headlines on your web site and e-zine. Some types of headlines are free offers, questions, problem solvers, sales, and statistics. For example, "Free E-book", "Want To Get Out Of Debt?", "Free Article", etc. You could also turn the headlines into graphics to make them look more professional.

18 Design graphics, templates, buttons and banner ads for other sites. Allow people to use them in exchange for your web link on their home page. For example, you could require the users to say on their web site, "These graphics were made possible by (your business name and web site address)."

19 Use time-saving promotional software. You can automate your search engine submissions, posting to online classified sites, etc. You may have to buy them, but you'll make up the money you spend by getting your other business requirements completed faster. Sometimes you can find this type of software for free on the web.

20 Advertise your online business by dressing in clothes that are imprinted with your ad. It could be a T-shirt, ball cap, coat, etc. You would want to especially do this if you are going to a crowded event, like a football game, a county fair, party, dance, a social club, etc.

Chapter 5

21 Trade links with other web sites. They should be related to the subject of your web site. Instead of trading links, you could also trade banner ads, half page ads, classified ads, etc. If they turn down your trade offer, you could offer them some extra in-centives like free things and extra free ad space.

22 Start an e-zine for your web site. When people read each issue they'll be reminded to revisit your web site. They'll see your product ad more than just once, which will increase your orders. You'll need to have at least 50% original content in it so

people don't unsubscribe because they read your information in other e-zines.

23 Form an online community. It could be an online message board, e-mail discussion list or chat room. When people get involved in your community, they will regularly return to communicate with others. You could also invite your online community to free "how to" classes hosted in your chat room or by teleconference.

24 Write articles and submit them to e-zines, web sites and magazines that accept article submissions. Include your business information and web address at the end of the article. You could also give the editors extra incentives to publish your article, like freebies, affiliate commissions, offers to publish their article, etc.

25 Give away an electronic freebie with your ad on it. Allow your visitors to give the freebie away as well. This'll increase your ad exposure and attract people to your web site at the same time. You could also use it as a bonus for another product you sell or as a free surprise gift for your most loyal customers.

Chapter 6

26 Combine your products or services into one big

package deal with offerings from other businesses. You could share a web site and advertise the package deal which would mean double the traffic. It could be one or more business. If the business is your competition, you would want to use a neutral product.

27 Submit your freebie to the online directories that list your particular item or service for free. If you're offering a free e-zine, submit it to all the free e-zine directories on the Internet. There are free e-book directories, web site directories, general freebie directories, free article directories, etc.

28 Participate on message boards. Post answers to other people's questions, ask questions and post appropriate information. Include your signature file at the end of all your postings. Some message boards let you include a text link at the end of your message. Plus you can learn great tips reading all the postings.

29 Exchange classified or sponsor ads with other free e-zine publishers. If there is a huge subscriber difference between e-zines, one can run more ads to make up for it. You could also offer free items or affiliate commissions. Another idea would be to offer them an ad on your web site too.

30 Post your ad on free advertising areas on the Internet. You can post it on free classified ad sites, free for all links sites, newsgroups that allow ads,

free yellow page directories, etc. Of course all
of those areas have different rules for submissions
so you may have to structure your offer differently
each time.

The End