

MarketStorm

THE POWER OF
MOBILE MARKETING

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STRATEGY

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ADDING SCARCITY
TO YOUR OFFERS



YOUR
CONVERSION
STRATEGIES



**Adding Scarcity
To Your Offers**

How many times have you bought something because the headline or subject line screams something like this:

“Only 5 Items Left. Get It Now!”

“Lock In This Great Price While You Still Can”

“Up To 50% Off Until January 31st Only”

This is known as scarcity marketing and it is extremely effective when used properly.

THE PRINCIPLE

The principle behind this is known as supply and demand. If your product is seen as being in limited supply more value is immediately associated with it. This gives buyers the mentality of "if everyone is snapping this up, then I should too"!

In order for this to work effectively your offer has to be positioned correctly in the marketplace. Your end goal is to

boost the desire of your customer to purchase your product.

“If your product is seen as being in limited supply, more value is immediately associated with it.”

POSITION ‘EM!

By positioning your products with scarcity you are giving it more perceived value immediately. You need to show that you had tons of this product in stock and due to popular demand you only have X number left.

This is more effective than telling customers “I only have 25 in stock so you'd better buy now before they are gone!"



Scarcity makes your audiences crave your products more. The basic instinct of humanity is to covet things that they can't have.

Photo for illustration purpose only

In the latter example the customer doesn't feel a sense of urgency to buy. Your customers are probably of the mindset that you only ordered 25 because you didn't think more than that would sell. Can you see the difference?

When visitors arrive on the sales page they will be shown a note that says "only 2 left at this price". This adds scarcity to the offer and if they are interested,

THE TACTICS

One tactic that many online marketers use for selling digital products is to use what is known as a dime sale. This is when they run a sale where the price increases a set amount after a certain number of sales.

they will hit that buy button faster to get the lower price.

Another example is reminding your customers that you only have a certain number of this

item left in stock. This could apply to physical items, digital items or even to ticket sales, if you are selling tickets to an event.

Successful marketers will often add scarcity into an offer by

including a specific date. Stating that the price will increase to X amount by a certain date can be extremely effective. This helps to get those who are borderline shoppers and helps to turn them into an actual buyer.

When Scarcity Works (and When It Doesn't)

Scarcity doesn't always work, though. It's not a silver bullet.

Basically, if people have a higher knowledge of persuasion or are more exposed to scarcity claims, they're less likely to value a scarce product more.

A study found that "when consumers interpreted scarcity claims as a sales tactic, the positive effect of scarcity claims on product evaluation would be diluted."

If the scarcity is nonsense and your customers are smart, it's going to hurt more than help.

THE LOWDOWN

Adding scarcity is a marketing technique that can really help

increase your bottom line. If you haven't tried this tactic yet maybe it is time you did.

How to Generate Traffic Using Only Free Methods

Putting up a company would of course require a lot of things, to get straight to the point, you need a capital. To make money requires money as well. But of course, with the versatility the Internet offers, there are many ways you could find that could help optimize the potential of your site or business in generating traffic.

While there are ways to jumpstart your traffic flows, many sites don't have the resources that others have to generate more traffic for your site. Well, *you don't have to spend a cent*; all you need is the proper mindset and a lot of eagerness. You also must have the drive and perseverance to do hard work and research to generate more traffic for your site.

How sweet it is to have more traffic for your site without spending a single cent. Now it's a sure thing that many sites have articles that offer tips and guidelines in how to generate traffic using only free methods.

Because it is possible, you don't need to spend a single cent, it may take time, to say honestly, I'm not going to beat around the bush with you. You get better chances by paying for your advertisements, but at least you get a fighting chance with some of these free methods I'm about to tell you.

Take advantage of online forums and online communities.

The great thing about forums and online communities is that you can target a certain group that fits the certain demographic that you are looking for.

You can discuss about lots of things about the niche that you represent or offer. Another great advantage is that you know what you are getting into and you will be prepared.

With online communities and forums you can build a reputation for your company. Show them what you are made of and wow them with your range of expertise about the subject, with that you can build a reputation and build trust with the people in your expertise and knowledge.

You can also make use of newsletters.

Provide people with a catalog of your products and interesting and entertaining articles.

