MarketStorm

FACEBOOK
ADVERTISING
SECRETS

3 Mistakes of List Building

MISTAKE #1: FAILING TO SPLIT TEST

Split testing squeeze pages is an important element of a successful email marketing campaign.

Regardless how well you design your site, or how thoroughly you analyze each section of your squeeze page, there is no way that you will be able to accurately predict how well your visitors will respond to your offer, without **comparatively testing alternative layouts.**

One easy method of testing your pages and evaluating conversion rates is by using Google's Website Optimizer, a free tool that will help you run simple split tests of any websites you own.

You can sign up for a free account at: http://www.google.com/analytics/

When split testing, start with **only one element at a time**.

For example, if you change the headline on your squeeze page, leave everything else in its original state until you determine whether tweaking your headline helps with conversion rates.

Since you are split testing different layouts and overall structure, you don't have to get it right the first time, as long as you consistently work to tweak your copy until you are able to significantly maximize conversion rates.

Once you have determined what headline works best, change another element of your squeeze page, such as

the color scheme, opt-in box frame, or summary of your offer.

Always test the original against the variation and give it enough time to accurately determine whether your changes have increased your subscription rate before making any permanent changes.

Google's Website Optimizer tool will provide with enough information to be able to quickly analyze and evaluate your progress.

MISTAKE #2: FAILING TO BUILD BRAND AWARENESS

It's important to build brand awareness and develop a relationship with your subscriber base, because the more that your list members trust you and the product recommendations that you make, the easier it will be to convert those subscribers into repeat customers.

Every message and broadcast that you send to your subscriber base should directly represent

You should also register your own domain names and set up professional hosting accounts that can house your squeeze pages and websites. It's important that you establish an online presence and give people clear direction as to how they can reach you or find out more about you.

There are many different providers available online that offer both domain names and hosting accounts including http://www.hostgator.com
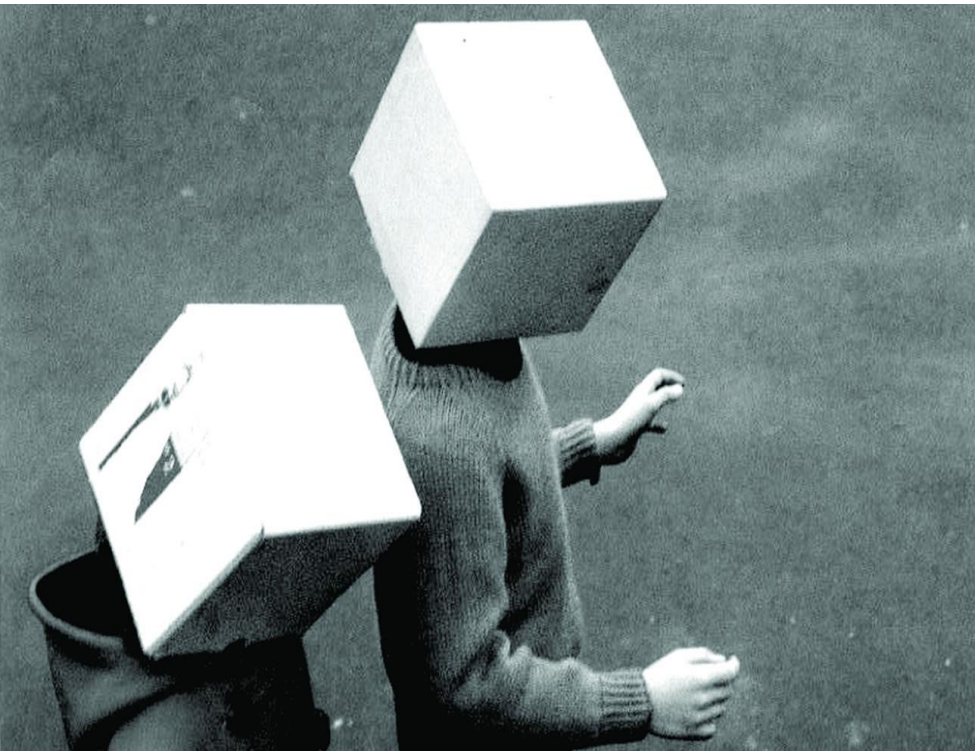
MISTAKE #3 : PROMOTING IRRELEVANT PRODUCTS

It's important to build brand awareness and develop a relationship with your subscriber base, because the more that your list members trust you and the product recommendations that you make, the easier it will be to convert those subscribers into repeat customers.

