



Free Traffic Transformer Report

6 Extreme Viral Traffic Tactics You Can Use Right Now!

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**Gain Web Site Traffic through Tell-A-Friend
Scripts**

Your website is finally starting to get a little traffic. The results are in and your visitors think your web site is great. You're beaming with pride as you tell them, "Be sure to tell your friends." Certainly a few of your visitors will tell a friend or two, but what about all the other visitors who love your site so much? Have you made it easy for them to share your site with others? Have you provided a real reason for visitors to take a minute from their busy day and tell a friend about your site? This chapter will share a few tips and techniques for getting site traffic to really snowball by enlisting an army of people to spread the word, an army made up from your current site visitors.

If you want your site visitors to tell their friends about you, you have to make it easy. Actually you can't just make it easy; you have to make it super easy. Tell-A-Friend scripts are one way to make that happen. These scripts are simple and do not require complicated programming. As a matter of fact you can usually copy and paste a script right onto the intended page. Tell-A-Friend scripts are available in many shapes and sizes, but you will be better off if you locate a script with the ability to subscribe people directly to your opt-in email list. A few other things to look for in a TAF script are the ability for full customization, sending to an unlimited number of target recipients, recognizing and blocking invalid email addresses, and one that provides detailed usage statistics.

If you are looking for a PHP or ASP based Tell-A-Friend script, you'll start your search with <http://www.hotscripts.com> because this is a great source for both free and paid solutions. This website is very huge though.

To find a reliable PHP based TAF script, you will check:

http://www.hotscripts.com/PHP/Scripts_and_Programs/Site_Recommendation/index.html

If you are looking for an ASP based TAF script, you will check:

http://www.hotscripts.com/ASP/Scripts_and_Components/Site_Recommendation/index.html

Finally, if you are interested in hosted services, You will check:

http://www.hotscripts.com/Remotely_Hosted/Site_Recommendation/index.html

So now that you've got all your ducks in a row and have installed the perfect tell-a-friend script, let me ask you an important question. Why should someone tell their friend about your web site? Maybe the answer is obvious to you, but is it obvious to your site visitors? Will they do it just because you asked them to? It's likely your visitor isn't thinking of the benefits your site might present for their friends, so it's your job to tell them about it. I'm not suggesting you offer people some sort of bribe like a free ebook; you can do that if you want, but it probably isn't necessary and might not attract the kind of traffic you really need. But you could simply say, "Tell your friends about our newsletter about XYZ because it is interesting" or "Tell someone about the ABC newsletter because it will save them time and money".

If you make it easy for your visitors and give them a good reason, you might be surprised how quickly the word spreads about your site. **Get more traffic at <http://TrafficTransformer.com>**

Chapter 14:

Build Traffic Giving Out Free Reports

Everybody loves to get something for nothing, don't they? So offering a report or ebook for free on your web site is simply giving people what they want. Oh sure the technique is as old as the hills, give away an ebook or report in exchange for joining your mailing list. But do you know how to get your free report into the hands of people you might never otherwise be able to contact? Do you know how to make people really want to pass your report to their friends? This chapter will share a few tips and techniques for giving away free reports and ebooks to build an email list of loyal customers.

So you might already understand the basic concept but I'll cover it here briefly. You offer a free ebook on your web site, and all people have to do is add their email address to your list. You post a sign up form to your autoresponder (also called an opt-in form) and setup automatic delivery of the ebook or a download link when someone submits the information. But does it have to stop there? Should you be satisfied with just that one email address? Absolutely not, I say.

Another part of the old technique is you'll include affiliate links within your report. Sure, we all know that; you sign up to be an affiliate for products related to your report, put the link in your report and get paid a commission when people buy those products. This will get you a little further than just a plain old report, but wouldn't you like to kick that process into a higher gear?

What if you give away that same free report with those same affiliate links in it, but make those links customizable? You can use

a special software known as "PDF Brander" which will allow someone to change the links you specify, exchanging their affiliate link with yours. viralPDF (<http://www.viralpdf.com>) is one of the most well-known software for that purpose, even though it is not free.