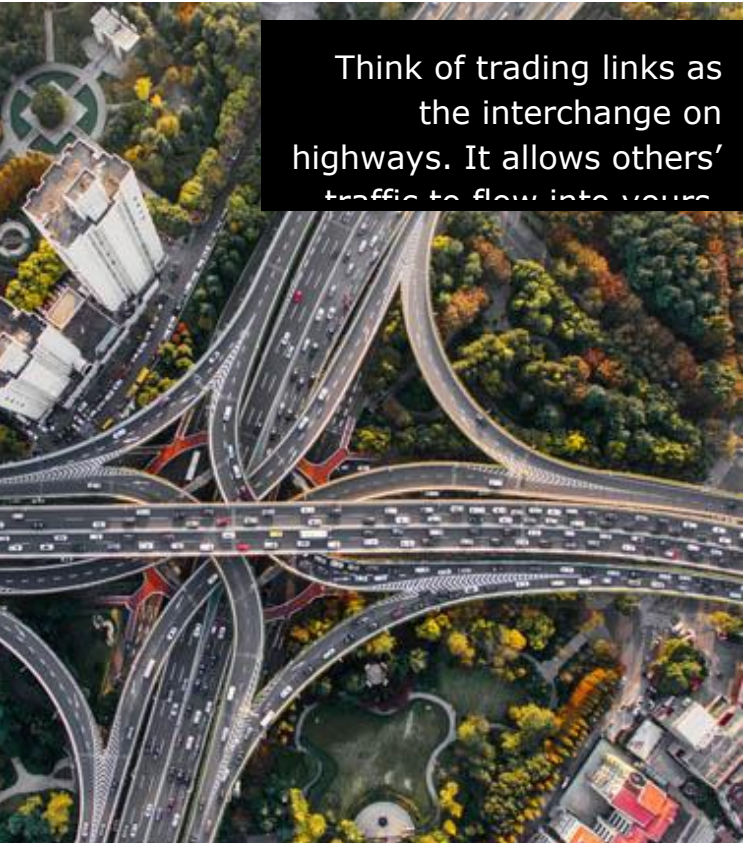
If you make it really interesting and entertaining, more people will sign up for your newsletter and recommend it to other people.

The more people who signs up for your newsletter, the more people there will be that will go to your site increasing your traffic.

While the first two methods above have been discussed briefly earlier, here's another:

Another great idea is trading links with other sites.

You don't have to spend a cent. All you have to do is reach an agreement with another webmaster. With exchanging links, the efforts both sites do will benefit both sites. Every traffic that goes to the site could potentially click on the link of your site and visit your site as well. This works well especially when both sites feature the same niche.



Think of trading links as the interchange on highways. It allows others' traffic to flow into yours.

Write articles!

And pique the attention of people that have interest in your product. Try writing articles that will provide tips and guides to other aficionados.

Writing articles that provide good service and knowledge to other people would provide the necessary

Many sites offer free submission and posting of your articles. When people find interest in your articles they have a good chance of following the track by finding out where the article originated. Include a link or a brief description of your company with the article and there's a great probability that they will go to your site.

Write excellent content for your online sites.

Many Search Engines track down the keywords and keyword phrases your site uses and how they are used. It is not a requirement that content should be done by a professional content writer. You could do your own but you have to make content for your site that is entertaining as well as informational. It should provide certain requirements as well as great quality.

"All of these methods and more will drive more traffic to your site for free. All it takes is a bit of effort and extended man-hours. Learn all you can about the methods explained here and you will soon have a site with a great traffic flow without the usual costs that come with it!"

How to Write a Squeeze Page that Converts

Most people have no (or simply the slightest) idea how to write a Squeeze Page that converts. Instead, they slop together elements that they have seen used in other Squeeze Pages – but usually do not put them together in the same way the owner of the successful Squeeze Page did.



One major problem?

It's copy. And that's fine. Not everyone is going to be an excellent writer – never mind a copywriter. But as someone selling a product or trying to build a list, it is important that you know your strengths and weaknesses – and that you either spend the time to overcome them or hire someone else to do it for you.

With copywriting, for instance, it is important to use a mix of compelling sales points with powerful psychological triggers. Most people who create a sales page miss either one or both of those elements.

Psyche Them

Now, if they fail to sprinkle in psychological triggers, such as “scientifically proven,” “guaranteed,” and “shocking,” no one will feel compelled to continue reading, as the benefits will have a low or average perceived value.