Every email you send to your list should directly work towards strengthening your brands recognition for value. This means that you must be extremely careful with the kinds of products you promote as well as the quality of the products you endorse.

Whether you are the developer or not, if you give it your stamp of approval, your subscriber base will hold you

accountable should the product or service fail to deliver.

You should therefore always review each product or offer you are planning to promote so that you can not only stand behind it, but can directly answer any questions that your subscribers may have about the offer.

You also need to make sure that the products and services you are advertising are relevant to your newsletters overall theme or topic. If your subscriber originally signed up for your newsletter in order to receive information on "dog training", they aren't likely going to be responsive (or impressed) if you begin to send out content relating to "online marketing".

Keep your emails focused and relevant. If you end up venturing into a new niche or are interested in exploring other markets, you should work towards creating individual segmented lists for each niche.

Creating Your Information Product

You can place an advertisement for your project on any of the following marketplaces:

http://www.Elance.com
http://www.Scriptlance.com

Here are a few of my personal favorite private label providers:

http://www.PrivateLabelTreasury.com
http://www.PushButtonReports.com

Not everyone is born a gifted writer, and if you struggle to write a few lines of text, you might want to consider outsourcing your information product to qualified freelance writers.

If you aren't able to outsource your information product, you can still develop a high quality release by either combining reports and articles into a complete ebook, or in using quality private label content that you can modify to feature your own style.

Another affordable and easy way to develop your information products without paying the high costs associated with hiring freelancers is by purchasing custom reports and then melding them together to form a complete and comprehensive ebook.

You can do the same thing with articles, by collecting quality articles from private label distributors and compiling them into seamless ebook products.

Setting Up Your Sales System

In order to begin selling your information product, you need two things:

1) *Website with Sales Copy Reflecting The Benefits Of Your Info Product*
2) *Payment Processor To Accept Payments And Deliver Your Product*

When writing sales pages, you want to clearly outline the benefits of your product by breaking down the information into bullet-point format, and using highlighted text to emphasis the important areas of your sales page. You can also bold or italic segments of your copy using the following HTML commands:

<b> - Bold

<I> - *Italic*

<u> - <u>Underline</u>

When it comes to writing high converting copy, you need to focus on a compelling headline to initially attract attention from those visiting your site.

Consider the most important question

converting sales page in no time at all.

You can create a Google Optimizer account that will provide you with the tools you need to quickly split test your sales pages at:

http://www.Google.com/websiteoptimizer

that your niche market is asking themselves, or focus on the strongest benefit of your product.

Your sales page also needs a strong *«call to action»* which clearly instructs your visitors as to what their next move should be (**Click Here To Order!,** etc)

Writing compelling and effective sales copy takes time, but if you split test your sales pages and continue to improve the weak areas of your site, you will be able to develop a high

The final thing that you will need is a way for customers to purchase your information product. You also want to take advantage of a system that will automatically deliver your products after purchase, eliminating support issues and manual delivery.

One of the most affordable, user-friendly payment processors is available at www.e-junkie.com where you can integrate 'Buy It Now'

buttons or a checkout system into your website within minutes, just by creating your payment links and pasting in a snippet of code.

E-Junkie works with many different payment processors including www.Paypal.com and www.2CheckOut.com

You want your sales system to be fluid and easy for your customers to understand, so that they can purchase your product and receive access within minutes.   The less convoluted the process is, the better.

