



## Business and Website Traffic

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# Why Do You need to Integrate Online and Offline Marketing?

It is no longer possible to ignore the fact that marketing has experienced a tremendous rate of evolution over the past decade. In the past the chief ways that you could expose your brand to the public was through the use of magazines, billboards, televisions and such media. However, now there is a new dawn that has arisen in the world of marketing and it has taken over by storm. This is digital marketing.

There are some experts in the field that can be quoted mentioning that digital marketing has surpassed the traditional way of marketing and rendered it obsolete. There are, however, others who are of the opinion that digital marketing is just but a fleeting sensation and soon its flavour will die never to rise again.

Well, whoever is right between these two schools of thought is of little importance. The fact is that these two forms of marketing can co-exist in a harmonious fashion and work towards the expansion of your local brand giving you rewards like you have never seen before.

In as far as marketing is concerned; businesses must look beyond the binary method of thinking if they hold any hopes of staying relevant in the fast paced business world that we live in today. In order for these brands to stand out, they will need to make use of a mix of multiple marketing tactics and strategies in order to get the most from the potential of their marketing and advertising.

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# The Great Chasm between Online and Offline Marketing

Despite the fact that businesses have become more and more aware of the benefits of making use of both offline and online marketing tactics, there are very few businesses that have taken the time to integrate both in order to reap the full potential of these two.

Generally, most businesses have the perception that online marketing and offline marketing are two entirely separate machines that demand two different tactics. But the question is, are they really any different? Well, to be entirely honest they are different. Nevertheless, as a marketer you need to concert your efforts to avoid confusing your brand, and there is a very high likelihood of this happening if you have two separate marketing departments that are working autonomously. More often than not, the outcome is never good.

In today's digital world it is commonplace that whenever a potential customer sees an advertisement on a billboard, they will follow up by just casually logging on to twitter to check if there is a social media ad for that brand. Now imagine what the outcome would be if those two campaigns, those two ads are making use of two completely different tones, strategies or voices? From the perspective of the consumer, this is just one brand and not separate marketing departments and they will automatically be put off by lack of congruency. This divide between the two marketing strategies is one of the main reasons as to why your marketing campaigns need to ensure that both online and offline efforts are integrated.

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# The 4 C's

It is important that you make use of both the traditional and digital mediums to carry out the same campaign. For example, it is imperative that print ads have the same design and voice as an ad that is being run online. Additionally, the print ads should always encourage the consumers to go online; this may be to the actual website or to the social media accounts and it would be even better if they can go to both. It is also important that you come up with a unique and useful hashtag to be used in your campaign and make use of this hashtag in all your marketing efforts. The essence of this is to ensure that you are getting your customers engaged while tapping into a larger audience.

Your business brand always needs to be aware of the 4 C's in order to get the most out of the ROI in their campaign. The C's are as follows:

- **Coherence:** It is important that the two kinds of communication are connected in a logical manner
- **Consistency:** You should ensure that all the multiple messages are working towards supporting and reinforcing the goal, and not in any way contradictory.
- **Continuity:** You should ensure that the communications have some sense of connectivity and are always consistent at all times.
- **Complementary:** You should ensure that there is some synergy in your marketing campaigns such that the sum of the individual parts should be greater than the whole.

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An excellent example of an offline and online marketing campaign that is effectively integrated is done by none other than The Coca Cola Foundation. The Coca Cola brand has been known for their consistent messaging – in so far as their primary brand is concerned. What is astonishing is that there are literally thousands of brand that are housed under the Coca Cola brand, in fact there are so numerous that many people would have these products in their homes but they do not even realize. However, thanks to the unwavering integrated marketing efforts of this company people are able to appreciate the Coke Classic brand.

The brand recognition of Coca-Cola stands at a staggering 94 per cent. The Coca Cola brand is so recognized that studies have shown that the most common languages that are used in the world today are:

1. Okay
2. Hallelujah, and
3. Coca Cola

What is the lesson that you brand can learn from this? Well, this simply shows that it is vital for businesses to concentrate on one chief piece of communication that disseminate from there. It is imperative that both the offline and online marketing efforts are linked to one another in a seamless manner in order for the campaign to be successful and not confusing to the end consumer.

