

MarketStorm



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BRING ON YOUR JV TRAFFIC



Bring On The Traffic

So you've got everything you need to get started as a JV giveaway contributor, but you're probably wondering, "Where does the traffic come from?"

As mentioned earlier, JV giveaways rely on the individual contributors to collectively promote the event and help make it a success. Every event is different, but generally speaking organizers expect partners to drive a certain amount of traffic to the event. Having a few people already on your list can come in handy for this.

Some event organizers require that you have a minimum number of people on your list in order to participate. Don't let the lack of a list slow you down from signing up for events. There are tons of free events starting up regularly for new marketers or those with small to non-existent lists.

Typically, the number of people referred to the event by any given contributor is tracked. If you're not pulling your weight with driving traffic to the event, your product and YOU can be deleted from the event.

Email Your List

If you have a list already, you can easily promote the event by sending out a series of emails to your existing subscribers leading up to the event.

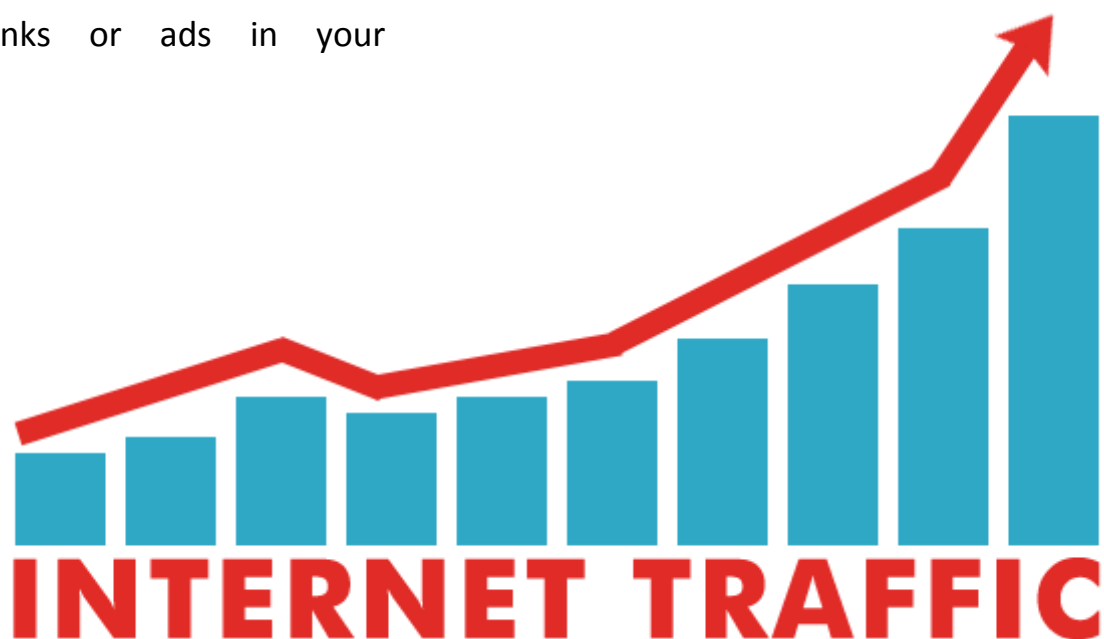
Forum Marketing

You should be active in forums that relate to your niche. If the forum allows links or ads in your signature,

you can advertise the upcoming event within your signature file.

Traffic Exchanges

Traffic exchanges allow members to earn credits for viewing the squeeze pages or websites of other members. Other members of the exchange will click on your site as the credits they earn will allow them to advertise their own sites. You can create a simple page that directs to the event.



Blog Posts

If you have your own blog and a decent reader following, you can do a short post highlighting the giveaway event. You can also place ads on your blog advertising the event.

Article Marketing

You can write and submit short, **quality** articles to article directories that provide a brief overview of JV giveaway events and their benefits. Most article directories will allow

a limited placement of one or two links near the end of the article or in a resource box. Your link can redirect to the giveaway event, giving you another source of free traffic to the event.

Paid Advertising

Using paid advertising to drive traffic will require an upfront investment, but it can yield a decent return if done

Where To find JV Giveaways

Well, if you're not the actual organizer of a JV Giveaway event, chances are you will find out about upcoming events through the grapevine.

It's important to be active with other members of forums that cater to your niche as well as social networks. Depending on the niche, there may be dedicated threads to upcoming events.