If you are interested in collecting leads based on those who purchase your products, consider integrating an opt-in box on your products thank you page so that customers can subscribe for updates, while giving you the opportunity to communicate with your customer base in the future.
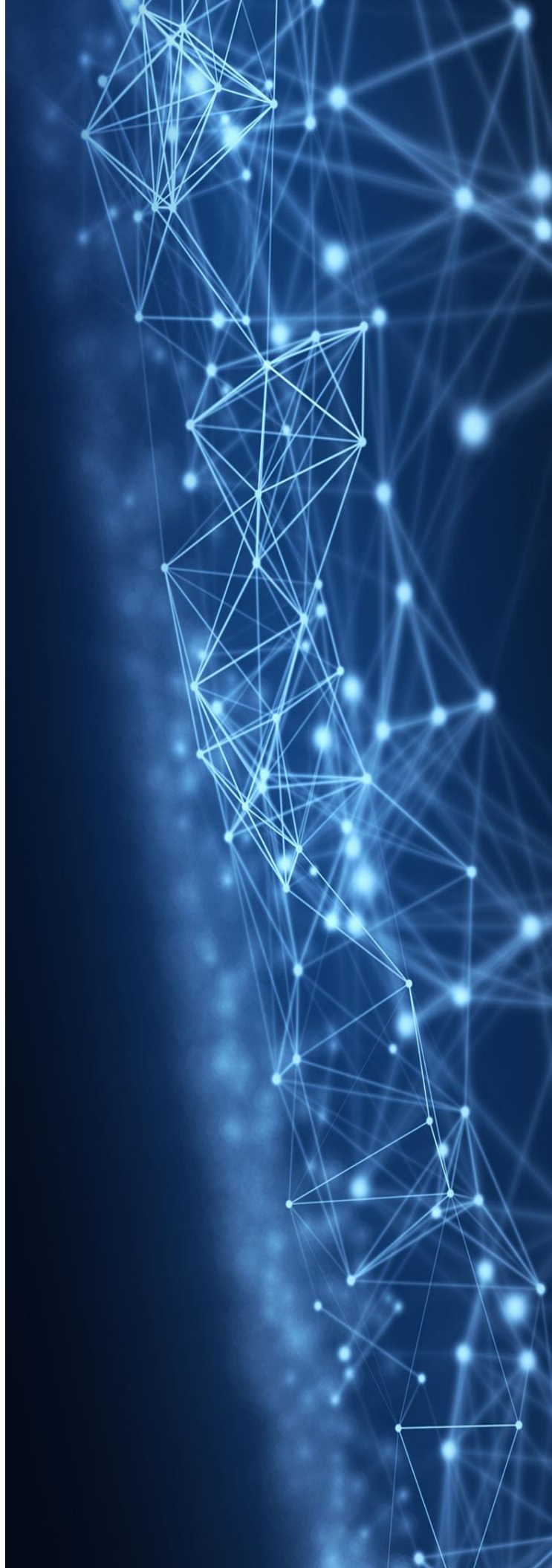
DIRECTORY BACK-LINKS

Directory submissions are probably the most popular method of generating back-links in a short amount of time, however there is one thing to keep in mind when using directories to create your back-link campaign.

You want the search engines to see a natural pattern of increased back-links to your website rather than an instant flood of irrelevant links pointing to your website. This is really important if you want to avoid being penalized by search engines like www.Google.com and risk losing

your current position in the search results.

The best approach to take when building back-links with directory submissions is to gradually increase the number of back-links that are featured within each directly. In addition, you also want to choose relevant categories to place your website listing in, using targeted keywords in both your listing title and description.

Posting your website to directories can be a time consuming, tedious process, so to save time you could consider using a software program that will submit your website into the major directories while allowing you to customize the description, titles, keywords and anchor text used within your listings.

My favorite product on the marketplace right now is Directory Submitter available at

http://directorysubmitter.imwishlist

[.com/](.com/)

While Directory Submitter will not automate the entire process of submitting your website into the directories, it will reduce the amount of time it takes to create individual submissions.