Experts are of the opinion that for brands to get the message across and increase the overall brand awareness, then it is absolutely necessary to make use of every medium that is available to the consumer on a day to day basis. It is imperative that the brand is present

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on multiple touch points. Therefore you need to make sure that you have struck a balance between your offline and online marketing activities.

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## **Ensure that the Campaign has flourished on Social Media**

Thanks to social media, business brands now have the opportunity to interact with their potential customers and followers soon after the campaign has been launched. This offers an avenue for instantaneous feedback. Most of these interactions demand responses that are real time and immediate, therefore it would be prudent to come up with a style that will guide your campaign; a campaign that will allow you to refer to it when you are interacting with the online users.

The style guide of your brand can encompass items such as tone, key phrases, specific word usage, voice and images that are appropriate and sanctioned for that particular campaign.

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## **The various Online and Offline Marketing Tools that can be used to Generate Traffic**

There are many tools that are at the disposal of businesses today in order to generate traffic. In the last few years alone the internet has grown in popularity in terms of marketing and has resulted in the opening up of numerous opportunities for many marketers. With the internet, your business can exploit a number of different areas such as branding advertising, public relations, sales, and online retail store and customer service. Basically the opportunity that is available is tremendous. Also if your business is able to utilize these opportunities properly then it stands to make significant profits from it. However, as it has been mentioned, you need to be able to make the distinction and integration between online and offline marketing.

The medium selected for the marketing campaign should be selected based on the characteristics of the products or service that is being marketed. The internet in itself is a very strong tool for marketing but it also has its limitations. The internet can be employed to enforce direct sales, interaction, direct one on one contact, cost saving, great deal of information can be presents and it is time saving. However, the internet has its limitation in the sense that it has a very low targeting capacity, it is limited in creativity, and it is dependent on both online and offline support. Additionally, it is often a challenge to ensure that your site is found on the internet hence this is a limitation as a marketing tool. Therefore, it is important to make sure that both online and offline marketing methods are used.

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## Offline Advertising of the Website

For many businesses today, a great deal of the offline advertising for their online presence is usually done just as a supplementary function as opposed to being the main function. More often than not these offline marketing efforts are done as an addition to the tools that are already being performed such as newspaper, outdoor, print, or TV advertisement that are usually performed intentionally. However, if you are genuinely serious about generating traffic for your local business then you may need to consider making use of more than one web address. Here, you can make use of print advertising that is capable of presenting an internet value plan as a component of the main advertising campaign. By doing this, any consumer that is genuinely fascinated by you products as advertised on print media then they can directly refer to the advertisement by accessing the website's URL that has been offered on the print media. This can also double up as an evaluation tool to measure the effectiveness of the advertisement. If the chief purpose is to get a hold of the email addresses then ensure that you make use of the URL to keep track of the campaign. By advertising the web address offline, you have the advantage of offering webpage addresses that are specifically related to the promotion that is being conducted offline. This also applies to the sub-domains or even providing domains that are completely different for any given marketing campaign. For instance, a convenience store would make use of :

Sub-domain: [www.thecompanyname.com](http://www.thecompanyname.com)

Domain: [www.campaignname.com](http://www.campaignname.com)

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It is worth noting that offline advertising on its own has a very broad scope. Therefore you, as the e-retailer, need to include the web address of your online presence on your other campaigns not only on radio, press ads, and TV but also on stationery, brochures, and the packaging and labelling of variety of products.

The importance of doing this is that it will ensure that you generate traffic to your online presence and also ensure that your offline marketing is also advertised.

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# Public Relations

If you are looking to generate traffic for your local business then you need to make use of PR; it can be a very powerful as well as a low cost tool for communication. If you can effectively make use of PR to control events such as the launching of sites and products, then this can ensure that there is a significant amount of traffic that is generated to your site. Public relations can encompass a number of activities such as press conferences and press releases which have a tendency of resulting in positive press coverage that can help your business in generating traffic. PR is a good tool for developing the profile of your brand's website and online presence. It can raise the awareness among the public concerning your brand image in general. You can make use of PR to focus on a niche market such as magazines which is often very particular in terms of its clientele.

