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Gail Buckley & Greg Land



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Website Promotion 101

Plan To Succeed Online

Take The Guess Work Out of Starting & Building a Successful Business Online!

"Getting traffic to your site is like putting gas in your car. You can have a great engine, but it won't go anywhere without the gas. Likewise, you can have a perfect sales letter/website but without traffic, it's just pretty to look at."

Mark Joyner, ROIBOT, Aesop Marketing Corp.

Website Promotion 101

The Fifth "P" - Promotion

Advertising is the lifeblood of any business. If you don't learn how to advertise your products and services both efficiently and effectively, you won't be in business long. While the Internet has lessened or eliminated many of the costs normally associated with starting and running a business, you'll never realize any significant profits if you don't grow your business through effective marketing.

Promotion is what you need to be spending 90% or more of your time doing if you have any hopes of developing a profitable online business. Doing paperwork, building web sites, answering email, and processing orders doesn't help grow your business - only advertising does. Having a terrific product and blockbuster web site will do you no good whatsoever if you don't "get the word out" about it.

When you get right down to it, marketing is all that matters - and the Internet is a great marketing tool. It is just as much a promotional vehicle as it is a communication and distribution channel - but in order to use the Internet effectively to promote your business you must have a marketing strategy. Not just a day-to-day plan of operations, but a long-term, carefully planned and well-thought out promotional campaign.

To develop a total promotional campaign you must answer these questions:

- 1) What image or message do I want to promote?
- 2) What are the best media and advertising activities for reaching my potential customers?
- 3) How much time and money can I spend on the effort?

In the context of the "4 P's," the most important thing to remember about promotion is that it should follow the other "P's" - product, price and place. In essence, you want to promote your product in front of those people who will likely become your clients, pay your price, and enjoy your product's benefits.

The "Promotional Mix"

Generally speaking, there are four basic categories that comprise the "promotional mix" or your marketing strategy. You will be dividing your advertising budget into these categories:

1. Advertising

Advertising is any paid form of promotion. And payment doesn't have to be in cash - it could also include an exchange of other products or services. Essentially, any form of promotion that costs you is considered as advertising (and keep in mind that advertising and public relations are entirely separate).

Activities include: Banners, classified ads, search engines, paid traffic generators (i.e. "pop-ups"), direct e-mail (or "opt-in" bulk e-mail), e-zine ads, reciprocal links, newsgroup postings, offline advertising (e.g., tradeshow, TV and radio commercials, newspaper and magazine ads, direct postal mail, etc) and so on.

2. Personal selling

Personal selling is the presentation of a product or service for the purpose of making a sale. Offline this usually involves an oral presentation by you personally or by other people that you employ. Online however, personal selling, using other people to promote your products or services in exchange for a fee, salary or commission, takes a whole new form. It is most often accomplished through an affiliate program or joint venture. This is a particularly effective technique as a third party will always sell you or your product more effectively than you can.

Activities include: Affiliate programs, joint ventures, referrals and testimonials and, although this might be stretching it a bit, reciprocal linking.

3. Publicity or Public relations

Public relations involve building good relations with the company's target market (or any other related public segment, such as the company's alliances, affiliates, suppliers, or subscribers) by obtaining favorable publicity. It is done in order to build a good "company image."

Activities include: Press releases, endorsements, discussion lists, newsletters, online forums and chats, published guest articles, news conferences, special events, seminars, appearances on talk shows etc.

4. Sales promotions

Sales promotions consist of short-term incentives to encourage the purchase of a product or service. These incentives could be in the form of prices (or discounts), as well as bonus items or other augmented services (e.g., free delivery, extended warranties, backend product specials, etc).

Activities include: Special offers, seasonal discounts, coupons, rebate/refund offers, time-sensitive pricing, lead generating "freebies," introductory offers, contests, split offers (that differ when presented to various segments of your marketing audience), memberships programs and so on.

Important Considerations in Planning Your Advertising Campaign

1. Target your Audience & Focus Your Efforts

Don't try to be everything to everybody! Everyone is not going to want your product. (If you believe they do you haven't done your research.) If you gear your marketing toward attracting big numbers, the likelihood is that you will close fewer sales than if you focus your campaign on a select group of highly targeted potential customers.

2. Don't Sell Your Customers, Help Them

Focus on providing benefits and solutions rather than touting features. Emphasize how your product or service will benefit your customers by solving their problems.

