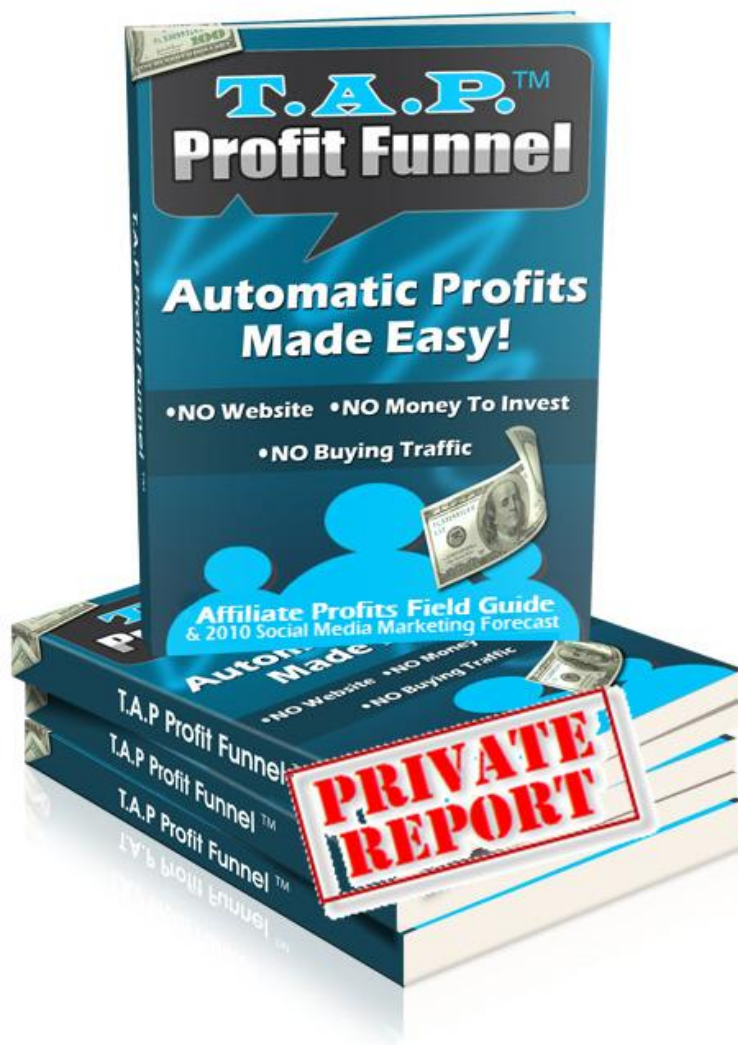


Affiliate Profits Field Guide & 2010 Social Media Marketing Forecast



**Planning your Affiliate Marketing Activities for 2010
from a Realistic and Results-Oriented Perspective**

--- A gift of knowledge ---

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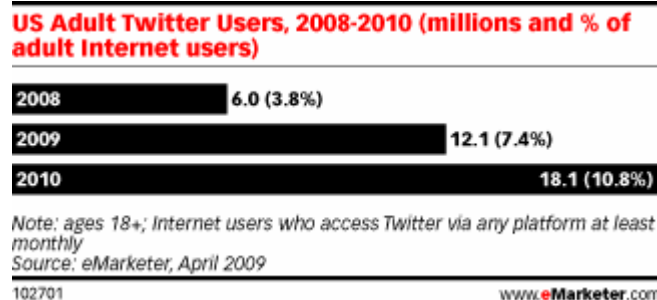
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Introduction

This guide was prepared to introduce you to the hands-down most cost-effective, exciting, and profitable thing to happen to online marketing since the 'Buy Now' button: Twitter. In a world gone mad for social media marketing, Twitter stands out as the new frontier for Internet marketing revenues.

Why Twitter? The numbers speak for themselves. According to projections from eMarketer.com, the biggest explosion in the social media scene is happening at Twitter. In the U.S. alone, **18 million users aged 18 and up** are expected to be tweeting away in 2010.



What does that mean to your business? Everything!

In 2010, affiliate marketers like you will be using Twitter to find prospective customers, promote their products and services, and generate sales using the new techniques of **social media marketing**.

But let's not get ahead of ourselves. First things first, right? Let's begin with a quick overview of the 'old world' concepts of marketing and how things have changed as the Internet has grown and matured. We'll look at traditional online marketing strategies such as pay-per-click campaigns and talk a bit about why they are losing steam as we enter the second decade of the new millennium.

