

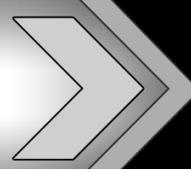
**The Proven System For
Turbo Charged Viral Traffic!**

VIRAL TRAFFIC TORNADO



**EXPLOIT THE INSIDER
SECRETS TO MAXIMIZING
VIRAL POTENTIAL AND
GENERATING TRAFFIC**

HYBRID CHEATSHEET



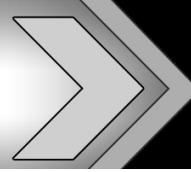
The following is a checklist that you can use to track your progress and make sure that you learn all of the information packed into the main training course. You can also add items if you need to.

- Your Viral Campaign Plan Should Include:**
 - A free product or service
 - The product or call to action has to be easily transferable to another person
 - Visit each of these to see if you can add content and backlinks to the site to increase your traffic,
 - It has to be able to scale easily (from small to large in the snap of a finger)
 - It has to take advantage of other people's resources
 - It has to be unique, original, and relevant

- Ways To Leverage The Resources Of Other Marketers**
 - Buy ad space on related blogs
 - Guest post on related, but non-competing blogs
 - Buy ad space in newsletters or networks in your niche
 - Offer affiliate commissions for lead generation
 - Make yourself available for interviews about your product or business

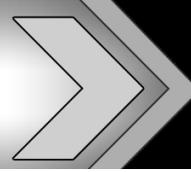
- Examples of “Software” That Can Go Viral**
 - Article submission programs or automation programs
 - WordPress plugins – and WordPress itself!
 - Games (they don't have to be big or elaborate)
 - iPhone or Android apps
 - Browser add-ons
 - Note-taking and organizing applications like Evernote

- Things To Consider When Choosing “Software”**
 - Compatibility across multiple operating systems and platforms
 - Configurations and expenses for features
 - Providing ongoing support and software updates when necessary
 - You don't have to invent a new way to train dogs, you just have to offer a unique software. It could be a different format of your e-book or content



- **How To Monetize Your “Software” or “Freebie”**
 - Offer a limited functionality free version, with an upsell to the fully functional paid version. Remember though, the free version must be useful as it stands if you hope to get a viral stampede started.
 - Sell ad space in the software itself. Evernote does this well, with one small, unobtrusive ad in the corner.
 - Use a link-back strategy to build brand awareness. This is perfect for WordPress plugins.

- **The Basics of Going Viral**
 - Use GREAT CONTENT - Make an effort to go the extra mile for your readers, and they'll reward you by bringing in new customers for you.
 - Match the price point to a level which people will pay, and which allows for enough volume of sales to maintain future advertising and development
 - Determine the “place” or where you're going to present and advertise your offer, business, or product, and how you're going to inform
 - Try to one-up competitors or offer more incentive for taking action on your marketing campaign as opposed to elsewhere
 - Promote your campaign regularly, and develop a schedule for it, even invest a budget for paid advertising to get things started
 - Know what works—look at how others in your field do it to see what kinds of promotions have been successful.
 - Don't underestimate the effectiveness of small-scale advertising in local papers, bulletin boards, and directories such as the Yellow Pages.
 - Come up with a catchy slogan or headline that viewers and customers can recall easily, and get involved in local community activities.
 - Encourage discussion, feedback, complaints, and interaction and respond to it so that it helps feed to traffic
 - Always track your campaigns via conversions, reactions, and so on

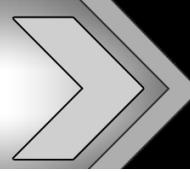
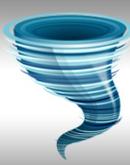


Methods of Viral Marketing That Work

- Winning A Prize** - if you can arrange some type of ongoing or interactive event such as lotteries, or if some portion of the proceeds is being given to charity events that are near to your focus group's hearts.
- Keep Your Audience Informed** - Provide information that is useful and pertinent in a form that is easily distributable and include your advertisements in ways that cannot be easily stripped out.
- Free Trials of Services or Products** - Allow a stripped-down or time-out version of the product to be utilized in advance. Just be careful that you make very clear any limitations or problems that may occur.
- Viral (Mini) Games** - If you have a service or interactive site of some kind, allow free access or "trials" on the site. This can be a very good way to drive interest and to create a good viral marketing campaign.
- Offer Incentives** - In exchange for traceable actions that help positively promote your campaign. For instance, offering twenty percent discounts for every five leads that followed a link from their web site to your home page.
- Utilize Public Sympathy** - An example of came recently when a woman's clothing company started a campaign that rewarded participating members with a free Tee-shirt and a \$1 donation to the Susan G. Komen Breast Cancer Foundation when three of their friends opted into receive the retailers catalog or join the e-mail list.
- Add A Personal Touch** - Just as not automatically considering having someone's e-mail address as free reign to send them advertisements is a good policy, is finding ways to personalize your contacts.