This is important because with automated software programs that will mass-submit your website into hundreds, if not thousands of directories, you risk having your website flagged for review by the search engines who see an influx of links pointing to your website in a short amount of time.

With directory submitter, you can choose the number of directories that your website will be submitted to as well as customize additional information regarding your website, giving you full control over the way your site is distributed and submitted.

Directory Submitter also provides you with a detailed listing of directories that you can choose to submit to, and will also help you obtain one-way links by filtering through directories that offer a "no linkback" system.

Quick Start Tips To Back-Links With Directories

1) Focus on one-way back-links when submitting to directories. It's important to have more links coming into your site than going out from your site (internal links should ALWAYS be greater than external links)

2) Make sure that your post is related to the thread you are responding to and that the blog owner will not remove your post, believing it's spam.

3) When submitting your website into online directories ALWAYS choose the category or sub category that is closest to the main directory.

For example, if given the choice of submitting my website that focused on "resumes" into the following

directories, here is how I would choose the best category for my website:

Employment >> Jobs >> Resumes >> Interviews >>

I would choose either "Jobs" or "Resumes" so that it receives a higher positioned link within the directory. The closer the category is to the main (top level) directory, the more exposure you will receive.

4) When submitting your website into online directories, I recommend focusing only on 75-100 directories, rather than mass-submitting your website into hundreds of directories.

You want to build a large number of quality back links however you don't want to end up setting off any red flags from the major search engines who discover that your brand new website is suddenly receiving thousands of generic back links.

5) If you choose to manually submit your websites into online directories, consider purchasing a copy of www.RoboForm.com to speed up the process. (There is a free version that will work on a trial basis).

6) Make sure that you include a relevant description with each submission, including your primary keywords that are focused on your target market.

7) Avoid keyword stuffing when creating your website's description.

Directory Resources:

http://info.vilesilencer.com/top

Niche Directories:

http://web-directories.ws/Niche/

Facebook Advertising for New Marketers - Should You?

You've built a website or created a WordPress blog, and packed it with your best content. You've done solid market research, carefully optimizing your site for SEO with long-tailed keywords. And now you're busy networking that site by:

- Submitting articles to directories
- Including a clear "call-to-action" at the end of every post
- Networking on related forums and social media

But there's one other strategy you might want to consider - one that at first may seem premature for a new blog or website. And that is advertising on Facebook. It's not for everyone, of course - but if you fit a certain profile, it can be the fastest way to turn your site or blog into an authority site and increase it's page rank.

You could invest in a pay-per-click (PPC) campaign - if you're going to pay for advertising at all. But anyone who has tried to find a good keyword with competition that isn't overwhelming, then register a dot com domain for it, knows all too well that finding that keyword

unregistered is akin to winning millions on the lottery.

The Hazards of Keyword Selection

And if you pick a keyword with heavy competition, no one's going to notice you. Especially if you're just using that long-tail for SEO purposes, rather than purchasing PPC. (And this is especially true for internet marketers - one group fully aware of and savvy to keyword SEO - unlike, for example, the majority of people in, say, knitting forums, where the main interest is knitting; not marketing.)

If you do have a clear niche, however, and a strong demographic that is narrow and precise, your fastest road to creating a profitable presence could be to invest in a Facebook ad. You can purchase one inexpensively, run it for a set amount of time - and have your site spread via the best route of all: The buzz created among your social network friends (all of whom are sitting there, right in your specific niche demographic).

Remember, this is an experiment. Set your daily allotment low, and track it. (Facebook does allow you to do that.)

Maximizing Your Ad

Make the most of Facebook ads' graphics ability, and add an appealing photo or image (just look at those Facebook ads down the right-hand side of your profile page, to see examples of visually strong ads).

And Facebook's ability to target by city, state and country is one of its best ad features. If your website or blog is dependent on location (i.e. "Niagara Falls Orchard Photography") and you've also created a Fan Page on Facebook, you may find you've got it made.