Also, there are a number of new methods of public relation communication tools that can be applied in offline marketing that are geared towards driving traffic to a given website. These can include options for receiving mentions on a particular article of news that is online based. When you take your brand online, you should endeavour to make it so interesting that journalists and bloggers are attracted to it and will feel a need to write something positive about it. Through such public relations methods, it is possible for your brand to make a direct connection to the target audience through the use of the company's website. Through PR it is possible to amend the information on your brand's website in a short span of time which will result in having a better image for the company and the business environment in general.

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# Sponsorship

There are many forms of sponsorship that are available to your business varying from the basic sponsorship of a mailing list to a more advanced kind of sponsorship that would involve deals. The benefit of sponsorships for your brand is that it is great way of getting some exposure to your brand, the logo of your brand and the web address. This will go a long way in generating traffic for your website and the necessary publicity. In itself, sponsorship will not generate substantial traffic to your site or even ensure that the user is attracted enough to come to your site over and over again. What it does is it offers some content that is relevant to the site.

There are some advantages and disadvantages that accompany the option of having sponsorship. To begin with sponsorship can be very cost effective when compared to other forms of advertising. It will enable your brand to be able to reach other niches that would otherwise be very difficult to access. Moreover, you need to consider a sponsorship deal as it will develop a positive image for your brand, and also ameliorate relations as well as result in an increase in the sales. It can also be very beneficial in terms of sampling as well as the maintenance of databases, all of which would not be easily accessible with the conventional styles of advertising. Nevertheless, when you opt for a sponsorship deal you run the risk of overindulgence in your business by the sponsors which will often interfere with the way you run your business.

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## Physical Reminders and Direct Mails

It is important for you to consider physical reminders about a given campaign on your online presence such as a website promotion simply because there is a high likelihood that a majority of your consumers spend more time in the real world than in the cyber world. There are many forms that physical reminder can take which include catalogues, brochures, business cards, direct mail sales promotions, and trade shows among many others. Direct mail is the process of literally sending a letter that contains all the details about a new service or promotion to all the documented target audience. This is a tactic that has been employed by a number of e-retailers nowadays. It is worth noting that database and direct marketing are advantageous in the sense that they are rather cost effective as compared to the traditional methods of marketing. Moreover, the outcome is that you will be able to reach a higher percentage of the niche market if you make use of direct mail. To perform direct marketing you can use a number of tactics such as sending a mail through the post office, physically dropping mails at the consumer's doorstep, telemarketing (physically making calls to the consumer), and sending a fax message.

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# Exhibitions

Exhibitions can be described as special events in which the buyers, sellers and the various competitors come together under one roof for a number of days. The aim of these events is to provide the consumers with a forum in which they can see the product, sample it, test it, analyse it and come up with a conclusive decision on whether they like it. For your business, this is a great platform in which you can use to drive traffic to your site. While you provide your products and services to the consumer, ensure that there is enough coverage of the event on your site as well as your social media pages. Take pictures with the customers, and ensure you have a catchy hash tag for your brand. As the event goes on, it will generate interest and your brand will trend causing traffic to your site. Also, the customers attending the exhibition are very likely to recommend your product or visit your site themselves if they do like your product.

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# Packaging and Labelling

You can make use of packaging and labelling to promote your business and thus generating traffic to your site. By simply displaying the promotion that you are running, you have the chance to reach to a significant percentage of your target market. It is important to note that there has been a trend in which more and more stores are shifting towards self-service in order to promote efficiency. Therefore, this presents an opportunity as packaging in itself becomes a significant marketing element as it will act as a silent salesperson. As a shrewd marketer you need to consider marketing as necessity. If your package is attractive enough then people will be drawn to it and also the consumer will be more likely to remember it. There are some few elements that your packaging must satisfy and these are: identification, protection, promotion, convenience and attraction. In addition to these, there are reputation and economy that should be considered for the packaging.