Now you've given that person a real reason to pass your report along, they can make money by doing so. Since that person might not have already been an affiliate of the products you refer to in the report, you could still collect a second-tier commission because they become an affiliate "under" you. Not only that but if you leave a couple of links back to your own web site within the report, you've just gotten your link in front of another potential site visitor.

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Build Traffic Through Giveaways

If you wouldn't mind indulging me a moment, I'd like you to think about a virus. What does a virus have to do with anything of interest to you? Well, a virus is something that enters the body as a microscopic germ and spreads until it virtually takes things over. Doesn't that sound like the perfect internet marketing campaign? How would an internet germ get through? You can start a viral marketing germ with a free tool, service, template or report, and if conditions are correct it can spread like wildfire. This chapter will share a few ideas about how offering a free product can perform wonders for your online business.

It is a well known fact that everyone loves free stuff. If the free stuff is something useful like a tool, template, service or valuable information, then so much the better. But many of us have a large section of our hard drives full of things we've downloaded for free and will never use. The original idea seemed good and we probably exchanged our email addresses for these bits of hard drive clutter, but something about them just didn't pan out. Maybe they weren't what we expected.

So if you're going to give away something free, and your motive is for it to create a viral marketing effect and be passed around the internet, you're more likely to be successful if you give away something that's really useful. What can people within your market really use? If your free giveaway is just some gimmick or even

worse just an attempt to sell another product, it isn't going to get passed around.

But even if you do offer a true quality giveaway, what will make it go viral? You could have the greatest free tool which anyone can use, but what is going to make anyone take the time to pass it on to a friend? Can you simply ask them to? Maybe, but what if you gave a real reason to pass it?

Are there any affiliate links in the product? It may seem like this only applies to an ebook or report, but sometimes a tool will have a link to the author's web site. A free template will usually have a link somewhere around the copyright notice. What if these links were to an affiliate program, and what if the person who passed your free offer on could replace the link with their own affiliate link? Wouldn't it motivate someone to pass on a nice tool or template if they thought they might make a little money from it?

If you want someone to perform an action for you, you've got to show that person what is in it for him/her.

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Social Bookmarking To Build Site Traffic

Early in the days of Internet browsing, someone got the bright idea of keeping placeholders, or bookmarks for web sites we've visited and enjoyed. It was a great way to keep track of things. Before long, someone else got the brilliant idea there should be a way to share these bookmarks with our friends. Suddenly, a world of social bookmarking came into existence. But how can you, the internet marketer, tap into this social network? Is there a way social bookmarking can build traffic for your site? This chapter will discuss a few methods of putting social bookmarking to work for you, bringing new visitors to your site.

Since any web page can be bookmarked, any web page can be shared with friends. This is the premise behind using social bookmarking as a marketing technique. As you may have guessed, the idea is to get people who visit your site to bookmark and share it. Of course your visitors could simply email a link to their friends, but they might not think of that option on their own. It is not only your job then to remind them of this option, but to make it as easy as possible for them to do so.

Fortunately, since the entire blog community has a long and rich history of sharing links, with millions of "check this out" type posts, there have been several tools to help you make it easy for your visitors to share a link to your site. For example, if you happen to

build your site on the WordPress blog platform you can find half a dozen excellent programs which provide a "share this" link with every post you make.

Not only will most of these plug-ins allow your visitors to email a link to a friend, they can add your site to the major social bookmarking sites like Del.icio.us (<http://www.del.icio.us>), Digg (<http://www.digg.com>), Technorati (<http://www.technorati.com>), and StumbleUpon (<http://www.stumbleupon.com>).

At these social bookmarking sites your visitors can also post reviews and say just what they like about your site, thereby attracting others who find the information.

Now, who is to say that you can't post your own articles, blog posts and web pages to these social bookmarking sites yourself? If you post your entries, you expose it to thousands of visitors at the social bookmarking sites who might be interested in what you have to offer.