The more you interact with other marketers in your niche, the more likely you are to hear about events or even receive direct invitations from your contacts.

Sign up on the lists of others in your niche, both well-known and not so well-known. You never know what information or ideas you may come across from someone else's newsletter.

Make the Most Out of It

You now know that JV giveaways are a great way to build your subscriber list for next to little or no cost, but did you know that you can also make money from the event itself?

There are a few different ways that you can put cash in your pocket during the event.

Affiliate Income

If your free product happens to be an ebook, you can provide affiliate links within the book for different products or services that you recommend within the text. Again, be sure that your product is actually providing good value and does not come across as too self-serving or seem to push a particular service just to get the affiliate sale.

The event organizer may also offer an affiliate program where you can obtain a commission if one of your referrals buys one of the organizers products or offers.

One-time-Offer

A one-time-offer is one way to earn a quick sale after someone has opted in to your list during the giveaway event. You can provide a one-time or special offer page as your redirect page once someone signs up for your free

offer. The offer can expand on or compliment your free offer. Subscribers will see this page before being redirect to the download page of the free offer.

The one-time-offer page should basically be similar to your original sales page in terms of providing a short list of benefits, why the subscriber should buy your product, and the problem that it can solve. The page can include a buy button for the new special offer as well as a link that basically says, "No thanks, direct me to my free product."

Backend Offer

This is similar to the one time offer except this offer can be included on your free product download page. The concept is the same. Offer another product that compliments your original free offer and one-time-offer. Used in conjunction with your first two offers, you now essentially have a complete sales funnel.

So there you have it! You now know all of the basics to begin participating in a JV giveaway successfully. Just to recap, here's what we've covered:

- Participate in forums relevant to your niche
- Network with other marketers in your niche
- Sign up for the newsletters of others in your niche
- Find a giveaway event to contribute to through your networks
- PROMOTE, PROMOTE, PROMOTE, PROMOTE!!!!**

→Put together a few products for your free offer, one-time-offer, and backend offer

→Create sales pages for each offer

→Watch your list and reputation grow!

Most importantly, get out there and **take action** as the height of your success is directly tied to the amount of action that you take!

HOW TO USE FACEBOOK LIVE

Connect With Your Audience In A Big Way

Get your marketing message in front of the right people on Facebook and get massive free exposure which can quickly boost your following and better yet lead to an influx of new customers and sales.



Facebook Live is hot right now so why not take advantage of it and step things up a bit with your own live event. It's easy to start your own chat session or webinar.

All you need is a mic and webcam to quickly connect with your followers in real time. Heck, you can even use your smart phone or tablet and broadcast from anywhere. It's an extremely powerful strategy that works and shouldn't be ignored.

Many people shy away from this technique because they don't like to be on camera, they're afraid of messing up and looking stupid but mostly because they don't know what to talk about so first let's go over that first.

Tips For A Successful Facebook Live:

1) Teach what you know

Show people how to do something useful and they will become a raving fan. This can be as simple as talking about one of your products and demonstrating how it works.

Want to generate more engagement then ask your followers to share how they'd use it. Even better, invite them to post an image or video of them actually using it. This is the best form of social proof and its pure gold for businesses.

Don't be afraid to ask for comments, suggestions and ideas because your consumers will be glad to help you improve your product, services and even help you find and troubleshoot problems. I know it seems like a bad idea to invite criticism but when it's done properly it will help you gain community support and get your followers more invested in your business.

Things You Should Consider Before Going Live:

1) Promote before you broadcast

Make sure you let your audience know about your upcoming live video by posting on your news feed and your other social profiles. Use images and even a short video to tell them about the live casting

Don't stop there you can also send an email to your list inviting them to join you too and if your live video is important enough, you can boost your announcement post with Facebook ads targeted to your dream audience. Remember people have short attention span especially on social media so you should remind them multiple times before you broadcast to build up momentum and then again right before you go live.

2) Practice

Just like shooting a video or public speaking you'll want to practice before you broadcast live to make sure that your viewers will be able to hear you clearly without distraction and participate in the comments.

Take time to pick a good location in a spot that has a strong broadband connection. You want it to be as free as possible from background noise and interruptions like the dog barking or the kids running into the room.