3. Think Outside the Box

It's critical that you examine alternative solutions and ideas when developing your products and campaign strategies. You'll be surprised at how often the unusual idea or answer turns out to be the one that works best! Examine your product, web design, sales copy, marketing campaign from all angles. By doing so you might discover a new approach or unique concept that could totally re-vitalize your efforts and explode your sales and profits.

5. Keep an Open Mind

Be willing to try new techniques and strategies but be skeptical of advice and tips you receive from others. Just because a particular advertising/sales technique didn't work well for someone else doesn't mean that it won't work for you.

4. Test, Test & then Test Some More

Test everything all the time - price, lay out, headlines, sales copy, ordering process. Don't be afraid to fail. Don't be afraid to improve on your success. No matter how well your business is doing, you can always do better!

IMPORTANT Before you actually begin promoting your business you'll need an effective *web site traffic analysis system* in place, otherwise you'll just be spinning your wheels. You'll have no idea which tactics and strategies are actually working and which are not. Not doing this is one of the most costly mistakes that online marketers make, and it's a shame because it costs them valuable time and money - and it's so easy to do.

What Exactly Are You Going to Promote?

The first thing you'll need to decide, even before you decide how you're going to promote your site, is what exactly you are going to promote.

Take whatever is unique about your business and use it to develop a positioning statement such as:

- "I will be the cheapest source of this product/service."
- "I will add more value to the customer relationship than my competitors."

- "I will deliver my product/service faster than my competitors."

Formulate and focus on your *Unique Selling Proposition* or USP.

You need to figure out a way to stand out from the crowd - emphasize what makes you better - why your customers would benefit the most from doing business with you rather than with your competitors.

Next, you need to learn a bit about the various methods you can use to promote your business, decide on which one's are best suited to your objectives and devise a campaign strategy (traffic generating system) and budget you will be following every step of the way.

SIDEBAR: The best way to promote your business online, regardless of which tools or tactics you choose to use, is to reach out to people and try to help them, to communicate with them as individuals. The internet is a prime medium for developing a strong relationship with a large and loyal customer base, but you can only succeed in one-on-one marketing if you know what you're doing and you take it one step at a time.

Driving Targeted Traffic To Your Website

Some Traffic Building Basics

There's traffic... and then there's traffic. Many beginning marketers fall prey to the fallacy that having lots of traffic is like money in the bank. When the truth is, having lots of traffic is only valuable if they are targeted visitors who are actually interested in your product or service.

Otherwise, who cares?

Having ten people arrive at your web site in a purchasing frame of mind is vastly better than having a million prospects just surfing on through... on their way to who knows where.

So be smart and keep focused on what really matters.

Along these lines you might find it helpful to use pro marketer Terry Dean's ([NetBreakthroughs](#)) way of organizing his site visitors. He actually separates them into four categories:

- Visitors
- Leads
- Customers
- Clients

Here's Terry's explanation -

"A visitor isn't worth all that much. A lead is what they become once they give me their email address. They become a customer when they purchase something. They become a "client" when they purchase multiple times.

"My goal is to create as many clients as possible. Those people are as good as money in the bank... because whenever you have something to offer, they immediately reach in and give you money. They've learned you provide value, so they purchase over and over again from you.

"The visitors are not valuable unless they choose to give me their email address and become a lead... or they make a purchase to become a customer.

"Note - Real leads who signed up for your opt-in list create money-on-demand. You can make money whenever you want to by mailing a large number of them, but they're nowhere near as good as your client list."

Top 22 Ways to Generate Targeted Traffic

In promoting your Website it is important to use a mix of marketing strategies - both short term and long term. The former - search engine, classified and FFA submissions, ezine ads and articles and press releases - will garner you a temporary boost in traffic, while the latter - building an opt-in list, publishing an ezine, offering impressive value at a bargain price and supplying compelling content - will bring you a steady stream of targeted traffic over time and continue to draw in customers down the road. The strategies outlined below are a good mix of both.