Your product packaging should be such that it is able to communicate with the consumers about various things. Firstly it should inform them on how to use the product; it should also contain some information about the company, your website and your logo. Ultimately, through your packaging you are able to create some level of awareness to your customers concerning the website of your brand as well as the social media pages. The curious consumers will definitely seek out your online presence thus resulting in higher traffic.

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# The Individuality of the Brand

The individuality of your brand is one of the most important strategic assets that you will have at your disposal. It will go a long way in aiding your local business in achieving its long term objectives in terms of communication. This individuality can take the form of your brand's name or the logo. You need to check and maintain these quite regularly in order for you to get the most traffic from them. The individuality of the firm is a representation of the values and ethics as well as being a very effective communication tool.

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## Word of Mouth

When it comes to offline promotion and marketing, then there is no other effective tool such as the word of mouth. Let us take the scenario that a person purchases a book from your online store and was pleased with the service, he will then refer your services to ten other people. In the event that these other people are also like your services then they will further go ahead to recommend the service to ten other people and the snow ball effect continues. This will generate a significant amount of traffic to your website. There are a number of tools and devices that can stimulate word of mouth interaction such as t-shirts, digital postcards, photos, certificates, and awards. Moreover, the online presence of your brand can work further to stimulate word of mouth simply by being effective and engaging. The result of this will be an almost self-sufficient traffic generating method. However, it is important to note that your traffic will only be as good as how your online brand is engaging.

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# Merchandising

In today's business world there are a number of different techniques that are at your disposal when it comes to merchandising. These can range from customer to industrial. Admittedly, you may end up spending a significant amount of your budget on advertising at the point of sale, or even likely going above your budget a little bit. However, it is very likely that there will be fewer resources that will be allocated, be it in terms of funds or time towards the buying process. Often, people do not recognize the potential that lies in presents itself for marketing whenever the customer is standing in front of the product making the decision of whether is going to purchase the product or not.

Store design and display choices are some of merchandising techniques that can play a significant role in affecting the behaviour of a prospective buyer. You can take advantage of this to ensure that you get the most out of your marketing efforts. What merchandising offers to the customer is an array of useful information to influence their choice, at the same time it can serve the purpose of reminding the customer of all the related product that he can have at his disposal such as your business website, and other special offers.

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## **The Different Online Communication tools that can be used to Generate Traffic**

Hitherto we have tackled the various offline methods that you can use to ensure that your brand generates some significant traffic. Now we should look into the methods that are at your disposal in terms of generating traffic with the use of your online presence. There are many avenues that you can explore in order to ensure that you are able to achieve this. These include tools such as link generation, affiliate networks, search engines, email marketing, viral marketing, and registering in various directories.

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# Affiliate Networks

Let us be honest, the business world is quite risky. Often there is a minimal chance that most businesses will survive beyond their first year mostly due to the fact that they are unable to convert traffic. Your business should therefore develop strategies to ensure that it survives the initial years and one of the ways to do this is to make use of affiliate marketing. The foundation of affiliate marketing is on building connections as well as relationships that will enable you to drive your marketing efforts.

Affiliate marketing is a method of marketing that is used by business in order to promote their services via some form of association with other website owners or online publishers through the use of affiliate programs. There are a number of affiliate programs that are at your disposal and they are based on various revenue generations schemes such as cost per click, cost per sale, and cost per share. Though the use of such arrangements your business can benefit in terms of generating significant numbers of revenue as well as traffic.

## *How does it work?*

Affiliate marketing makes use of advertisements by your different marketing partners (affiliates) which advertise the services and products offered by your business. Your advertisements will be placed on the different platforms that are run by these affiliates and they can encompass forums such as websites, and blogs among others. These adverts will be linked to some form of compensation and they all vary in nature. The more the feedback, engagement, leads or clicks the more you will have to pay the affiliate. Cost per sale is

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one of the most popular ways in which affiliates choose to make their returns. This is basically a proportion of your overall sales.