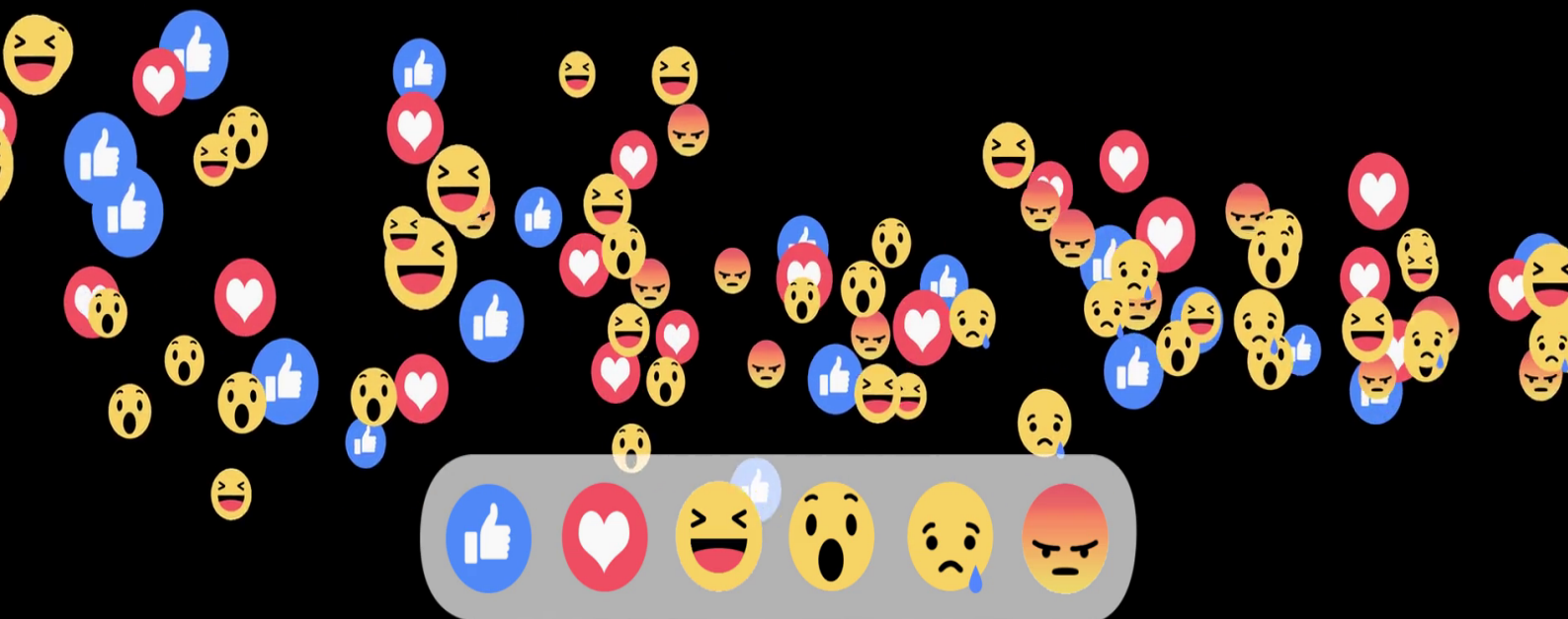
If you're using a webcam set up your lighting and position it to where people can see you clearly. If your using your phone think about whether to hold it yourself, use a mount or prop it up with some books to get a good angle. If you aren't working alone then you can delegate the job of managing the camera for you.

3) Going Live

One of the nice things about going live is that you don't have to give people a long-planned presentation, you just need to give them good information and a reason to like you. When you're ready to broadcast, start by relaxing, and don't forget to smile. If you make yourself look comfortable your audience will enjoy watching you.

Take a minute to introduce yourself and your business. Tell your audience what you're going to talk about and give them a rough estimate of how long you'll be on. This will help manage their expectations.

Be sure to encourage comments and feedback. You'll be able to see how many viewers you have at any time so don't be afraid to interact with them.



4) Ending The Broadcast

When it comes time to end of your live video don't forget to include a call to action like we discussed in lesson three.

Add an after-show comment thanking everyone again for watching and tell them what you want them to do next. You can also tell them a bit about your plans for the next video, encourage them to continue commenting and ask them to share the archived copy of the video that will be in the timeline.

Lastly, take some time to optimize your live videos. You can change the thumbnail to something that will grab attention. You can also add or change the location and date, provide a more detailed description, and select a category. To do this click on Options, and select Edit This Video. Then promote and share it. After all you did the hard part now it's time to capitalize on it.



JV GIVEAWAY JAVELIN



JV GIVEAWAYS EXPLAINED

So you've heard about this great way to build your list super fast and free of charge, but what the heck is a JV giveaway anyway?