1. Send out Press Releases announcing your new business.
2. Submit your site to Free Directories and, if it merits it (and it should) to Web Guides Announcement Sites.
3. Optimize you site and apply to the eight major Search Engines manually.
4. Use a submission service or submission software to apply to the other search engines and directories.
5. Purchase keywords by the click and list your site in Google Adwords and secondarily, Overture. Make sure you do your homework before you begin bidding.
6. Ante up the big bucks for a listing in Yahoo: This will cost you \$299, but it's definitely money well spent. The fee will guarantee you a review but not a listing.
7. Apply to Award Services if you think your site is worthy. And if you don't, who will?
8. Advertise in Newsletters/Ezines to access your target market - a real bargain compared to the cost of other forms of advertising and you'll get instant results. While search engines take weeks - or even months - to pay off, ezines can bring you sales within 24 hours of your ads running.
9. Write ezine articles, including a bit of promotion in the resource box at the end. Fill the articles with pertinent information about your business and submit it to at least 100 relevant publications for review.
10. Use your email signature or sig file, a 3 - 5 line description of your business and website URL, on all your mailings and responses.
11. Build your site's link popularity. Concentrate on building themed reciprocal links with similar, non-competitive sites. Form relationships with business associates.

12. Offer something for free at your site and promote it. People love getting somethin' for nothin'. The best things to giveaway are information or digital products like e-books or software tools as they can be downloaded instantly from your website.

13. Build your opt-in e-mail list. Your opt-in list is the life blood of your online marketing activities. You should not make a single move without first considering how you can use it to help build your list.

14. Start Your Own Ezine. Once you've built up a fairly good sized opt-in list, start your own email newsletter. Ezines are a great way to keep in touch with visitors to your site, as well as being a great promotional tool.

15. Swap ads with other Ezine publishers. Look for ezines that are related to yours and approach their owners with the suggestion of an ad swap. You'll post their ads on your ezine if they'll post yours on theirs.

16. Consider Joint Venturing with sites that complement yours, when you've build up a sizeable opt-in list. Again, you'll be essentially swapping lists. But endorsements are powerful big sellers.

17. Start an Affiliate Program and recruit others to promote your product or service for you. This is a great, easy way to multiply your promotion efforts.

18. Use Viral Marketing strategies to encourages others to spread your promotional message around for you. The most popular method of viral marketing is through e-books. Go to <http://www.websuccessmastery.com> for the best viral marketing system on the internet today, hands down.

19. Rent addresses from "Permission Mailing" or Opt-in Email Safelists to blast your ad out to hundreds or thousands of targeted e-mail list subscribers, using a pre-programed sequential autoresponder technique. Just make sure that the lists are indeed safe and opt-in.

20. Use Automated Traffic Generator Services, paying pennies for thousands pop-up or pop-under exposures, rather than wasting your time earning ad exposures.

21. Place classified ads on Yahoo and AOL and other online classified ad sites. Provide a link to an autoresponder you have pre-programmed with your sales or information message. This might only serve to bring a trickle of traffic to your site, but every little bit helps!

22. Sign up with a reputable banner/link exchange service, another method of getting linked. If you're going to do this, make sure that your banner will only be displayed on sites that target the audience you want to reach, and that the banners you will be displaying on your site are consistent with the image you want to promote.

SIDEBAR: These last four suggestions might not net you much traffic, but as Mark Joyner points out, it never hurts to set up "multiple streams of traffic." Certainly you shouldn't devote much time or money to classifieds, banners and even FFA postings, but if you can automate these promotions - set them up once and let them run automatically, why not include them in your campaign. The more "streams of traffic" you can generate, the better. Mark does caution, however, "If you're paying for cheeseburger traffic, don't pay a steak-and-lobster price. Better to get your cheeseburger traffic for free from as many automated sources as you can."

Types of Advertising

Basically, in building your traffic generating system you will be using just two kinds of advertising: paid and free - or "mostly" free. (I am qualifying the free part because, in some cases, in order to get the most out of a particular type of promotion, it helps to invest a bit in a tool or service that will henceforth help to automate the task.)

Paid Advertising Activities include:

- Banners & Link Exchanges
- Fee-based Online Classifieds
- Pay-Per-Listing Directories
- Pay-Per-Click Search Services (Google Adwords, Overture etc.)
- Automated Traffic Generators (i.e. pop-ups/unders)
- Direct Email Marketing
- Ezine Advertising
- Offline Advertising

"Mostly" Free Advertising Activities Include:

- Blogs & RSS Feeds
- Newsgroups & Mailing Lists
- Press Releases
- Search Engines & Free Directories
- Award Sites & Web Guides
- Writing Articles for Ezines
- Opt-in Email Marketing (i.e. starting an ezine)
- Reciprocal Linking
- Starting An Affiliate Program
- Viral Marketing (i.e. e-book promotion)
- Free Classifieds

I know, I know. With all these techniques, it's hard to figure out where to begin. Both paid and free advertising should have their place in your overall marketing strategy. The problem usually arises when marketers don't understand how or when to use each.