Then we'll move on to Web 2.0 and the 'new world' of Social Media Marketing...what it is, who uses it, and why you need it, too. We'll talk about the different 'arenas' for social media including sites like YouTube, Facebook

and LinkedIn and explore reasons that these may no longer be the 'smart choices' for a success-minded marketer.

When you're eager for success, there's no time to dawdle. That's why we'll be moving fast; so buckle up. And by the time you're through reading, you'll have what it takes to turn your *desire* for success into *actions that will get you there*.

The final chapter is a practical guide to **things you can do now** to make Twitter and social media marketing work for you.

Let's get started...

Marketing Overview

What is marketing? In a nutshell, it's the things you do to find customers and convince them to buy from you, hopefully again and again. Marketing is everything from the **advertisement** that a consumer sees regarding your product or service that you offer through the entire **sales process** including the **follow-up** after the purchase.

Traditional marketing methods include print ads in newspapers, magazines, and the Yellow Pages; television and radio spots; and direct mailers. While effective, each of these strategies is also costly and, unfortunately, the high cost of 'getting the word out' in traditional ways has driven many companies out of business.

For profits to soar, businesses realized that had to identify ways to market more efficiently and effectively. The goal is to **spend less to earn more**. The solution? The Internet.

Saved By the Internet

Marketing your business online brings with it many benefits that are not available with traditional and offline marketing, including a low, low price tag. But money isn't everything, even in business. There are other reasons to promote your products online.

4 Reasons to Market Online

1. **Track Real Time Results** - Marketing online allows you to track real-time results using online analytics. There are ways to track traditional marketing efforts, but most the time it cannot be done in real-time.
2. **You Can Be Nimble and Responsive** - Online metrics and tools make it easy to determine if your ads and marketing efforts are working...and to make changes instantly in anything that isn't. With a Yellow Pages ad, on the other hand, you'd be locked in until a new edition is printed.

3. **You Can Target Your Key Demographic Like a Laser** - You can target age, gender, location, specific income levels, education levels and occupation. You can do this in traditional marketing, but it's not as easy and is often a guessing game.
4. **You Can 'Pick Your Poison'** – You can use audio, video, blogging, email, ongoing newsletters, and social media (the subject of this guide). In traditional marketing, this kind of media mix would bankrupt the average small business.

When you are marketing online you cannot only capture a potential customer's information, but you can **capture a sale instantaneously** by a few clicks of a mouse, when it comes to offline marketing it takes more time to convert a customer into a sale not to mention the person power it often requires.

Traditional Online Marketing Options

In online marketing, 'traditional' usually means SEO (**Search Engine Optimization**) or SEM (**Search Engine Marketing**). SEO requires making your site search engine-friendly, and SEM involves targeting potential customers by purchasing relevant keyword ads (pay-per click) on search engines such as Google, Bing, and Yahoo!

Let's talk about SEM first...

Pay Per Click

If you're familiar with Google Adwords and the highlighted ads on Google search pages, you're been exposed to pay-per-click advertising. With PPC, the marketer pays for every person who clicks through the embedded link in an e-mail message or on a website. For example, if pay 10 cents a click and get 1,000 clicks, you are charged \$100 total.

That sounds great right? Just 10-cents for a prospect. Less than the cost of a postcard, that's for sure. But wait a minute. Not every prospect will be a buyer. If only two prospects who click through actually purchase your product, you're really paying \$100 for 2 buyers...or **\$50 per name!** That's a quick way to bankruptcy if what you're selling is an affiliate product that pays a \$35 commission. You'd be **losing \$15 on every sale.**

The competition in PPC is also enormous and that drives up price significantly. You have to pay a lot more for a 'hot' search term...meaning one that many people use a lot such as 'weight loss' or 'stop smoking' or 'online dating.' The problem here is that if you invest your PPC marketing dollars in a less popular search term, you'll pay less for clicks, but there will be fewer people exposed to your message, so you'll end up with fewer *potential* clicks.

In this way, PPC has become a lot like advertising on radio and TV where the size of the audience determines how much is charged for ad time. (Think about the national brands that advertise in the Superbowl vs. the local companies that advertise on cable access TV programs).

Bottom line: Pay Per Click is not a good business model if you don't have a big pocket!

