



How to make your “Guaranteed Visitors” Campaign a Huge Success

From: Chris Mather (Operations Manager)

To: All users on Guaranteed Hits at CMather.com

I wanted to write this article to help all our members to effectively use the hits service to advertise their products, web sites and services. We receive thousands of orders for our hits services and it's a shame that some members waste this opportunity and advertise incorrectly. We at CMather use this same service to generate our own traffic with strike rates above 15%. I will show you how below.

The most common question we get asked: “Can you give me some tips on how to get the best possible response from my Ad Campaigns?”

I sure can! The most important thing to realise is that with this type of advertising you only have a few short seconds to grab your prospect's attention and make an offer that compels them to take a specific action. Normally you should NOT use your home page or front page for this.

Generally speaking you will get MUCH better results if you create a special page just for your Guaranteed Visitors ad campaign. A very short page that is no more than 700 pixels wide and 500 pixels tall, with a great headline, specific features and/or benefits of what you're offering, and some type of free offer (free information, e-zine subscription, trial software, etc.) usually works best.

This can make a huge difference in the results of your Guaranteed Visitors campaign.

Being lazy and using your main home page will usually result in "information overload", confusion, and a low response - and is NOT recommended unless you really know what you're doing. Your front page is your main site entry and can sometimes load extremely slow. Very frustrating if you have to wait for the web page to load!

Web: <http://www.cmather.com/hits/>

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Quick Tips for effective Advertising on CMather Guaranteed Hits:

- One of the most important things to know is that you should NOT attempt to directly "sell" anything on the page(s) you direct your Guaranteed Visitors to. Although the Pop-Under windows are much larger than a banner, and give you more space to work with than an e-zine ad, you will get the best results if you use Pop-Unders as a "lead" generating tool like any other ad.
- With any type of advertisement, Pop-Unders especially, you only have a few seconds to grab the customers attention. Rather than showing them a 10-page sales letter, you'll be much better off presenting them with a short page designed specifically for grabbing their attention.
- Use an attention-getting headline, a quick opening statement, and quickly show how you can help them in one way or another. A quick list of features, benefits, etc. Whatever you have to say - whatever convincing you have to do - make it fast and get right to the point.
- Many savvy marketers are having great success using Pop-Unders to collect names and email addresses, by giving away something for free - a free sample, trial offer, ezine subscription, or simply more info. Once you have converted the prospect into a qualified lead you can follow-up.

It's up to you how you want to do it ... but your Pop-Under pages should NOT be the final step in the sales or lead generation process. It should be the first of a 2 step process. Just be sure that it is very clear to the user what you want them to do next - click a link, call your 800 number, fill out a form, etc.

If you want your pop-under page to be a sales letter ... then fine, but it HAS to be done correctly otherwise you'll just drive people away. One thing it should also NOT do is have it sent to your "home" page simply because MOST people's home pages are very general.

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It's best to be specific ... tell them exactly how they will benefit and what you are going to be giving them. If you send them to a much generalized page like your home page, it will only confuse the visitor with too many options and a confused person is a person who will NOT take action and no action = no sales!

As with any webpage, it's also important that your Pop-Under pages load FAST. This is especially true with Pop-Unders because you only have a few seconds to grab the person's attention. Be sure to optimise any images and you may want to stay away from (or limit) flash or other technologies that require additional loading or plug-ins, etc. in order to ensure that your pages load as quickly as possible.

Note: Your website must not contain Pop-Up ads, adult content or background embedded sound and flash. These might get your advertising campaign blocked or even banned.

Frequently Asked Questions

<http://www.cmather.com/hits/faq.html>

Order web traffic from 1,000 hits to 1,000,000 hits

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