Outlining a comprehensive marketing strategy is well beyond the bounds of this report but if you want more information on when to do what for the greatest effect, I have rounded up some of the best courses on the subject that will clear up some of the confusion for you and get you started on the road to profitability faster than you'd ever dream possible.

Related Resources You Can Use

The first and most important thing you need to acquire in order to succeed in any business is... knowledge. If you are really serious about succeeding in a business... if you want to avoid the common traps and mistakes... **it is absolutely necessary that you acquire the right knowledge.**

You have started your journey in the right direction with this report but, as every wise man knows, the pursuit of knowledge is not finite. If you're going to be conducting any type of business online, any investment that adds to your store of knowledge on the subject is a wise one. Below I've listed some additional resources on this subject you might want to look into.

The most successful entrepreneurs, who report the best results, tell us they got even greater performance from their marketing efforts by combining the tips that they got from us with the cutting edge tools and more in depth information on this specific topic provided by many of the Internet's most experienced and established marketers in the resources listed below.

And because I want that for you also, I'm delighted to let you know about them, so you also can try them out - absolutely risk free! I want to give you every chance at the best outcome from your online marketing. That is why I'm inviting you to at least take a look at them. If they make a difference, keep them. If they don't, just send them back for a full, no-questions-asked refund.

At the very least I would like you to accept **our free gift** of our **Traffic Building Basics Portfolio**.

Click the link below to download this mighty pdf publication right now for FREE!



[Traffic Building Basics](#)

Actually, this is just one of 12 completely customizable, lead and income generating, professionally created, **PDF Perpetual Profit Portfolios**, all of which are jam-packed with solid, usable valuable information that you can lay your hands at our <http://www.websuccessmastery.com> site. If you're looking for a way to make multi-stream earning effortless, to make all the money you want *without selling a thing*, why not pay us a visit when you finish up here. I guarantee you won't regret it!

Now on to those resources...

[Traffic Secrets](#) by John Reese

If you haven't heard all the buzz about this amazing mega-course you've been living under a rock, because NEVER has there been so much commotion over the launching of ANY internet product. I am not going to go into John's extensive credentials here, but suffice it to say he has a SUBSTANTIAL following on the 'NET and for a very good reason. He has a proven, astoundingly SUCCESSFUL track record over 15 years long. In [Traffic Secrets](#), he finally opens up and reveals ALL the secrets that have made him such a phenomenally successful online marketer such as...



- How to build and geometrically grow the number of highly targeted leads and prospects coming to your website that translate into CASH and PROFITS...
- How to leverage your lead generation to gain more consistency in the number of prospects you get, and create more stability and growth in your business...
- How to build so much momentum in the flow of visitors coming to your business, that taking your website down is the ONLY way to stop it...
- How to easily discover which sources of leads are REALLY making you money (and quickly trash the ones that are sucking your time and profits)...
- How to get as much as 4-5 times more leads for the same advertising dollars, and squeeze every ounce of profit out of every visitor you generate...
- How to tap many "hidden," super-abundant sources of good quality leads (as many as several hundreds of thousands) for absolutely 100% ZERO cost...
- How to dump, once and for all, all the dumb, costly and ineffective methods that only create one-time spurts of junk traffic that will NEVER buy from you...
- How to create and follow a complete "attack plan," especially if you're currently relying on only 1-2 sources for generating your leads -- because they can change and dry up overnight (they often do)...
- How to get your hands on proven, time-tested lead generation strategies that really WORK — and not just "sounds good" regurgitated "theory" that everyone and their dog has seen, read or heard before...

And a whole lot more! Basically, in [Traffic Secrets](#) John reveals what's essentially his whole life's work — a compilation of the exact secrets he's used over the course of 14 years as a result of testing, tweaking, struggling, failing and wasting tons of money on the Internet... to ultimately succeed in drawing floods of qualified prospects to his websites (to the tune of over 1.57 BILLION visitors and counting!) and making insane profits. So, if you really want to learn all there is to know about drawing traffic to your site from someone who *really does know* all there is to know, I highly recommend that you [get this course](#) now.

[Internet Marketing Protege Program](#) Terry Dean
How many \$3,000+ per month income streams do you want?