One caution, however: Do make sure that you actually do use strong, specific keywords for your niche in your ad headline and body text. Keep the focus narrow to that one single, specific group.

Facebook Ads Built on Boredom

When it comes to Facebook ads, you'll get wildly varying comments and results reported in your favorite business, SEO or marketing forums. Some people are up-front about stating that Facebook ads are the greatest thing since the iPhone; others give it a total thumbs down. That being the case, how do you get at the truth? What makes it work for some, and not for others?

Remember that Facebook's participants are predominantly (but not exclusively limited to) the female 18-34 range. If you were running a site that wanted to sell to a strong male demographic in a different age range, you'd need to make sure there was a good sprinkling of active Facebook groups and fan pages in that field visibly populated with males, before you went ahead with your ad.

Remember - keep your daily costs low, your target specific - and good luck with your Facebook advertising!

First, make sure you have a niche that suits Facebook. While it's true that an experienced marketer can fine-tune an ad until it does bring decent results, these won't be great, if you've picked a niche with a low Facebook demographic. And if you are closer to starting out in your marketing career than you are to buying a California mansion, it's easier to make sure yours is a subject Facebook users are likely to love.

Here are some broader categories that have - and haven't - had a lot of success on Facebook. (Note that these results are not compiled within some formal market research study with quantified results, but were simply gathered by monitoring the answers on a variety of authority business blogs.)

YES	NO
- Mobile phones	- Graphic design
- Local services, events or projects	- Web design
- Games	- Insurance
- Apps	- Household products
- Vacations	- Anything with too broad a keyword; or too much competition.
- "Fun" products	
- Recreation	

You'll know you have a winning Facebook niche if it rates well for what one SEOmoz commenter called "inherent coolness".

Upping your Chances of Facebook Ad Success

A couple of things to always keep in mind, when using Facebook as an advertising campaign platform...

People use Facebook basically to pass the time. It's where they hang out between appointments; when there's nothing to do; when they're bored, depressed or just not in the mood for work; or when they need a little online "reward", after completing a ton of homework or a boring project. As a result, if you do create an ad for popular escapist or entertainment categories, you're right on the money with Facebook user interest level, and you may get a lot of clicks. But, as always, there's no guarantee that your ROI (return on investment) is going to be worth the money you invested in the ad. Only a trial run and testing will tell.

The Most Important Element

When people are wandering around Facebook, they don't really want to leave it to visit yours - and not all of them know about right-clicking to open your ad in a new tab. Consider sending them to your specially-created, interactive Facebook page instead - that way, they're not so likely to regard your ad as an intrusion.

But the real solution to making sure you have a winning ad campaign. Thorough market research, of course! Find out if anyone is actually spending money in that niche. (There are a lot of specialty niches - especially within the hobby category - with high interest but almost zero spending!) And then find out who is doing the spending.

What about you? Have you tried Facebook ads yet?

Marketing & Selling Your Online Coaching Program

Thanks to the incredible technology of the 21st Century, you now have virtually thousands of ways to market and sell your ideas and techniques in your online coaching business.

This section will offer a few methods that have proven best for most successful online entrepreneurs, including online coaches. You want to make a good first impression to your audience, so that means that your marketing and selling points and material need to be classy, concise and straightforward.

Some key issues that you need to remember when working out your marketing and selling strategies are:

• It doesn't have to be perfect to begin. After you release the plan to the World Wide Web, you'll soon

be able to ascertain if the strategy is going to work – or not. Learn from the response and then tweak and update to make it better.

• Build your list by releasing some of your well-thought out program free to prospective clients. If a visitor wants and needs coaching advice, he'll almost surely take you up on receiving some materials for free – and then following up with consultations if he likes what he sees.

• Consider offering a free consultation. It's a great way for prospective clients to get to know you and your level of expertise and for you to get to know what type of clients you're attracting with your marketing strategies.

When you're sure the client is a good fit, ask that he sign up for coaching services. If not, tell him why you don't think the relationship will work and help him find another coach.