As we have mentioned, affiliate marketing makes use of a number of different mediums such as blog posts, websites and social media. In the beginning affiliate marketing was simply placing an ad on a website and both the advertiser and the website owner had to be patient for someone to click.

This strategy is no longer enough to ensure success. You will need to know how these websites that contain the ads will be marketed in order to ensure that there is enough traffic flowing to the site, and sometimes this traffic may or may not culminate in clicks.

### ***How to generate traffic***

There are a number of strategies that you can make use of in target traffic and direct it to your website through affiliate marketing.

### ***Blogging***

This is one of the most common ways of promoting content on the affiliate partner's product. Here your product will be advertised in the form of a banner on a blog. Admittedly, a significant proportion of the traffic that will flow to the blog will be due to the content of the blog. However, when your products are advertised as banners on the sides there is likelihood that traffic will be generated to your landing page. Also, the affiliate partners can get the bloggers to write a review about your product which will further ensure that the visitors to the blog are encouraged to click on the advertisement which will automatically direct them to your landing page.

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### *Search Engine Marketing and SEO*

In order to get more engagement on your page you not only need traffic, but it should also be the right kind of traffic in order to ensure that your products receive the right kind of exposure. Quality traffic in this case would refer to potential customers that would be interested in the content that you have to offer them as well as the benefits that would come along with them. In order to achieve this, it is imperative that you ensure that your web page and social media is organized in such a manner that is aligned with the search engines; anyone who is searching for certain keywords related to your products will be automatically directed to you. SEO is a very effective tool that will be offered as a package when you opt to use affiliate marketing in order to generate traffic to your site.

### *Making use of Networked blogs on social network sites*

You may also want to consider linking your social networking sites via an app known as networked blog. By doing this, your content would be spread across a broad spectrum through your Facebook page. Using networked blogs is quite an effective tool of generating traffic to your website.

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# Banner Advertising

If your business already has a website then it goes without saying that you understand the overall importance of ensuring that your site receives a healthy number of visitors. An effective method of ensuring that you drive traffic on to your website is by advertising it on other websites. This kind of advertising has been the bread and butter for online marketing, but you may be wondering if it even effective.

Of the various kinds of ads that are available on the internet such as text ads, pop ups and pop under ads, there is no denying that banner ads are the ones that the average internet user is most familiar with. The use of this kind of advertising has become synonymous with the use on internet that it would probably be much easier to list those websites that do not use banner ads than those that do. Okay, that being said, how would you go about to putting up a banner ad of your own?

Placing banners of your website will definitely have a significant impact in the overall traffic to your site, otherwise it would be pointless to put up ads that will not generate any kind of traffic. In order to get the best outcome from this activity, it is important that you perform a banner ad campaign that is targeted.

The main goal here would be trying to identify a website that is appropriate for hosting your banner ads and the key to this is finding a site that is similar to yours in the sense that it operates in the same niche as you do. The principle here is that if you put up your banner in a site that has many similarities to yours, and it also receives a healthy amount of traffic in itself, then there is a high chance that those visitors that will see the banner

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will be of a similar disposition to the people that would stand to benefit from the products that are offered in your website thus increasing the chance that they are going to click on it.

Finding a compatible website that will host your banner ad should not be a huge challenge in itself, with the exception of if your site operates in a niche that is extremely specific. However, this does not mean that you would be ready to release your banner to the public just yet. In almost all the cases you will find that in order to place your banner ad on someone's website then you will need to pay for such a service and this is where you start to run into some challenges.

In order for you to place a banner on your website that will offer you the highest opportunity for your to increase traffic to your site, then there is a likelihood that you will need to pay a substantial amount of money for it. Logic dictates that the higher the amount of traffic that a given site has, the higher the amount of money that the site will charge for you to advertise with them. Online businesses are often very competitive and the websites that offer the best services are likely to be desired by most sites that operate in the same niche. In simple terms purchasing a space for a banner ad that is going to be effective will ultimately be an expensive endeavour.