In a nutshell, joint venture (JV) giveaways are events hosted by a group of internet marketers where they offer free gifts to people just for signing up on their mailing list. The gifts are usually digital products such as ebooks, short reports, software, or video courses.

IN THIS POST

JV GIVEAWAYS
EXPLAINED

HOW THEY WORK

EVERYTHING YOU
NEED TO KNOW TO
GET STARTED

JV giveaways can be just the thing to jump start your internet marketing business if used effectively. All contributors are leveraging the traffic building tactics of the other contributors. For a new marketer this can be huge as it's a great way to drive a ton of traffic to their offer without spending a penny.

Can A JV Giveaway Really Grow Your List?

Everyone's heard the saying, "the money's in the list." JV giveaways can help launch your list overnight with just a few handy tools, a little preparation, and *massive action* on your part.

We all love free stuff, right? JV giveaways can be an attractive marketing tool as people are drawn to obtaining freebies in exchange for their email address.

The more traffic the event receives, the better for all contributors as they are likely to receive more opt-ins.

While it helps to have an existing list to promote a JV giveaway event, it's not necessary to have one in order to participate as a contributor. For both beginning and advanced marketers, this can be an inexpensive way to begin list building.

Each time you participate in an event you have an opportunity to gain new subscribers.

How They Work

JV giveaway events are made up of a group of contributors who are in the same or similar niches. Event organizers invite partners in their niches to offer free products on a single page or within a member's area. More often than not, partners are given the opportunity to "upgrade" in order to contribute more than one product to the event.

All of the partner contributors are responsible for promotion of the event.

Event contributors can promote the event in a number of different ways including announcements to their lists. Participants who want to take advantage of one of the free offers are directed to a download link after “opting in” to a mailing list.

Participants will not be able to gain access to the freebie unless they provide their contact information on the opt-in form.

This new “lead” becomes an invaluable asset for the marketer as the people on the mailing list can be offered paid products over and over again as long as they remain members of the list.

To Get Started For Your First JV Giveaway

Are you ready to put a JV giveaway to the test? You’ll need a few things in place before you get started as a contributor. Let's take a look at the bare essentials.

Autoresponder

You will definitely need an autoresponder service like Aweber where people can opt-in to your list. Your autoresponder will deliver your scheduled or one time broadcast follow up messages to people who sign up to your list.

You could send messages manually, but why would you want to when you can automate everything with a good autoresponder. Aweber is great for creating quick and easy web forms and templates that you can use on your website or opt-in page.

If you are working with a small or non-existent budget, you can also find a few free services out there, such as MailChimp.

Free services like MailChimp sometimes place advertisements in your mailings and may also have limitations on the types of business or content they will work with, so it's worthwhile to upgrade to a paid service as soon as your budget allows.

Squeeze Page

The link that you use on for the JV giveaway should direct visitors to a “squeeze” or landing page. On this page, you will want to list attention grabbing details on your product.

You should list two to three benefits of your product and highlight the “problems” it could potentially solve. Also include a graphic of your ebook or product cover. Toward the bottom of the page, you want to place your opt-in box where the visitor

will enter their name and email address in order to receive the product.

You don't want to go overboard with the information you list on your squeeze page. You want to provide just enough information to pique their curiosity.

The details are left for your actual product. The main goal here is to get people's contact information.

Download Page

Once someone has submitted their info and opted in to your list, you need a download page where they will be redirected to obtain the link for the free product.

Your FREE Gift

Last but certainly not least, you need a good product to offer as your free giveaway. Marketers giveaway a number of different types of products when participating in JV giveaways. As mentioned before, you can use reports, ebooks,

or short courses for your free item or you can offer limited access to an existing membership site.

It really doesn't matter what you offer as long as you deliver **value** that will entice people to sign up on your list and hopefully become future buyers of your products. You will want to offer unique content rather than private label rights (PLR) or master resell rights (MRR) content that may be available to many other marketers.

While you can use affiliate products as your giveaway item, your best bet is to create your own product as your free gift. Chances are there could be several people pitching the same affiliate product and that won't allow you to differentiate yourself from others promoting those items.

The giveaway organizer will ultimately decide whether or not your gift is acceptable for the event.

Don't be intimidated by creating your own product. Your freebie can consist of an eight to ten page short report on a specific sub-niche within your niche.

If your product is software or a membership site, you can give limited time use or entry as your free gift.