• If you already have an online business and are branching out into coaching, use your present list to gain clients or testimonials for your coaching site. You don't have to sell your list at this point. Simply tell them of your plans and tell them you'd appreciate referrals if they know of anyone in need of your new service.

• Offer a discount to your first clients and ask them for testimonials. Discounts are always a great drawing factor for first time coaching clients. It gives them a chance to see how your expertise can help them achieve their dreams.

Those are just some basic tips for implementing your marketing and selling strategy. The next part of this section deals with the specifics of

designing and selling your online coaching services.

Designing Your Marketing Strategy

A good online marketing strategy is one that's designed to drive traffic and acquire clients for your business. It makes sense to learn how other, successful, marketers are doing it and mimic them – but with your own spin. This strategy will save you money in the long run because you won't be spinning your wheels.

As you'll see when you research successful online coaching businesses, they likely have the following strategies in place that made their businesses successful:

•	Make your main website the hub of your business strategies. Most prospective clients will do their beginning research by visiting your website. Make sure it's easily navigated and explains how you do business and how you can help them with their coaching needs.

Your website needs to contain personal information such as your background and a personal story about what led you into coaching. Testimonials are a must, so be sure to elicit those from your first group of clients.

Make the content conversational. Don't scare them off or bore them with too much information, but be clear about what you're offering

and what advantages there will be for the client.

- Bundle your services. Bundling or packaging is a way for your potential clients to see that he's getting great value for his money. Offering discounts or a free first consultation is also a way to give them value when choosing your services.

You can learn a lot by seeing how other coaching entrepreneurs are packaging their services – but be sure to make yours different and offer even more value for the money spent.

- Give your future clients value. If you offer free materials as a bonus when signing up for your mailing list, be sure it contains awesome information that they can really use.

Think about what would appeal to your niche clients and write or present the content accordingly.

- Use the up sell strategy. A great campaign might include an up sell offer that either gives your client a discount for your services or provides them with some special information that they miss out on if they don't sign up. Make it clearly worth their while to consider.

Up selling has been an effective marketing strategy for many online entrepreneurs. There's a ton of information online about how to develop this unique strategy into one that will work well for you.

It's important to keep the lines of communication open with both clients and prospective clients. Don't bombard them with emails and sales pitches, but offer some valuable information when you do make contact with them.

When you offer value for a client's time and money, you're ensuring a lasting relationship and future success for you and the client.

Selling Your Coaching Services

Making money from your online coaching business means that you have to ask prospective clients for the business. You don't have to use overly-ambitious sales methods, but simply be yourself.

The sale begins when you creatively tell clients what you can help them with and ask them if they might be interested in your services. Pay attention to what their needs might be and what the outcome can be if they choose you for their coach.

You may get some who say, "No," but those who say "Yes" can get you started in a lucrative online coaching business that can be satisfying and fulfilling for you and the clients.

There are many ways that you can close a sale online:

• Email Campaigns – The heart of any online marketer's business, good email campaigns can set your business up for ultimate success. If you're already successful in an online business, you likely succeeded in part because of a great email campaign.

• Advertising – Spend the dollars of your advertising budget wisely by researching what methods other successful online coaches are using to drive traffic and attract clients. Make your ad stand by being clear in your statements and eye-catching in its design.

• Social Media – Sites such as Facebook, LinkedIn, Google+ and

more are excellent ways to brand your coaching business and build relationships with clients and future clients.

• Webinars and Videos – You can really set yourself up as an expert by showing off your expertise by hosting a webinar or creating a video that introduces your coaching services. Be sure to offer great value in either one. Time is valuable these days and no one wants to waste time and effort by viewing or participating in something where they don't learn anything.

Investing some real time and effort in your sales methods can reap huge benefits -- and revenue. The bottom line is that when people perceive that they're getting lots of value for their time and money, they're likely to sign the contract with that person over any other. Take the time to develop your marketing and selling strategies to reap the most benefits.