

How to Fill Your Marketing Funnel With Internet Marketing

You probably know there are dozens, even hundreds, maybe thousands of ways to build your business using traffic. The intention of this document is not to try to cover the entire gamut of options, but rather, to give you a few key essentials that you can do easily and effortlessly to bring traffic to your website.

We will cover three specific aspects of the Internet, and how you can use them to build your business:

1. **Websites** – the actual website – what you see on the page when you go to www.cocofossland.com. It is the design, functionality, and content of all the pages that make up a particular website.
2. **Email Response with Free Offer**
3. **Web Traffic Generation**

THE WEBSITE

The first thing you'll need is a website. It doesn't have to be a super-duper bells and whistles website. The key thing is that the website speaks directly to your target market.

The purpose of the web page is to do two things:

1. Your first priority should be to get visitors' email address
2. Your second priority should be enrolling visitors to purchase your product or service

Web statistics show that web visitors do not usually buy from a web provider unless they've had 7-9 interactions with the prospect. Therefore, if someone comes to your website, the most important objective you could have is to obtain their email address so that you can stay in touch with them, and over time, enroll them in your product.

Keys:

- The headline should speak directly to the "pain" or "need" of your audience
- A clearly visible opt-in box
- Not much else going on – Keep it simple

THE EMAIL RESPONSE WITH FREE OFFER

Using the automated systems available today, like Cartville, you can inexpensively and easily be up and running with automated response email campaigns.

What is an automated email response? It is a response that automatically goes out when a person signs up for a free offer on your website.

What is an automated email response series? It's similar to a basic email response, but it includes a whole series of pre-writtend emails that you can set to go out over time.

How this is helpful when you are offering a free opt-in gift? It means that you have an automated system to follow up with your new prospect again and again over time without any additional work from you or your employees. It is a powerful way to stay in touch, educate, and continue to make invitations.

- **FREE BONUS:** To find out how to do this, check out the [WorldChanging 5-Day Mini eCourse Builder](#), which is a course you can access and use over the web. Please do not distribute this to your friends, as this is intended to be a free offer just for members of the Heart-Centered Client Enrollment Program.

These things help you...

- Build your database
- Build credibility
- Establish trust and rapport
- Faciliates a conversation

WEB TRAFFIC

The biggest myth out there is that if you put up a website that you will somehow magically get customers.

Publishing a website without understanding how prospects or customers are going to get to your website is not only a waste of money, it's a waste of all the business opportunities you're loosing by not taking it the next step.

In general, we recommend the following steps:

First, consider how potential prospects can find your website:

There are three ways to get traffic:

1. **Traffic from optimizing your site** – Search Engine Optimization – This is a long term strategy that probably will require a web optimization expert.
2. **Pay-per-click** – this is where you place ads on Yahoo Search Marketing or Google AdWords, set up a monthly budget for ad spending, and then determine how much you are willing to pay per click.
3. **Free traffic** – This involves a host of other means of getting traffic. It includes Viral Traffic, JV's, Stealth Linking, Articles, Other People's Traffic, Blogging, and Niche Directories.

Search Engine Optimization

We are not going to spend time in this course going into the details of Search Engine Optimization. SEO can be a very powerful method of building your business. However, it is recommended that if you want to do SEO effectively that you hire a specialist.

Pay-Per-Click

Pay per click can be a great way to immediately start generating traffic to your site.

Here's what you do:

1. Decide which page of your website you'd like to bring traffic.
2. Decide on a list of key words that are appropriate for that page. A list of 50+ words is best, but it's okay to start out with 20 or 30.
3. For each word, create an ad. (70 character maximum) This is the ad that will appear on the Yahoo or Google search results page. Sponsored ads, as these are called, appear on the right hand side of the page.
4. Using Yahoo Search Marketing or Google AdWords, enter in your key words and corresponding ads.
5. Set a monthly spending budget.
6. For each key word, decide what you are willing to spend per click. The price per click varies for each key word, depending on popularity. Some words you can get for a couple cents per click, while others are a couple of dollars.

7. Once it's set up, you will immediately start getting traffic.

Key Point: It's not recommended that you set up a pay-per-click campaign until you have taken the time to make sure the web page to which web visitors will land is ready for conversion. In other words, don't bother to invest in pay-per-click until you have an opt-in for a free gift on your site and the messaging on your site speaks directly to the needs and wants of the audience you are bringing to your site.

Free Traffic

There are endless ways to get free traffic. Every day there seems to be a new way to get traffic. Today, let's discuss a few specific ways to get free traffic.

Rather than try to do all of them, pick one or two to try out for a while. The most important thing is to put in place tactics that work ongoing, so that you have a consistent stream of new visitors.

1 - Web Article Submission

A great way to get your name and business out on the web is to submit your previously published and new articles to the web.

Here are three ways to submit articles:

1. You can go to the hundreds of sites out there that receive article submissions and post them yourself. Just Google "Article Submission" for a long list of sites you can post articles.
2. You can hire a VA to do it for you every month.
3. You can use an Article Submission Tools like SubmitYourArticle.com or eZine Announcer. [Here's a list.](#) For a monthly fee, you can submit your article to the tool, and then the tool submits your article to hundreds of other sites.

2 - Online Directories for Link Building

Here's a long list of [online directories](#) where you can submit your site.

3 - Cross-Linking

A great way to jumpstart traffic right away is to find 10 other businesses supporting the same target as you and invite them to do a cross-link exchange with them.