In addition to these two problems, some sales pages lack coherency and direction. The copy looks amateurish and it doesn't slowly grind forward, breaking down the visitor's resistance to the sale – and compelling him or her to buy more and more at each sales point.

Additionally, if there aren't multiple calls to action – another form of psychological trigger – then a potential visitor might never feel compelled enough to pull out his or her credit card on the spot and make the purchase.

Any Others?

In addition to careful copywriting, there are other important things you must take into consideration when writing a Squeeze Page that converts. For instance, it is important to build a compelling case for a time-bound offer.

Now, this doesn't mean you have to invent fake deadlines and constantly revise them each week.

This is a good way to guarantee your complete loss of credibility in the shortest amount of time possible.

However, when planning your copy, you will want to make sure that you constantly urge the reader to act immediately by inserting a number of “calls to action,” as I've mentioned previously.

You may want to consider using fly-ins or pop-ups to create more urgency – or to make a time-bound offer. Perhaps you can use a countdown to build urgency (i.e., when someone arrives at your Squeeze Page, they have five minutes to purchase the product at the lowest price).

For a completely free-to-join squeeze page, you more than likely won't have a considerable amount of resistance to joining, unless the visitor:

- Doesn't see any benefits; and
- Suspects that you will sell their email address to spammers.

Both of these problems are relatively easy to overcome. In your headline, simply state the exact benefits they will receive for joining – as always, mixing in psychological triggers.

Now, to overcome the second problems, simply include a short line under your opt-in form that explains that you will not – under any circumstances – spam them or sell or give away their email address and name.

In A Nutshell

Writing squeeze pages isn't difficult, but it can be if you simply write them without knowing the intention. Always be mindful on how you write, since this page is the first impression your prospects will have. Make it count!



MAKING MONEY FROM MONTHLY PRIVATE LABEL RIGHTS

Most of the time, people are afraid of monthly commitments, that is why they are afraid to join monthly PLR sites. That is NOT the right way to think. Here's why having PLR material is a good thing:

- It can be a lot cheaper compared to buying from other sources**
- You get consistent content every month!**
- You get to monetize the LATEST, hottest, new niches!**
- You get to create multiple streams of incomes**
- You get the privileges of exclusivity.**
- You also get to enjoy first mover's advantage!**
- I have put together 3 major PLR materials that you can use to great effect in your monthly membership sites.**



PLR EBOOKS

E-books are very important. Most PLR sites provide E-books as the bread and butter of the entire business model.

Here are some of the best strategies on how to utilize PLR E-books:

Put your name on the products as the author

- This is the most obvious benefit of them all. Private Label Rights allow you to claim authorship to the E-book and you can use it to build your name/brand or sell it.

- You can **Change the Titles, Edit the Product Contents, Insert Your Affiliate Links, and/or Paste Your Own**

Advertisements into the products. These are just some ways to monetize in addition to the profits you are making from selling the E-book.

- You can take the content in the book and **Arrange Them into Your Very Own Articles.**

- On the other hand, you can also **Take A Few PLR E-Books and Combine Them Together** to create one HUGE mega E-book and sell them for profits.

- You can **Shorten the E-Book by Taking out the Key Points and Turn It into a Special Report** that you can use either as a teaser to get people to buy your E-book or you can use it to capture leads.

- Depending on the terms and conditions, you can use this book and **Give It Away as a**

Bonus to products you are already selling.

- You can also **Offer Additional Rights** to your E-book that will enhance the perceived value (e.g. basic resell rights, master resell rights or even re-branding rights).



PLR SALES LETTERS

Sales Letters and landing pages are one of the most important components you must

utilize when you are setting up your profit funnels.

Here are the best ways you can utilize them:

- You can **Save a Tremendous Amount of Time And Money** by filling in your name and uploading your payment processor and upload them immediately.

- You can even **Add Your Own Products** by editing the ready-made sales letter and offer bonuses to entice buyers to make a purchase.

- **Use the Sales Letters as Swipe Files** for new sales letters that you plan to write for yourself – this is very useful when you are a budding copywriter and you want to learn from the best!

- **Combine Your Landing Pages With Special Reports** and autoresponder E-courses, you will be able to create a sales funnel that will turn the casual prospect into a paying customer.