Search Engine Optimization

There are many ways to optimize a site so that search engines list your URL higher in the rankings they return. One option is to add **keywords** to your content. You include the words and phrases you believe will resonate with your target audience in the title portions of your site and in relevant content.

But which words to use? That, my friend, is the \$64,539 question. Working with keywords takes time and energy. And unfortunately, it may not pay off with results unless you have the time and resources to do comprehensive and accurate **market research**. You cannot do effective SEO without first developing a blueprint.

Keywords have a hierarchy of importance in every niche. Some keywords are typed in by tire kickers, others by educated shoppers, and others by prospects that are ready to buy. This second group is where you find ‘money keywords,’ the words and phrases people type in when they are further along in the buying cycle. Without the appropriate market research to identify words that are ‘money,’ you’ll just be *wasting* your money.

Another way to improve your SEO is to **link with other sites**. Search engine spiders search for relevant hyperlinks. The more high quality and high trafficked sites you have pointing to your site, the more important the search engine will think you are.

But arranging for links is a labor-intensive activity that requires constant ‘care and feeding.’ And again, for the *really* good links you’ll need, you’re also going to need some cash to pay for them.

SEO is a long process; you won’t see results in the short term and there are no guarantees that your website will reach a Top-3 position in Google. Think about it. Everyone who optimizes wants to be in the Top 3. But no matter how many people try, only three will reach their goal.

Bottom line: If you are not an SEO expert or have an SEO agency to manage your website, you have very limited chances to succeed nowadays.

Email Marketing

E-mail marketing is a form of direct marketing which uses electronic mail as a means of communicating commercial messages to an audience. It can refer to both solicited and unsolicited messages. Sadly, many businesses make a huge investment email mailing lists only to find that their marketing campaign fails miserably.

That's because unsolicited email marketing is **the scourge of the Internet**. Whether it's a glossy sales page or an informative direct response letter, if you stick a message in front of today's consumer without permission, you'll be treated as what you are: a spammer.

Permission-based email, also known as **opt-in marketing** is much more effective and is the legal way. Site visitors are given an option to sign up for a free report, newsletter, or simply 'the latest news.' But it takes time to build a list and a fair amount of effort to maintain and nurture it. After all, you can't just send advertising messages. After a while, the people on your list will stop opening the email you send.

No, with permission-based marketing, you need to provide **content of interest to your audience**. Otherwise, you're just part of the 'noise' out there and they'll tune you out.

And before you start thinking that email marketing is a good choice, you must sort how you will make all these leads come to your squeeze page and fill your contact form.... Not that simple in fact.

Bottom line: Doing email marketing means you already have an online business working and driving leads every day – otherwise email marketing is not (yet) for you.

Web 2.0 and Social Networks

There's a new web in town...and it's making the 'first generation' of the Internet more outdated by the minute. It's a phenomenon referred to as Web 2.0. It's one of the biggest buzzwords out there, but what exactly does it mean?

Web 2.0 is a phrase that was coined by O'Reilly Media in 2004. It refers to a second generation of Web-based services that put the emphasis on online collaboration and sharing among user. The heart and soul of Web 2.0 are

- **Social networking sites** - places on the Internet where people meet in cyberspace to chat, socialize, debate, and network
- **Social software** - web-enabled communications programs that allow users to interact, share, and meet other users
- **Folksonomies** – de-centralized, social approach to creating classification data
- **Wikis** - server programs that allow multiple users to contribute to a Web site

With the explosion of web 2.0, the use of social networking to traffic and improve sales is the order of the day. BUT...the change of playing field requires a change of tactics. In social networking, you must **sell yourself, not your stuff**.

Bottom line: Web 2.0 is a huge field – You need to focus on a tool that will help you convert fast and clearly traffic into affiliate commissions. 2009 proved Twitter is *the* tool, and as concluded in my private Affiliate Profits Forecast for 2010, it will continue strengthen.

The New 'Kid' in Town

Consumers have grown weary of the endless barrage of 'buy me' messages they hear from morning until night...and sometimes even in the bathroom (in what is known as '**captive audience**' marketing). And in their weariness, they have learned to tune out traditional sales pitches.

In all marketing, the consumer question, "What's in it for me?" is of the utmost importance. Now, going forward, businesses must succumb even more to **the power of the consumer**.

Instead of interrupting their day with ads, advertisers must create something customers will choose to engage with. We must create marketing that adds value to people's lives. I think of this new model as '**lifestyle marketing**' or '**tell a friend**' marketing. It's the spirit of social networks and social media marketing.