This will serve as a subscriber's first impression of you and your products, so be sure to over deliver on your free item.

You want to leave people wondering, "if this what he gives away for free, I can't wait to see his paid products." This will go a long way toward earning repeat customers.

You don't necessarily need to have multiple products to contribute to different giveaway events, assuming the events are in a similar niche. You can build a decent size list by using the same product for each event.

Reaching More People With Social Media



Marketing your business online can be challenging. It can be hard to attract people that are interested in what you have to offer, so you have to go and find them. Social media can be a great way to do this once you know how to use it. That's why in this lesson we're going to go over some simple tips that can help you reach more people.

How To Reach Out To More People:

1) Share Great Content Regularly

Set aside a certain time every day to post something that will provide value to your followers. You can share photos, videos, news, ask and answer questions, post special offers, coupons or giveaways. Just make sure to keep your posts fresh, relevant and something that your audience will find useful. There is nothing worse as consumer than going to a business page and finding almost no useful information.

2) Provide links

Add links to your social profiles. Most of the time you can do this in the about me section. You should include links to your main website as well as any other business-related sites or social profiles that you want your followers to check out. This way if a person who follows you on Twitter can find your Facebook page etc.

This can help increase the number of followers you have dramatically and it's a great way to introduce them to what you have to offer.

3) Stay Focused On Business

Keep your eyes on the prize when it comes to social media marketing. Don't make your business page about yourself.

Keep the focus on your company, your product or services. While it's alright to share some personal information about yourself with your business followers (because it helps them relate to you) do your best to most of keep your personal updates and information on a separate profile.

4) Headlines matter

Just like with article and blog post, headlines are important for your social media posts too. They not only help with search engine optimization (SEO) they are the first thing people see, so they need to grab attention.

5) Be Positive And Polite

Maintain a positive perspective regardless of what others post. Being positive is essential to making your customers feel good when they visit your pages. If they feel good, they are more likely to share, like and comment on your posts.

6) Call To Action

Lastly, always include a call to action (CTA) in your posts. Your audience came to you looking for information don't leave them hanging with dead-end content. Give them something to do after they've viewed your post.

This can be as simple as asking them to like and share, click a link to learn more, subscribe to your list or (better yet) buy your product. If you don't tell them what to do they will wander off and chances are you'll lose their attention for good.

How To Build Trust With Your Followers:

It's very easy to post information on social media. Most of us do it every day, but the question is; are your followers interested in your sharing?

Do they even trust your opinion? This is a real issue for many business owners that try to use social media as a marketing tool because people are wary and afraid of being the victim of a scam.

1) Overcoming Consumer Fear

You want your followers to trust you, acknowledge that that the information you share is reliable and truthful. But how will you go about this? First, know that this takes time. If you think you'll be able to jump on social media and be an overnight success think again. While this can happen if you already have a huge customer base outside of social networks for most of business owners it's a process that can take

anywhere from a few months to a few years to see real results.

Don't let that discourage you though, because building a social presence for your business is more important than ever. The good news building trust can be done in several ways. Let's go over a few that will help get you started.

2) Share Quality Content

Quality is always better than quantity. If you share your great content on social media, your followers will understand your business better, and they'll naturally want to know more about it. It also means they will be more likely to like and share it.

The more they do that the more followers you will get, so always make sure that what you're sharing is relevant, entertaining and informative.

3) Skip The Fancy Jargon

Stay away from big words and technical jargon, unless you're in an industry that uses them (like the medical field) because this will send most people running the other direction. No body want to be made to feel stupid. It's very important to get to your audience and talk to them in a language they can understand.

On social media attention spans are short so make your posts quick and easy to consume. This is where a good CTA is very important. You will see much better results if you keep your posts short and tell your followers to click through to your website if they want more information. Tease them with a clue of what they'll find if they click and be sure to deliver what you promised. This will not only help increase traffic it will help you gain trust.

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TAKING YOUR BUSINESS SOCIAL



Social media sites like Facebook, Twitter, YouTube, Instagram, Pinterest and Snapchat have become the prominent social networking tools for millions of online business owners. They're using these channels to share



When it comes to using social media as a promotional tool that question that I get asked the most often is; “how do I decide which social media platform is best for my business when there are so many channels to choose from?”

This mainly depends on the nature of your business, your ultimate goals and which social sites your target audience uses the most.

Eventually, you’ll want to have a presence on multiple platforms, but when you’re just getting started you’ll want to focus your time and energy on one or two platforms, then branch out from there.