- Use landing pages to **Lead Your Prospects to Thank You Pages** that you can use to monetize additional affiliate sales

- You can also use the landing page to **Direct Your Prospects Immediately to Your Sales**

Letter, and you can use them hand in hand.



PLR ARTICLES

There are MANY advantages of having PLR articles. Here are a few examples on how to utilize them besides selling them for money:

- **Design Your Own Physical or Digital Newsletter.**
- **Build Massive Traffic To Your Website Through Article Directories.** Submit your articles to high page rank directories like E-zine articles

and have your article appear in various niches. You can also insert your own name as the author in your own bio box and drive visitors to your home page.

- **Become an Expert in Your Field** by branding yourself with high quality articles.

- **Keep Your Mailing List Alive By Keeping In Touch With Them!** Give them quality articles that feed their need to read something new every day or once in a while

- **Use PLR Articles to Get Google to Rank Your Site as Quickly as Possible!** Just make sure you send articles regularly and the Google spiders will index your site more and more frequently.

The Dos and Don'ts of Podcasting



Podcasts are essential to business due to several advantages such as giving you authoritative presence.

A podcast provides a format for sharing your expertise in your industry. Podcasts also create audience connection.

This is true, as hearing the voice of the presenter gives the audience a stronger connection than simply reading the information on a web page. Podcasts are also simple and easy to produce, whether you

Now let's get to business.

Podcasts are fun, yes. You can pretty much talk about anything under the sun and nobody will bat an eye. However, in terms of growing your business, there are some dos and don'ts that you should follow. The following guidelines should be considered in order to achieve the maximum from your podcast and make it distinct from others.

The Dos

Be Professional

Where you are podcasting from—be it your garage or a corporate boardroom—is not a factor at all. There is no reason for your podcast not to have a professional sound and feel. Software that can be used to filter noise from the background of your audio clip and increase its clarity is easily available on the internet. **Hearers will not bear with bad sound quality.** With the wide range of cheap software and hardware offered nowadays, there is no justification for you not to offer good quality audio podcasts.

Transcription

You should always provide a transcript for your listeners or an option to view detailed notes in the description of your podcast content. **This will assist your prospective clients while they listen to your podcast.** If you do

not wish to waste space on the main page with detailed descriptions, make sure you have alternate pages where these details can be viewed. The link or option must be provided on the main page.

iTunes Support

With new automated gadgets like FeedForAll it is easy to add iTunes in the podcast support system. By adding your podcast to the iTunes media gallery, you will ensure a huge exposure for your product. With the massive audience and distribution that iTunes has, most podcasters who do not target this option are big fools.

Content

Though audio quality is extremely important, the matter should not be neglected in the effort to rectify that. What you need to communicate is equally significant.

You must offer content that is detailed, informative, instructive or engaging.

Subscription to your Podcast Feed

In order to remain informed about how your audience will react to your podcast, you must subscribe to your podcast feed.

The Don'ts

Straying

Make sure you don't stray away from your topic of discussion much. If your podcast deals with cooking it would be inadvisable to make it a raving outburst about your political perspectives. You might interest a few listeners, but since your podcast should ideally deal with cooking as it would claim, most of the visitors would be interested in that. There are innumerable podcasts about political opinions. You will simple lose clients. Focus is indispensable for keeping listeners hooked on.

Rambling

Don't linger unnecessarily on a single point. No one will tolerate redundancy and rambling. Unfilled silences or unsure "umms" and "errs" will only bore listeners and you will lose them fast. You have to keep the show active. Always use audio editing software to remove dead air or repeats. It will give your podcast a professional feel.

Forgetting Meta-Data

It's essential to include appropriate keywords and jargon in your podcast feed title and description. This will assist listeners in locating your podcast.

Skimping on Bandwidth

There is nothing more humiliating than networking a large listening audience and then failing to manage the bandwidth loads. Ensure you have a dependable web host that can handle your show's bandwidth. Bandwidth and accessibility are essential to a podcast's success.

Ignoring your Audience

Never ignore your listeners. Create an interface where you can communicate with them and vice versa, whether it is a blog, through emails or even a forum. Always

heed to what they say, and more importantly, to what they are not saying.