Now YOU can quickly and easily set-up an unlimited number of fully automated Internet businesses in 42 days or less. And each one can crank out \$3,000 or more per month for the rest of your life. It's simple... once you know the system. And if anyone can teach it to you it's someone who has been there and done that successfully for himself and his numerous clients to the tune of millions of dollars each year, like Terry Dean.

And now Terry's giving up all his secrets on just how he's become so successful so that others can learn by his example (without having to go through all the costly trial and error). Now you can eliminate the guessing and the information overload with this [Internet Marketing ABC method](#). Just do step A. Then do step B. Then do step C. Money comes in. It's as simple as that. It doesn't matter what the market is. It doesn't matter who you are. This SYSTEM is one that's been proven to work - over and over. It teaches what you REALLY NEED to know to do TODAY, tomorrow, and the next day to REALLY succeed online.

[The Ultimate Marketing Seminar](#) Mark Joyner et al.

This is the legendary last seminar that Mark held before leaving Internet marketing. Recorded on 15 DVD's. **The Greatest Collection of Marketing Masters EVER In One Room!**

Discover How To Apply Proven Principles And Timeless Techniques to Internet Business to Create Massive Results! This seminar on DVD is a recent gathering of the top living marketing minds brought together under one roof for a rare meeting of the minds for Internet business. The featured presenter is the 400 million dollar man, Ted Nicholas.



- 3 day event
- 14 Marketing Masters
- 15 DVD's
- ~~\$4,000 a seat~~
- Best of the Best
- No Fluff or Filler
- Only Solid Information You can Apply Right Away

This is radically different from all of the other "me to" Internet marketing seminars out there. This is strictly [the "best of the best" real world marketers](#) - people who have sold close to 1 billion in product over the years, and more importantly, know how to share their knowledge with you so you can apply start using it in your business right away. It is all geared towards how to use proven marketing concepts online. You get solid, proven timeless principles and tactics that are proven to work.

[Magnetic Marketing Systems Kit](#) by Dan Kennedy

How would you like to finally stop throwing your advertising money down a blackhole? Get accurate measurable, quick results from each and every dollar you put into ANY kind of advertising, marketing or promotion? And...at will, attract a flood of new customers and spark a huge cash flow surge? Define and DOMINATE any "target market" of your choosing? If you own a small business of ANY KIND you'll rarely come upon information as powerful and practical as this. In fact, it's not just information - it's a complete direct marketing department in a box. Everything is a real no-brainer because at least 80% of the work is already done for you.

The [Magnetic Marketing Kit](#) is much more than just a manual and a set of tapes. It includes a whole host of "power documents": prospecting and sales letters, ads, postcards and so on, designed for 11 different businesses and 4 different sales careers in 6 different business categories. AND all the documents are marked 'Copyright Free', which gives you permission to take them and use them, virtually as-is! (there's over \$75,000.00 worth of copywriting services provided in this Kit!).



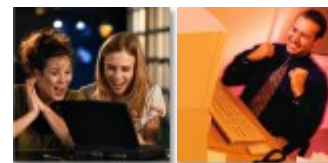
[The Guerrilla Marketing Association](#) - Jay Conrad Levinson



At its heart, [The Guerrilla Marketing Association](#) is an interactive small business support group that exists to help its members increase their profits with Jay's famous Guerrilla Marketing tactics and techniques. That's why you should join. And that's what this group delivers in spades - for less than the cost of a cup of coffee a day. Here's what you get in a nutshell: When you join the Association you will receive "*The Guerrilla Marketing Insider*," a monthly online report which will give you an inside track to profits. Each report has five streaming videos of interviews with guest experts or commentary by Jay himself.

As a [Guerrilla Marketing Associate](#) you'll also get to participate round the clock in the Guerrilla Marketing Coaching Forums. Ask a select group of professional business coaches, marketing pros and ex-corporate honchos your hardest questions. Have them check out your website, create a headline for you, solve a sticky problem. They are there to help you out 24/7 and will get back to you pronto. And to top all this off you get Wednesday evening telephone Q&A sessions - interactive, real time, with Jay, your coaches and guest experts. (You can download audios of the calls if you can't be there live.) Guerrilla Marketing Daily & Weekly Intelligence, first-rate, immediately helpful marketing information posted at the site or emailed to you once a week. And plenty of hands-on materials to help you prosper. The moment you [sign up](#), you'll receive their PDF *Guerrilla Marketing Coach Jumpstart Program* - a 31-page manual to jumpstart your profits. It's valued at \$49 and includes downloadable audios.

