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Free Classifieds and Traffic Exchanges

By Alex Timaios

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Reading the postings in different Newsgroups it becomes clear that the "I does not work for me.." statements comes from one very clear reason: not enough Traffic. To be more accurate, it is "not enough *targeted* Traffic".

The Ability to generate targeted and low cost Traffic is crucial for the success of every internet business.

Well, what is "enough Traffic" ? Let's take some minutes to analyze the traffic needs in detail.

Let's say you would have a single business opportunity that you would like to advertise. This opportunity allows you to earn 10\$ per Sale.

Furthermore you would like to earn 500\$ in month from this opportunity alone. So would need 50 sales during this period.

In order to determine the number of clicks (traffic) you will need, you need to know the conversion rate of your opportunity. This rate itself will depend on how targeted your traffic is. In order to make it easy, let's assume your conversion rate is 4%, meaning that 4% of your potential buyers will purchase your product/opportunity etc.

This means that from 100 Clicks, you will get 4 sales. So you need 25 Clicks in order to make a sale (100/4). This is in fact a good conversion rate! Usually you will have such high conversions only for free stuff or by having an extremely well targeted traffic.

Considering that you wish to have 50 sales in a month, you will need thus 1250 Clicks per month.

If your conversion rate would be 0.4 % instead of 4%, you would need 10 times more, 12.500 Clicks per month.

So the next question would be where do you obtain such traffic (compare next section).

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In Reality, the number of Clicks to perform a sale (conversion rate), depends from the "Quality" of the Traffic itself.

Let's consider an advertiser of Food for Cats starts an advertising campaign sending an Ad to everybody. Obviously for "non cat owners", the Ad is absolutely irrelevant. May be some people will click to the ads for curiosity, but their clicks will seldom lead to sales. The "Traffic" would be of low quality, since it is not "targeted" enough. Instead, if the Ad is placed in an electronic magazine for Cat Owners, he will need a considerable lower number of clicks to perform sales, since the Traffic is more "targeted" and thus, has a higher quality.

This is a simple, but very important point. Thus, "Traffic Providers" promising to send "10.000 Clicks"

will lead with high probability to nowhere, since the traffic is highly "untargeted".

Free Advertising

One easy source of free traffic are Free Ads. Just type in Google (just scroll this page down to find a Google Search) "Free Classifieds" to find hundreds of free Ad sources.

I personally use

US-Free Ads

, since they are free and offer multiple helpful options, like Tracking, Add a Picture, Paypal

Button and so on.

A free Account can be obtained

here

Free Advertising using Free Classifieds can be a very time consuming task and the results are overestimated at the beginning. It is recommended to consider the option to buy "featured" Ads to reduce the manual effort and maximize the results.

You may need to submit your Ad to a high number of free ad providers to get really a reasonable number of clicks.

AdLandPro

Free Classifieds have the inconvenience that the Ads are scrolled down as soon as new Ads are submitted. Thus the visibility and Click Rate are significantly reduced.

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AdLandPro offers an hourly resubmission service that avoids that problem. Additionally the Ads are submitted to hundreds of Free Classified Websites.

A free AdLandpro account can be obtained

here

Traffic Exchanges

An additional source of Free Traffic are Traffic Exchanges. The working principle is similar: you provide traffic (i.e. by setting an especial Website as your Homepage in the Browser) and you get back traffic from other users doing the same. Usually you get Traffic in Ratio 1:2, this means you need to provide two page views to get one free page view for your business.

This sounds simple but is very practical: let's assume you have a business selling food for pets. Obviously you are not interested to views websites related with other people trying to sell you the same. But on the other side you may be interesting to see other websites about Health&Nutrition. So you will get (=traffic exchange) Advertising from this Genre if your are interested to do so and exchange traffic for your Pet business.

The more people use Traffic Exchanges, the more views you will get to your business. Furthermore,

you will get additional page views (=traffic) by referring new customers. Most of the Traffic Exchanges Systems provide also PRO Memberships, where you get paid if someone you have referred upgrade himself to PRO.

Traffic Exchanges have also a big advantage in comparison with Pay-Per-Click engines: the "cost" of the traffic does not increase with the number of advertisers.

There are hundreds of Traffic Exchanges in the Web. I personally recommend to choose one of the "TOP 10 Traffic Exchanges" tested by TrafficHoopla

<http://www.traffichoopla.com>

This company performs regular tests of the most popular Traffic Exchanges systems on the Net and publish the results in their website.

All Traffic Exchanges allow the option to refer new members. It is important for every provider to increase the number of "clickers" to increase the number of clicks to be distributed among the community. For every new member, you will receive a number of "credits" to be used with your own advertising.

In the last months, a new Traffic Exchange provider started using a complex system to distribute

credits calling "syndicates".

Traffic Syndicate 25

organize the participants in "Syndicates". Every

Syndicate has the same number of participants. The "top 10" of every syndicate (measured by the number of surfed pages) goes one Syndicate "up", receiving traffic from all syndicates bellow. This ingenious system allows to build "downlines" without really referring new participants, just by increasing the own relative position through intensive surfing.

Viral Increase of Traffic

I had mentioned that you can "earn" additional Traffic by referring new users to your favorit Traffic Exchange. The interesting aspect of TrafficHoopla is that you can join several TrafficExchanges and advertise them with your unique TrafficHoopla URL.