The Final Word

By using good podcasting methods, you will definitely be a success in the field. These simple guidelines will assist you immensely when you start out.



The Importance Of Having a Backend Strategy

When you start selling online for profit, you're likely to think that you need to create a variety of items. But you'll find that you need to take an approach that is going to leverage your lists of products when anyone buys any of those products.

Say you're selling to other Internet traders. Suppose your product deals with 'finding the right niche'. Next, you need to develop a backend product which is related to your front-end product.



Then, when this second product is ready, announce it to your list of existing customers, who have already brought your first product. If they liked it, they're very likely to purchase the new product, which is likely to suit their needs as well.

In fact, the saying, "there's gold in the list" is often used to refer to the many marketers who have built vast fortunes and created multi-million dollar empires by selling, not similar things to different customers, but different things to the same clientele.

THINGS YOU NEED TO DO

Firstly, you need to keep every customer for life. Even if a \$0.05 click-through can lead you to a paying customer, it's more desirable, evidently, to make a \$10.000 profit off him/her over the years rather than a one-time \$47 profit.

You should also create an efficient backend strategy for your information products which is tailored to your customers' needs. Pick their brains without letting them know that it is simply for product-creating.

This should actually be rather easy. People like being asked for their opinion—creating a poll or questionnaire and mailing it to your list should garner you a lot of information

about what your customers want.

And while your follow-up products are being created, continue supplying questions and/or useful information to your clientele, so they don't feel used.

Once their names are added to your list, start sending them bits of helpful information for free.

Once they've begun to somewhat trust you, and you've proven that you're working in their best interest, they'll not mind buying from you again and again.

FINALLY...

If you've gained the trust of your clientele, they'll help you profit over the years. You merely need to discover what they want and over-deliver with the products you create for them.

It's better working hard for a \$10,000 client than to work easily 10,000 times with \$1 clients"

THE POWER OF MOBILE MARKETING!

Think about how many people you see out and about with smart phones in hand – checking emails on the go – texting friends and the web. It's a growing trend and businesses who tap into the mobile communication stream are profiting and growing their businesses.

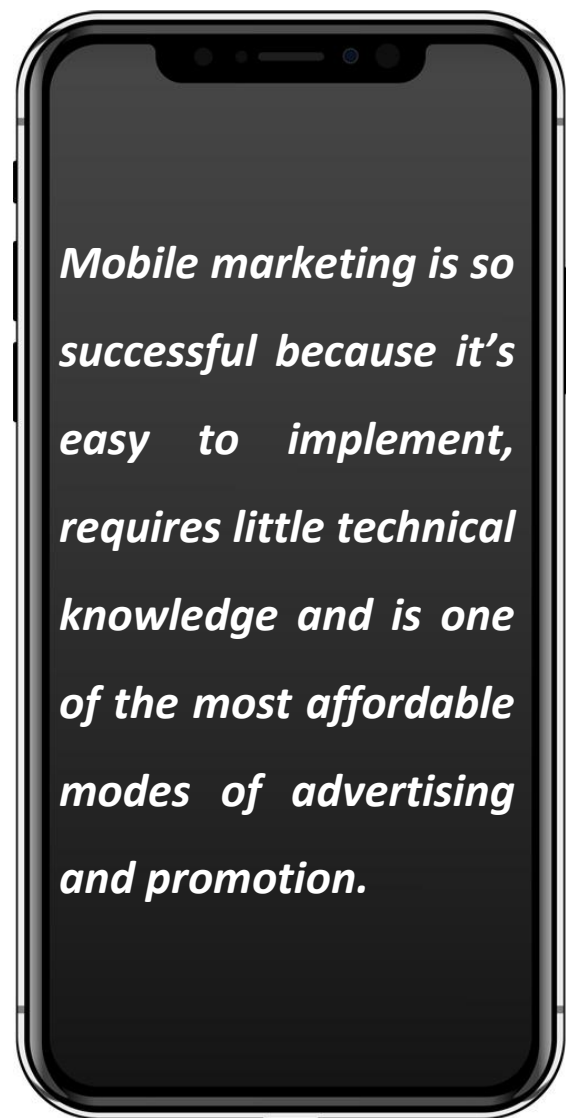
Businesses small and large are implementing mobile marketing strategies to bring in customers, move inventory, increase appointments and increase revenues. No matter what your small business is or does, you can profit using low-cost mobile marketing strategies.