There is an ever increasing number of website publishers which would then mean that in order to run a targeted banner ad will be a tad bit on the higher side, however there are still many marketers that will opt for this in order to increase traffic and to get their brand out there. Alternatively, in order to reduce the costs you may want to consider a banner exchange program.

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The underlying principle of getting yourself into a banner ad exchange program is the fact that in principle they are free. It goes without saying that you may want to allow another advertiser to run their ads on your website and this should not be a very difficult thing to compromise on unless you only want to advertise your brand's marketing space on your site.

A major setback that you may come across when using this banner ad exchange program is it often not targeted. However, most of these programs will do their best to match your banner to a relevant host but their success of their search is entirely dependent upon the other participants of the program. Therefore, it is commonplace to find that your banner will be placed on a site that has very little similarity with your site. This of course minimizes the overall chance that your ad will generate the kind of traffic that you are looking for but it will cost your way less.

It is important that you also factor in the kind of ads that you may be required to run on your own site. In the event that they are too dissimilar to what your site is about then they will obviously look like they do not fit and your site will have an unprofessional look and unappealing. Therefore you may need to weigh up the pros and cons of running these programs.

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# Email Marketing

Email marketing is definitely one of the ways on which you can generate traffic for your business and also ensure that your business stays within the scope of your existing and potential customers.

This is a form of direct marketing and there are many techniques to it that range from sending your entire customer list with one mail that is strategic or sending targeted messages to your targeted customers with the use of tools such as infusionsoft. In the event that your business already has access to a customer list that contains their current addresses, then email marketing will work perfectly for you. If, however, you do not have a list already then this no reason for alarm as you can build your own list as you come up with the strategy for your content.

## *Building your list*

A business that has the intention of increasing its traffic through the use of email marketing then must try to find a balance between the desires to create an effective marketing campaign with an unrelenting focus on expanding this list. This then means that if your business is going to allocate resources to email marketing then a primary objective should be growing the list of overall subscribers that receive these emails. You need to employ a few strategies in order to ensure that your email list is growing such as asking your customers for an email address each time they come into contact with your business. Needless to mention, if you are going to collect this kind of data then it will be necessary

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that your business has a customer management system that will be capable of dealing with the requirements.

### *Choose a Tool to Manage Your List*

You will need to decide on what tool would be best suited to perform email marketing. You can make use of some customer relationship management tools such as salesforce.com that will aid you in managing the personal data of your customers. There are also automated email programs that will enable you to segment your lists and come up with effective campaigns, a good example will be MailChimp. However, you may want to consider Infusionsoft as it is very effective as it offers all your customer relationship management requirements in one platform. You should be aware that coming up with a CPM as well as an automated email system is an endeavour that takes a great deal of effort and time, however once you have set up the operational foundation the system is self-sufficient thus will allow you to concentrate on your other strategies.

### *Create Campaigns*

Once you have built an emailing list and you have chosen the tools that you are going to work with then you can initiate the process of coming up with an email marketing campaign. If you are smart then you will opt to repurpose the digital content for your mailing list that already exists. For example, you can come up with a blog that would be of interest to your mailing list, or alternatively split the content of a report into a 5 series email campaign. However, do not make the mistake that some of the businesses make when repurposing content. Repurposing does not mean that you just copy and paste content into the

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email. Rather, you need to carefully consider the content topic, abridge and come up with a subject line that would be catchy. Also remember to embed a call to action that would direct your readers to your site.

### *Measure your results*

Like most of the strategies that you will use in order to increase your traffic, it is vital that you measure your results so as to have an idea as to whether your campaign is having any efficacy.

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# Viral Marketing

If you have been online for long enough then there is a chance that you have heard of viral marketing. If you are looking to generate quick traffic that is prolific then this is probably the way to go. You should know from the beginning that this is not the easiest of traffic generation tactics but it is worth considering. Nowadays, online communities and social media have an avenue that allows people to share the content concerning their business, products, and services. This therefore means that viral marketing is a way that you can consider to increase the overall amount of traffic to your site.