I see so many business owners jump into social media marketing, set up profiles on every social site they can find only to find themselves overwhelmed and unable to keep up with all the daily activities required to manage them effectively.

That’s why today we are going to go over a few things you should consider when it comes to choosing which social media platforms to focus on for your business.

Maintaining a solid social media presence takes lots of time and effort. The type of business you have will help determine your main objectives. That’s why, knowing exactly what you want to achieve with your campaign will help you choose the right platform to focus on.

For instance, do you want to engage your customers and increase brand awareness? Do you want to target new leads and generate more revenue? Knowing what you want to achieve will help you in choose the best channels for your business.

*Take a minute and write down at least three things you hope to achieve with your social campaign.

2) Know your target audience

Now that you have a good idea of what your main goals are, you need to figure out who you’re trying to reach. When you know who your target audience is, it will be much easier to find out which social media site the spend most of their

time on and what type of content they respond to best.

3) *Find out what your audience wants*

After you know where your audience hangs out take some time to figure out what type of content they get excited about. Once you have determined what they want you can focus on creating content that you can use to connect with them. This is where paying attention to your competition will come in handy again.

Keep an eye on where they are sharing content, what type of content they're posting and what kind of response they get from their audience. For instance, if they're posting a lot of videos on YouTube and Facebook that are getting a lot of likes, shares and comments, then you can be pretty sure that those platforms will work great for your business too. But if they are spending time posting images on Pinterest and Instagram that their followers love then you'll want to explore those channels instead.

can devote to social media

As I mentioned, maintaining a solid presence on social media takes a lot of time and effort. Some platforms are more time-consuming to maintain than others so focus on the ones that you'll feel most comfortable posting on. If you only have an hour a day scheduled for social media, it's a good idea to keep your reach limited to one or two networks that will make the biggest impact. This will make your job much easier.

Once you have developed a good presence on one or two sites you can then branch out to others to expand your reach even more. As you become more successful you can consider outsourcing your social media management so that you can have a strong presence on multiple channels without spending all your time posting and responding yourself.

When you take the time to consider these things it will be much easier for you to decide which social media channels will help you achieve your goals and reflect your business values.

Managing Your Social Media Accounts

1) Existing social accounts

Chances are you already have accounts on one or two social networks so start by taking a close look at what you already have. Are any of them business related? Are they beneficial to your business? Can you develop them? Once you know what you have you can decide whether to work on improving them or eliminating them from your plan.

2) Content

Deciding what type content, you are going to share for your business is an important part of creating an effective schedule. The content should be compelling and relevant to the network you're posting on as well as to your products and services.

For instance, if you're focusing on Twitter and Instagram then you'll be sharing mostly text and images but if you are going with YouTube then you'll be creating and sharing videos.

Are you going to create the content yourself or hire someone to do the job for you?

This is important because if you're going to create it yourself you will have to allocate enough time in your schedule to complete creative tasks. If you're going to outsource all or part of the task you won't need as much time to for that in your schedule.

3) Tracking your progress

Keeping track of your social media activities is extremely important. Luckily most networks have built in analytics that will allow you to measure the results of your campaigns. Depending on which network you're on you'll want to track things like follower growth, likes, clicks and shares to determine if your campaigns are working.

There are also outside tracking tools that you can use but when you're just getting started the network tools should work just fine.

4) Priority channels

As I mentioned in the last lesson eventually you will want to have a presence on multiple networks but there is no need to jump into all of them at the same time.

Think of your social presence as a tree. It starts out as a small twig and as it grows more branches will develop. With proper nurturing, it will continue to grow and expand its reach.

Remember you want to focus on one or two networks at first then add more as you grow. However, it's a good idea to include multiple platforms in your schedule, because it will give you a timeline to follow. A good place to start is by making a list of every network you think will be a good fit for your business and analyzing their demographics. This will help narrow down your options and

add them to your schedule as a part of your tentative expansion plan.

5) Frequency

Planning the frequency of your posts can be tricky. Keep in mind that too many posts can annoy your followers while too few will cause them to lose interest. The only real way to find out what will work best for your business is to test and see what your audience responds best too. You

want to keep you audience informed while not being too obtrusive. You also want a good mix of content. Try alternating promotional posts with entertaining and informative ones.

6) Activities

One of the things that makes social media such a great tool for business is that it makes it possible to communicate directly with your consumers and other people in your industry, but to be effective you must develop a good reputation and prove yourself as someone who can be trusted.