[How To Profit With A Direct Sales Web Site - "Mr. H Tapes"](#) - Corey Rudl



Learn the brilliant sales strategies of a regular guy from Oregon (a man we'll call Mr. H) who makes over \$23,850.00 per DAY -- with a web site that even HE admits is ugly!

Would you be excited if I told that YOU COULD EARN \$3,500 EVERY DAY from a web site that gets only 100 visitors a day... and sells a product that costs less than \$150? You could be earning over \$100,000 every month! This isn't hype. This is proven fact. It's already being done by this guy who has developed a simple but highly effective approach to web marketing that brings in \$3,500 a day, every day like clockwork. (To save you from having to do the math, that's \$1,277,500 a year!)

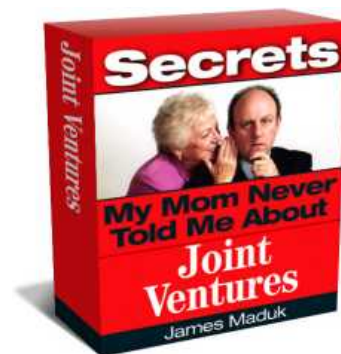
Since releasing the original interview in 2001, Mr. H has actually fine-tuned his follow-up system, exploded his referral business, and ballooned his revenues from \$1.2 Million to \$8.1 Million in 2003. How did he do it? Surprisingly, his techniques have nothing to do with running ads, trading links, mass e-mailing, getting ranked high in search engines, or promoting his site to the general public. Instead, he has five innovative strategies -- and now you can learn about them ALL -- through this updated 101-minute-long interview! ["How To Profit With A Direct Sales Web Site"](#), also known as the ["Mr H" Tapes](#), contains every last mind-blowing detail of an intimate and exclusive interview, conducted by Corey Rudl, that will change the way you approach Internet marketing forever!

SPECIAL BONUS: Also included with the 101-minute revised interview is the original 92-minute long Mr. H interview PLUS a 32-page workbook that breaks down Mr H's system into its five key components AND a fast-paced thirty-minute 'Question and Answer Period', where Corey collected questions from my listeners and asked some hard-hitting follow-up questions.

[Other Peoples Traffic - Learn How To Get In Front Of It With Joint Ventures](#) by James Maduk

Struggling With No Traffic, No Email List and No Sales? Find Out How I Created a Series of Joint Ventures That Launched A Full Time Internet Marketing Career! "Over the last couple of years I've added thousands too my list and padded my wallet handsomely - with other people's traffic. You can learn the same techniques I used to attract thousands of qualified prospects to my Web site - without spending a single penny in advertising."

James' [Everything You Wanted To Know About Joint Ventures](#) program will teach you this... and much more. Joint Ventures are easy to form and quick to show results: You'll discover how to strategically get in front of other people's existing customers and web site traffic (without spamming and without being unethical!), and how to multiply those life long business relationships for continued success. Guarantee traffic and new customers with simple, no cost Joint Ventures!



Planning Your Advertising Budget

In order to make proper estimates in filling out this template, you will have to do a bit of research on the various software tools or services you might use in promoting your website. This will not only help you to develop a clear-sighted advertising budget, but it will eliminate a lot of the confusion when the time comes to actually get your advertising system set up and launch your various campaigns.

Type of Advertising	Specifics	Software (One Time Cost)	Service (Monthly Cost)	Total Annual Cost	Annual Site Visitors (hoped for)	Annual Sales Generated
Minor Search Engines						
Free Web Directories						
Announcement Services						
Award Sites & Web Guides						
Business Yellow Pages						
Website Optimization						
Major Search Engines ("Big Eight")						
Paid Directories (Yahoo, Looksmart)						
Google Adwords						
Other Pay-Per-Click Services						
Building an Opt-in List						
Renting Opt-in Safelists						
Advertising in Ezines						
Submitting Articles to Ezines						
Blogs/RSS Feeds						
Publishing an Ezine						
Viral Marketing						
Endorsement Marketing						
Reciprocal Linking						
Forming Joint Ventures						
Pop-up/under Traffic Generators						
Banner/Link Exchanges						
Online Classifieds						
Press Releases						
Newsgroup & Discussion Lists						
Other Online Methods						

Special Promotions						
Media Publicity						
Offline Classifieds						
Direct Mail						
Other Offline Methods						

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