Common "Standard" Advertising Methods

- Newspaper and magazine ads
- Yellow Pages and other directories
- Merchandising such as leaflets, packaging, shelf displays and window displays
- Trade journals
- Websites and ad space
- Facebook and Social Media Ads (more recent)



Tracking Costs And Expenses

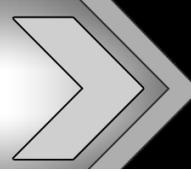
- Many large firms just set aside a percentage of revenue in a flat rate to be spent wherever it is best thought to be effective.
- Isolate all of your expenditures that can affect revenue for both your short term and your long term goals
- Rank the expenditures in order of cost, and determine how rapid a return they will generate, as well as how effectively you believe you can control each of them
- Divide your anticipated marketing costs by the expected sales income, taking the % from among them that you identify as being the most likely to earn a return.
- Consulting an outside source that is not trying to sell you anything may be worth any fees or charges you would incur.

Ways To Isolate Working Aspects Of An Ongoing Campaign

- Run the same ad in two different publications with a different identifying mark on each.
- Ask customers to clip the ad and bring it in for a discount or free sample. Or provide it to you on your website when they make their way over to it.
- Offer a product at slightly different prices in different magazines. This has the benefit of showing whether consumers will buy your product at a higher price.
- Advertise an item in one ad only. Don't have any signs or otherwise promote the item in your store or business (whether online or offline).
- Stop running an ad that you regularly run. See if dropping the ad impacts sales.
- Check sales results whenever you place an ad for the first time.
- Use advanced tracking and analytics for all aspects of your campaigns.

Incentives For Your Viral Campaigns And Users

- Get them to sign up** - Give your customers a reason to join your "club" or let you track them.
- Track their activity** - Begin with your existing customer database or e-mail list. Then add to your list by capturing vital information from customers when they enroll in whatever reward program you generate.
- Boost sales** by offering graduated rewards to those that buy higher ticket items, and spend more, etc.
- Offer the RIGHT rewards** - It's best to reward customers by offering special value on products or services you regularly provide and have control over, since you are trying to forge a strong relationship with your customer.

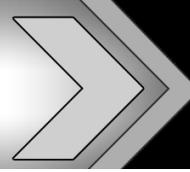


Segmenting Your Audience / Customers

- Try and define them further if necessary or send out questionnaires until you can determine from your existing group which:
 - Are your most profitable and consistent customers
 - Make up the bulk of your sales and ongoing business
 - Elements these customers have in common with each other
- Segment target audience groups by demographics or psychographics:
 - Age groups, both median and the ranges
 - Sex: are primarily males or females responding?
 - Location: are they homeowners, apartment dwellers, rural or urban?
 - Education level
 - Interests and hobbies
 - Income levels and financial status
- Some public health campaigns have learned the hard way that predicting public behavior and response is not an easy task, regardless of the amount of data and the time spend trying to do so. They started by identifying which audiences were:
 - Directly affected by the problem
 - Likely to change their behavior
 - Most feasible to reach
 - A key secondary audience (A group of individuals that can help reach or influence the primary target audience but is not considered part of it.)

Narrowing Down Your Audience Properly

- Types of information you can use to identify specific groups that make up a target audience for a particular topic or niche about certain information:
 - Incidence or severity of the problem your product solves
 - Prevalence of risk factors with the problem above
 - Size of the group affected by this problem
 - Relative defenselessness (if applicable) to the issue
- Often in social marketing campaigns, the audience segments are described by a wide variety of variables such as:
 - Those at risk for the health problem
 - Attitudes of those segments
 - Perceptions of those individuals
 - General demographic similarities of the audience
 - Preferred information channels



- The Process of Segmenting Your Audience**
 - Demographics (e.g., age and race/ethnicity)
 - Behavioral determinants that distinguished “doers” from “non-doers”
 - For each of the potential segments listed, pull the following from your research:
 - Goals/drivers for the users in the segment
 - What has previously and historically worked to influence this segment
 - Which contact and information channels appeal to the users, e-mail, website links, newsletters, etc.
 - How receptive they are to direct contact

- Gathering Segment Data**
 - Often times, the survey or questionnaire is the only way to gather the information you need.
 - If using this method here's some tips that will help generate more usable results
 - Be up front about what you are seeking and why
 - Offer incentives for them filling out the information honestly
 - Explain honestly how long it will take to fill out the information and which sections are the most vital
 - Have a “comments” section for feedback both on your company and its products and on the questionnaire form itself so you can get feedback.
 - Other sources of data that are often ignored that you should track include:
 - Comments made both online and in any storefronts regarding sales and ongoing issues.
 - Feedback on wishes and desires regarding items sold
 - Questions on whether you stock certain items or price points & discounts
 - Suitability of products for certain uses

- Targeting People With Money (Profitable Leads)**
 - If you find from your reports that the second most affluent of your customer base are the ones who return more often, you should try and identify why this is.
 - Do they lose or destroy the product?
 - Are they giving them away and if so what about this segment is unique to drive that behavior?
 - A few questions worth keeping track of about your most profitable customers:
 - How often do they refer you to similar customers?
 - What amount do they spent on average per visit?
 - What types of goods do they purchase from other, relatedd sites?