SOME EXAMPLES

- **Medical practices** use mobile marketing to remind patients of appointments, follow ups information and new service offerings.
- **Beauty services** can offer pre-appointment reminders fill open time slots or increase foot traffic on slow days.
- **Retailers and service providers** can offer discounts, promote new products and advertise special sales & in-store events
- **Restaurants, bars and nightclubs** can fill sluggish nights using last-minute coupons and offers to bring in customers and invigorate profits.
- **Theaters** can offer 2-for-1 deals and last minute specials to fill

empty seats that represent lost revenue at every performance

No matter what your small business does or where you are located, mobile marketing can benefit you.





THE ALL-IN-ONE DEVICE IS ALREADY IN YOUR HANDS

Smart phones mean mobile web access – more people now use the mobile web on their smart phones to search for places to shop, dine, party and for service professionals – including home repair, medical, personal services, hair salons and more.

If your small business doesn't have at least a mobile website, you will be passed over by consumers who shop for businesses on the mobile web. What's more, people now ignore most promotional emails – they head straight into the spam folder! Direct mail flyers hit the trash can most of the time. Mobile marketing circumvents the normal filters that create barriers between consumer and service provider or retailer.

Mobile marketing can be easy to implement and is one of the lowest cost forms of advertising. Ignoring the mobile marketing trend can be bad to your bottom line and the likelihood of your small business to thrive.

Ian Carrington, Google's director of mobile advertising recently said, "Businesses need to get mobile in order to provide a positive user experience for their customers. At the moment, businesses are not keeping up with consumers."

THE FACTS



ROUGHLY
50% OF AMERICANS
OWN A SMARTPHONE

HARD FACTS ABOUT MOBILE MARKETING FOR SMALL BUSINESS

If you're still not sure that mobile marketing is right for your small business, take a look at these results from several recent studies on small business mobile marketing to see why if you don't already have a mobile marketing strategy in play, you're significantly behind the times. Consider these findings and comments from top marketing surveys and sources

- Out of 700,000 small-medium sized business websites 60% do not have even the basic information consumers using mobile web devices need to find their business.
- Over 93% of small-medium sized business websites do not properly render (appear) on mobile devices – including iPhones, Android phones or tablets.
- Of the small businesses surveyed that implemented mobile marketing, 84% reported an increase due to the initiative.

- 64% of small businesses plan on increasing their mobile marketing budget – this means your competition may be more effectively using mobile marketing than you are.
- While 60% of small businesses report they have a standard website, only 26% of these offer a mobile-friendly version and only 14% had a free-standing mobile website.
- Only 39% of small businesses have a mobile

David Brown, CEO of one of the firms that accumulated this data, Web.com, recently said:



“With more and more consumers specifically searching for local businesses on their mobile devices, it is imperative that small businesses invest in a mobile presence.”


He added, “Having a mobile presence can be a huge competitive advantage for small businesses trying to attract local customers by instantly introducing a potential customer to their business’ products and services in a mobile-enhanced way.”

SOME STATISTICS

- 34% of small businesses engage in mobile marketing to gain competitive advantage.
- Only 1/3 of them plan to devote the same amount of funds and effort to it – the rest plan an increase. None plan to cut their programs.
- If it takes more than 2 seconds for your site to load, you’ll lose 40% of mobile users.
- 79% consumers say a bad mobile web experience will keep them away from your site in the future.
- Half of mobile web users have encountered sites that froze, crashed or returned an error on their mobile devices.
- 23% of consumers say they are less likely to transact business with a company that gave them a bad mobile web experience.

These study results should convince you that if you don't already have a mobile web presence and mobile marketing strategy, you urgently need one. For many consumers, your mobile web presence is the basis of their perception about your company.

If you don't have a mobile web presence, it tells customers you don't care about their preferences. In contrast, a small business with a mobile web presence that engages the customer and enhances their experience will encourage both new and repeat business.

A top-down view of a wooden desk. Two smartphones are placed on the desk, one above the other, both displaying colorful app icons. Below the phones is a white document with a yellow bar chart and two pens (one blue, one green) resting on it.

If you're not using mobile marketing to attract new customers to your business, don't worry — your competitors are already using it and are getting those customers instead.

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