Here's what you do:

1. Create a "Resources" or "Reccomended Links" page on your website.
2. Add 10-20 links to businesses/resources you recommend to your audience. Include a quick 20-50 word descriptions for each sites.
3. Reach out to the businesses/resources you've posted and let them know you've posted them as a recommended resource. Provide the link so they can see it for themselves. And then invite them to post a reciprocal link back to your website. In the email, provide a pre-written 20-50 word description that invites people to receive your free opt-in gift. This will make it easy for the partner to add your link to their website.

Two of the most highly trafficked, yet neglected pages on the internet are...

- (1) **The Thank You Page** - The Thank You page is where you land after you sign up for someone's free course, or after you buy a product online. It's the page that thanks you for your order or request.
- (2) **The Recommendation Page** – Many websites have a page where they recommend other related resources. As an example, here's the [WorldChangingBusiness Resource](#) page.

You could work out an arrangement with a handful of partners whereby you agree to promote them on your Thank You and Recommendation Page, and they agree to do the same for you. This could bring you free traffic all over the internet every day. Set it up once and you're done.

4 - Blogging

For many, blogging is a great way to build credibility and branding while also generating traffic. Certainly this method isn't for everyone. It's ideal for people who love to blog and are probably already blogging themselves silly all over the internet.

There are two aspects of blogging to consider:

- (1) Your blog
- (2) Other people's blogs

If you want to generate high levels of traffic from your blog, it's important to post new material every day or two. It's also a great idea to include recommendations and referrals to other people's blogs. The more you mention others, the more likely they'll mention you. Be sure to email them a link letting them know when you've noted them on your blog.

Visiting other people's blogs and posting helpful responses and comments can also help you. Always be sure to leave your website address so people are able to make their way back to your site. Be sure you bring them to a web page that has an opt in waiting for them. It goes without saying to visit other blogs that speak to the same target market as you. It won't do you much good to blog on a gardening site if you're in the business of baking.

5 – Viral Traffic

What is Viral Traffic? It's an idea or marketing message that is passed along to others similar to how a virus spreads.

Done successfully this marketing message can, like a virus, grow exponentially. Viral marketing is similar to "word-of-mouth" advertising with the advantage of rapid dissemination of the marketing message thanks to the power of the internet.

How can you create viral traffic? The key is that when people receive the email containing the assessment, presentation, or message, that they do two things:

- (1) manage to make their way to your website where they can enter their name and email address
- (2) forward it on to a friend or colleague

Here are some examples of viral marketing methods:

- A really exciting assessment that people will want to take of themselves and pass along their results to others
- A movie or video presentation that is in some way emotionally moving – funny, clever, heart warming, sad, or upsetting
- Sponsor a contest of sorts where people will have the chance to win something good if they sign up for an opt-in

6 - Networking

When you're out and about networking and socializing, be sure to invite people to your website to receive the free opt-in gift. It's not a bad idea when networking to pass out a postcard that promotes your free opt-in gift, and directs them where to go online to get it.

You can get postcards printed cheap and fast at Vistaprint.com or PrintingForLess.com.

7 – *Speaking and TeleSeminars and Radio*

Whenever you go out and speak, be sure to direct people back to your website to receive the free opt-in gift waiting for them. Either that, or have them sign up right there, while you have them in the room. That way they'll be on your mailing list and will certainly make their way to your website soon.

Second, capture their contact information so you can stay in touch with them. You do this by offering a compelling free offer in exchange for their name and email address.

- a. Sign a guest book (not recommended)
- b. Sign up for a newsletter
- c. Sign up for a free report
- d. Sign up to listen to free recorded teleclass
- e. Sign up for a free assessment to find out “X”
- f. Sign up for a free consultation
- g. Free Mini eCourse (highly recommended)

Third, define your stay-in-touch system. Assuming you will collect contact information from prospects who will visit your website, how would you like to stay in touch with them, so they can remember you and buy your solutions when you are ready. These would be no/low cost offerings. You can use one or more of these:

- h. Mini eCourse
- i. Newsletter
 - i. www.constantcontact.com
 - ii. www.cartville.com
- j. Community calls / meetings
- k. Top 10 tips
- l. Free reports
- m. Free assessments
 - i. www.assessmentgenerator.com
- n. Direct mail – postcards, cds, letters, physical newsletters or other
- o. Call them
- p. Invite them to join a networking group
- q. Hold parties or courses
- r. Other creative ways you come up with

Fourth, define the frequency of your stay-in-touch system. Quarterly, monthly, semi-monthly, weekly, daily.

Fifth, throughout the process, make compelling invitations that will enroll them to be your customer.

1. *What are 2-3 ways you would like to help people find your website?*
2. *How do you plan to give them a compelling, inspiring, emotionally-moving experience of your product?*
3. *Identify all the places within your existing marketing where you could improve the **Invitation**. Also identify any new places you would like to insert an enrolling invitation.*

Follow up action:

For every entry way into your marketing funnel, you want to draw out the complete map of them finding you, receiving a compelling experience of you, and receiving an enrolling invitation to be your customer.

TRACKING YOUR MARKETING FUNNEL

Once you have a system in place, it's important that you **track your progress**.

- a. How many unique visitors per month?
- b. How many unique visitors sign up for your free opt-in gift?
- c. How many become a client?
- d. What is your conversion rate?
- e. What is the value of each unique visitor (total revenue for 1 month of conversions divided by the number of unique visitors per month)