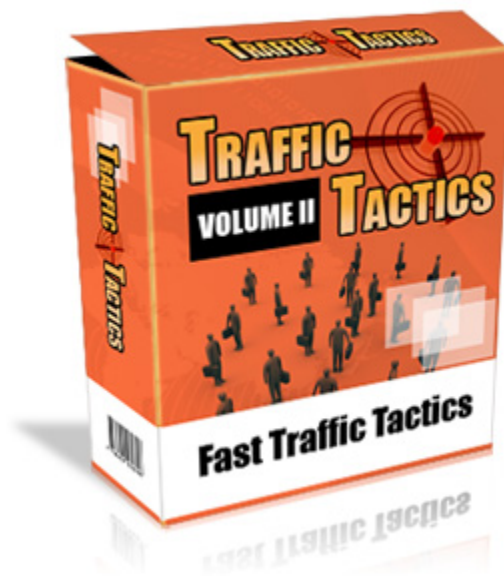# TRAFFIC TACTICS VOLUME #2:

Fast Traffic Tactics

Special Report (D):

Paid Web Space Advertising Tactics

Revenue models

The most confusing and ambiguous part of paid advertising is the revenue model choice that you have to make for ads. Each of these revenue models has their advantages and their disadvantages and your choice rests mainly on the site's audiences.

CPM ad

CPM ad is the simplest of the entire revenue model and it was the first of the lot of emerge. CPM means cost per thousand and as the name indicates it is the cost of showing thousand ads.

Unique impression

In actual practice, you do not earn the full amount for every impression; in case you are using the services of an ad agency they usually charge a percentage of the income. It may also be that you are paid only for the unique impression, it means that you get paid only for the time a particular visitor sees an ad.

CPC

A cost per click ad helps you to earn each time a person clicks on your ad, the amount that you earn might vary from a nickel to fifty cents. As with the case of CPM, you might be paid only for the first click from an individual user and you may also have to pay a certain amount of money to the ad agency.

Risk factor

There is an element of risk in case you are running a CPC ad, the reason is that in case none of the users click the ad, you end up earning nothing. But on the other hand you have a chance of earning more than the CPM ads in case the target audience of the ads matches the visitors of your site.

Ad performance

The performance of the CPC ads varies greatly between particular ads and particular sites. The performance of ad is mainly dependent on the money that it makes based on the number of views.

CPA

As opposed to CPC where you get paid when a user clicks on the ad, in case of CPA that is cost per action, you are paid only when the user completes a transaction.

Cost per lead

In case of cost per lead, you are paid each time a customer provides his contact number or signs.

Cost per sale

In cost per sale payment is made whenever a person buys a product or more. The commission is usually a percentage of the sale proceeds, so the larger amount the user spends the more you earn.

Best ad

In order to know the best ad, you have to spend some time experimenting with different ads. You should run as many CPM ads as is possible and should also experiment with CPC and CPA ads.

Regular checking of ads

There are instances when some CPA and CPC ads just give away free advertising. It is thus very important that you run a thorough check of the CPM regularly and run only the ads that prove profitable to you.

Check the ads YOURSELF

It is important that you look at the ads yourself.

Ad content

It is important that you realize that in case your viewers are not being able to enjoy content because of an ad then chances are that you will lose out on business as they might not return.

Effective advertising

The most cost effective advertising on the internet is actually paid advertising. Saving cost does not at all mean doing advertising for free.

Advertising deals

It is a good idea to get some help to dig out advertising deals on the many websites, although it might cost you a little extra money, but then you will have more time to prepare for your advertising campaigns.

Communicative ads

The main reason why we try to save cost is to push up the profit, so it is very important that your marketing system is good and it communicates well to the visitors.

Role of Google
With the conversion factor introduced by Google you can very well track the conversions that results from the advertisements. With the help of this tracking factor it is now possible for the advertisers to find out their actual return on investment.

Expanded matching
Google has also introduced expanded matching; this has been introduced as a part of its broad matching of keywords.

Increased click
The increased click – through threshold is designed to help those ads that face a hard time getting noticed due to the poor search relevance.

Blogging
It is very important that you pick up bloggers whom you have trust.

Text link advertising
Text link advertising is also very important as it can provide you with some SEO benefits.

Paid syndication
Paid syndication involves sponsorship of a web site; here your content will be merged and integrated in to the framework of the site with which syndication is to be done.

Feed based advertising
In case of feed based advertising, it is a common opinion that measuring of return on investment becomes difficult.

Banner advertisements
Banner advertisements are also very effective in case of branding purpose.

PPC
Pay-per-click advertising is very effective in case you are building a mail list through your landing pages or in case you are promoting affiliate programs. It is also very useful in case you are selling products on the web.

News letter advertising

In case of ezine or news letter advertising, the traffic inflow is greatly increased

Pick up the right sites

For advertising it is very important that you pick up sites that are already high on ranking for al the keywords that are relevant for your site.

Attract with banners

Banner ads are very effective in drawing the attention of a visitor as they are flashed at the top of the web page and are very colorful.

Correct placement

In order to make sure that your ad fetches traffic, it is important that you place it where it can be easily seen.

Participate Contest

You can also have contest and offer cash and other prizes in order to generate traffic to your site.