How it works is that your marketing campaign will generate a significant amount of sales and leads through viral campaigning. In most cases, if viral marketing is properly utilised, then it can become very productive and positive. One of the best ways to encourage people to share or forward a given message to their friends is by offering some sort of incentive. This does not necessarily need to be an expensive incentive, you can even offer services such as a free business plan as a pdf download.

## *Capturing Contact Information*

There are various ways in which you can use to disseminate your marketing message however it is vital that you have a clear objective prior to starting to spread the message. The most crucial objective in as far as viral marketing is concerned is to capture the information. To be honest, gathering a list of emails is a very effective tool for viral marketing even more important than making sales. The reason behind this is that with viral marketing the message will reach a great number of people who will probably have never

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heard of you and as a result will be very reluctant to part with their money as compared to submitting their contact information.

Soon after collecting their emails you will be in a better position to market to them and build a relationship such that you are able to convert these subscribers to customers.

### *A Message with a Free Offer*

Now that you have an objective for drawing in new prospects you are better prepared for an exponential growth. However, you need to provide your potential customers with something in exchange for capturing their contact information. You should begin by writing an articulate article that is freely accessible and in PDF format. Generally people are drawn to good content therefore you need to be interesting, succinct and informative. You should aim to use this content to market your products or website and then encourage potential customers to purchase your products whenever they visit your site. You should avoid having an extremely marketing tone or pitch in the article as this may put off some of the readers. It would be advisable that as you offer this free product, you make it such that they can only receive the product by email. This will go a long way in eliminating the scepticism by the individual of asking “why is this person requesting for my email?”

### *Write a teaser*

One of the most effective ways that you can use in marketing an e-book is to give a brief sample of what the content within the book is about. Similarly, you should provide a simple description of the article or of the products and services that you intend to provide

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with the intention of generating interest. The result of this is that there will be an increase in the amount of traffic to your website.

*Make an offer for an Incentive in return for spreading the word*

This is where viral marketing really shows its power. Within the free product (e-book or free email) you should consider to include a segment where they can refer your products to a friend. Here they will only be required to put in the details of the friend that they think will appreciate the free offer. In return for the referral you should offer some sort of reward which can be another e-book or a report of the same kind and if it is within your power, a free software. Needless to say, you will need to automate your systems such that it automatically sends the free reward to anyone who refers a friend as doing this manually would be too cumbersome. Some of the best tools to perform this task would be OmnistarTell, ViralFriendGenerator and TellaFriendPro.

By having a form of incentive for your prospective clients who are successfully inviting then you will have a genuinely powerful marketing machine that can be used for viral marketing that will be self-sustaining.

*Share your message on Different Media*

Once your viral marketing system is fully automated, you need to consider attracting some traffic to your landing page. An effective way of achieving this is with the help of multiple forms of media such as press releases, videos, articles and podcasts. On the face of this it appears like it can be a tad bit involving. However, remember that you can spread one message by coming up with a video and have the same message be repur-

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posed to come up with an article and a press release. In this message you might want to consider offering something like a free course that will persuade people to subscribe to your mailing list.

Soon after achieving this, you should immediately jump on the chance to offer your new subscribers a chance to invite their friends.

### *Expand your Campaign by Using a Contest*

Once you have completed the above steps, you can proceed to exploding your campaign with the help of a contest. Simply offer an attractive prize to the subscriber that is able to refer the most number of people. Yes you may be required to make a small investment on the prize simply because the more appealing it is the more likely the marketing campaign will achieve the status of viral. Also you might want to consider offering a prize for those who achieve the second and third positions.

It is worth noting that you need to make sure that your articles and posts are relatively easy to share. It would be a waste of time to go through all this trouble and your content is difficult to share.

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## Conclusion

In order to generate traffic for your local business, you need to integrate your online and offline marketing campaigns such that they work congruently and they should complement each other. Also, remember that in order to have some success in this you need to be dedicated and be willing to invest some resources into your marketing campaign. If you follow the simple pointers outlined in this guide, then you certainly have a better chance at success in generating traffic.

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