The mentioned URL can be advertised also in your favorite Traffic Exchange programm. So the more you advertise this URL, the more people you refer to this system and thus, the more referrals you get in other Traffic Exchanges you had joined via TrafficHoopla. The result is a "Viral" increase of traffic. With some time you will have enough Traffic to advertise your Business Opportunity. Once you get enough referrals, it is recommended to join the PRO Version of your program in order to get paid and earn a 2nd stream of income.

For more information visit the TrafficHoopla Website, which can be found under the url:

<http://www.Traffichoopla.com>

SAFELISTS

With the increase of SPAM Complains Internet Marketers started to look for alternatives how to send mails without being accused as spammers.

A "Safelists" is as the name says, a large "opt-in" list where the participants agreed explicitley to receive e-mails from the other participants.

You can send "safe" e-mails to all participants of a safelist, on the other side you agree to receive also advertising from them.

For that purpose, you wil ned to enter two (validated) e-mail addresses:

1) your "Contact" e-mail: here the Safelist Administrator can contact you for administrative purposes

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2) your "List" e-mail, here you will receive a high number of advertisement.

The number of e-mails you are allowed to send depend on the kind of membership you have (free or "pro") and from the terms of use of each list. Usually you can send e-mails every 24h/48h or every seven days.

The "free" option of the safelist contains some restrictions, i.e. the frequency of e-mailing is reduced or the number of recipients is restricted.

"pro" members do not have such restrictions and reach usually more participants of the list.

Some lists offer "credits" to read mails, some others pay for reading mails of the advertisers.

Are Safelists effective?

By default, consider that the majority of the recipients will not read your mails. You will need to use list with a very high number of participants (5000–50.000) to get some results.

"paid" Safelists are more responsive as "free" Safelists, since the participants are normally experienced marketers willing to pay for good results, so they may buy something from you if you can wake their attention (by a good, new product).

Do not waste your time using Safelists with few hundred members.

The e-book "Carbon Copy Marketing" from Mike Filsaime contains good tips and tricks how to use Safelists effectively. Check it by

CBMALL

You will find the "top 5 Safelists" in

<http://www.Traffichoopla.com>

Top Lists are :

– The

Business World List

(47.000 Members)

– The

"Hercules"

list (32.000 Members)

– The

Cash4You

list (20.000 Members)

Of course there are hundred of other Safelists. The lists are mentioned here have been used for the promotion of this website with good results.

Last but not least, using Safelists you will get a very high number of e-mails to your "list" e-mail address. Be prepared for that.

FFA Posting (Free-For-All Pages)

The use of "Free-For-All" Pages (FFA's) is one of the most controversial discussed topics in Internet Marketing.

The principle of the FFA's pages is very simple: everybody has the right to put a small Ad in the Internet. The Ads are displayed using the "first come first serve" principle. The more Ads are being posted after a given submission, the lower the position of the Ad, till it disappears completely.

Furthermore a FFA users agrees to receive advertising e-mails from other users. Experienced Internet Marketers warns about the use of this Advertising media, since useless.

The reality is that, if used wisely, FFA's can be an effective marketing tool and provide good amount of traffic with low (or zero) costs. The difference consists in the way FFA Pages are being used.

Instead posting to FFA Pages, it is possible to host own FFA websites. By "hosting instead posting", the game is inversed. Instead receiving mails from other users, the FFA Owners is sending mails to FFA Users. The e-mails are "Spam Free", since FFA users agreed to receive advertising as a small "price" to use the FFA for Free.

It is relatively easy to host an own FFA Website. An example can be observed here:

FFA Submission

A good example of a well organized FFA Hosting Website is AdSaturation. This provider offers a Free and a Gold-Membership.

Free users can host their own FFA Website and can send e-mails to everyone who posted an Ad through this FFA Site. Gold Users instead, can send e-mails to FFA users of the complete network. Additionally, a good Analysis-Tool is provided.

A main advantage of AdSaturation users is that they get paid to read the e-mails send by Gold (or "Money Mail") users.

More information can be obtained in the Website of this provider, which can be found using the

following Url:

AdSaturation.com

The principle exposed here is analyzed and discussed in more detail in the BestSeller

"Secrets of the Big Dogs"

, from Stan Stuchinski.

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Free And Low Cost Ways To Market Your Website

By Gabriel Adams

So you've got a product or service, but no money to market it with? Well, a lack of capital will make marketing a lot harder but it can certainly be done.

If you are trying to market your website for free, don't try every hyped up free advertising method that you see. Most of them don't work. The best free methods are the simple ones that just require some work. :-)

1 - Search Engine Optimization You can optimize your site and start gaining good rankings on the search engines without spending a penny. There are two basic parts of search engine optimization - optimizing the webpages on your site and building links from other sites to your site. Both of these can be done for free. There are plenty of good resources on the internet that will teach you how to optimize your site and gain good rankings - just use google to find one and get started!

2- Link Exchanges There are many websites out there who would be happy to exchange links with you. While doing link exchanges may get you some traffic, it's main purpose is for search engine optimization

3- Article Marketing Write articles related to your website's industry and submit them to article distribution sites, like

www.isnare.com

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Other webmasters will publish your article, with a link to your site at the bottom. This is an excellent way to get some traffic and also build links for SEO purposes.

4–Classifieds Some products or services you can sell via classifieds. Just search the internet for free classifieds. One of the most important things to remember with free classifieds is to test and see if they are working.

These are some of the tried and true free advertising methods. There are others. There is plenty of traffic on the net - go get some for your website today!

For brazil classified advertising, see

<http://redeparede.com>



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