If you have an exceptionally interesting post, and place it on a social bookmarking site, you open the door to a viral marketing effect and free exposure you probably could have never otherwise afforded. **Get more traffic at <http://TrafficTransformer.com>**

StumbleUpon Is Social Bookmarking On Steroids

Social bookmarking is the big buzz term among internet marketers these days, but up until now it has been fairly static. You could make recommendations to friends through places like Del.icio.us (<http://www.del.icio.us>), Digg (<http://www.digg.com>), Technorati (<http://www.technorati.com>), and you could search for sites in a particular topic area. But StumbleUpon (<http://www.stumbleupon.com>) gives you all that and a little bit more; this site actually learns what you like and makes recommendations. What are the implications for web marketers? What do you have to do if you want StumbleUpon to recommend your site? Can this service generate free traffic to your site? All these questions and more will be covered in this chapter.

Just like any social bookmarking site, visitors can connect with friends and share sites. They can meet people with similar interests and check out what other people are discovering. With StumbleUpon you can “channel surf” the best-reviewed sites on the internet. It is a “collaborative surfing tool for finding and sharing great sites.” Just add a toolbar to your browser and you can give a review for any site you happen to land upon.

So this is where the internet marketer comes in. As you probably already guessed, it can be beneficial to the health and future of your web site if several people give it good reviews. If one of your visitors already has the StumbleUpon toolbar installed, and finds

your site, they could get the ball rolling for you. But if you're like most marketers, you're not going to want to leave all that to chance. Just like what people have already been doing with sites like Digg and Technorati, there is no reason you can't review one of your own web sites. As a matter of fact, why not review them all?

Once your site has been reviewed, StumbleUpon will start to do a little of the work for you. Since the site actually makes recommendations to its members, telling them about sites they might be interested in, StumbleUpon just might recommend your site to a few people. The more popular your site becomes, which it looks like is determined by the number of positive reviews you receive, the more your site will be recommended to others. Before you know it, and with very little extra effort on your part, you could have gained a steady stream of free traffic.

What could be better than free traffic, coming from the recommendations of people you have never contacted in places you've never heard about? All this just because a few people voted for your site and said it was good. Of course, this isn't likely to happen if you don't run a strong web site with excellent content, but that's what you're already doing, isn't it? **Get more traffic at <http://TrafficTransformer.com>**

Use Viral Videos To Build Web Site Traffic

Imagine a world without television. Can you do it? Chances are if you were born in the last 40 years or so, you can't. Everywhere we turn we are bombarded with video images, first on television, but now on everything from desktop computers to cell phones. In fact,

videos are so popular online they sometimes are passed around and create a viral marketing effect; that is what makes them interesting to marketers. This chapter will share a few ways you can jump on the band wagon and use these viral video techniques to bring traffic to your site.

A popular way to get into the world of viral video marketing is to build a blog and frequently add videos. Use amusing video clips, interactive Flash games and moving images since these are most likely to catch your visitor's attention and be shared with others. The Dancing Bush 2001 interactive game brought massive attention to what eventually became the largest private entertainment site on the internet. Sunsilks hair products gained attention when a YouTube (<http://www.youtube.com>) video "Bride Has Massive Hair Wig Out" went viral. Companies the likes of Halo, Blair Witch Project, Xbox 360, The Ring Movie, Sony, Playstation and FX Networks have all benefited from viral videos.

One effective way to make sure your video draws attention to your web site or brand is to include the site name (and URL) within a video as part of the entertainment. The more integrated the inclusion, the less your video is going to look like an advertising ploy. Of course, you might want to refer to your site or brand more than once, but don't go overboard. On the other hand some successful viral campaigns, like Burger King's "Subservient Chicken" didn't mention a web site or brand anywhere; but people knew where the video came from and it attracted massive attention on the web.

Another way to make sure your viral video drives traffic to your site is to include a link close to the video on YouTube and Google Video.

This will allow viewers to easily identify the source of the video and find their way to your site.

So once you have all this traffic on your site, what are you going to do with them? Well first off, be sure to encourage visitors to pass your video to friends. Then if at all possible add some means for the video to be emailed or added to a social bookmarking site. If you have built your site on a blog like WordPress, there are plugins to add that functionality to your site for you.

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And there you have 6 great viral ways to start spreading your message like wildfire & get thousands of targeted visitors to your website for free! Visit the Traffic Transformer site for many more traffic tactics that will send your traffic counter through the roof!! <http://TrafficTransformer.com>