Social media marketing is the 'way in' for entrepreneurs who want to leverage the evolving online environment known as Web 2.0. Let's explore the options...and the #1 choice for success.

The 'Usual Suspects' of Social Media Marketing

Social networking web sites were created for social purposes: getting to know other people, chatting, exchanging ideas, and networking. They were created to help birds of a feather flock together...and give Internet surfers a way to connect with like-minded users. They are great for that purpose, and marketers, if they are smart, recognize it for its mind-blowing **potential to deliver an almost limitless connections** and opportunities to establish **one-to-one relationships**.

But again, what savvy marketers know that plain-vanilla marketers don't is that you have to **go into social networking web sites as a person not a business**. People are there to meet and connect with other people, not be targeted by advertising. As a matter of fact, one of the reason people flock to

social marketing sites is that they're so sick and tired of being sold, sold, sold 24-hours-a-day.

Don't get me wrong! You can DEFINITELY make sales using social networking sites. It is an excellent way to market just about anything...and requires virtually no hard cash investment. The key to being successful in this endeavor is to just be yourself and get people to buy YOU (as a person), not your product.

That comes later!

Facebook, LinkedIn, YouTube, and the Gang

As a marketer your goal is to reach the maximum number of prospects. So the question is: where should you focus your efforts. New social networks pop up every day. But for now, let's talk about the more established 'brands' that you may already know:

- **MySpace** was the world's first social networking site. According to comScore, however, MySpace was outdistanced by its main competitor, Facebook, in April 2008.
- **Facebook** is now the largest social networking site in the world, but bigger isn't always better, is it? As it turns out, the majority of Facebook's growth has been international, and the commercial value of some of those global users is negligible. What's more, consumers who use Facebook – even those who are signed up as a 'fan' of a company or brand -- don't believe they have given those companies permission to market to them. Many don't think marketers are welcome in social networks at all. This is a hostile environment when it comes to an affiliate marketer.
- **LinkedIn** is a social network for professional business people. Some people call it a fancy "live resume" where people can find you through their connections or actively seek contacts at target companies. Users range from IT professionals and corporate CEOs, to urban bakery

professionals and auto mechanics. The tone tends toward ‘**strictly business**’ and the site really doesn’t present much of an opportunity for making connections from an affiliate marketing standpoint.

- **YouTube** - Business owners are drooling at the prospect of having their advertising message going global with millions of interested viewers telling two friends about it...and they tell two friends about it...and so on. BUT...don’t expect to post great videos on YouTube and have them miraculously go viral on their own, even if you think you have the best videos ever. These days, with all the competition and creativity out there, it takes a lot of hard work *and* luck to become a YouTube star.

The Twitter Difference

Twitter is the high-speed messaging choice of early adopters, thought leaders, and technophiles...and everybody who's anybody these days. If you're marketing products, then it's a good idea to be there Twittering too. Each 'tweet' – the name given to a Twitter entry and limited to 140 character – can serve as **the seed of an idea that contributes to an overall objective.**

There's both a social/play and a social/communicate aspect to Twitter that makes it productive as a promotional tool for pointing to interesting things you've found on the web as well as a tool for building credibility and influence. Some use it to quickly dash off tidbits of self-referential personal/business information to a small circle of connections.

Others, however, use Twitter and microblogging to **instantly send links to timely resources** they've found on the web that they want to share/promote immediately. 'Tweets' never sell anything, but they can **open a door to your business and invite others to step through.**

Twitter even has 'tools' that can make your use of the service more profitable. As well as providing plug-ins, apps, and widgets, Twitter makes it **easy to measure and analyze your usage** with:

- **Twitter Groups** – Allows you to tag your followers into different groups. Then you can send a message to those groups without needing to send the message to each person one at a time.
<http://www.jazzychad.net/twgroups/>
- **TweetVolume** – A frequency search tool to see how often a unique name (person, brand, etc) is mentioned on Twitter.
<http://www.tweetvolume.com/>
- **Twitter Tools** – A huge collection of Twitter tools by platform as well as plugins, web services and widgets.
<http://wtips.blogspot.com/2007/04/twitter-tools.html>

Things You Can Do To Make Twitter Work for You

Social media marketing is the greatest thing to happen to affiliate marketers since commission payments. There's never been a better time for you to dive in and make a splash...along with big, big profits.

- **Import Your Contacts** - Twitter allows you to import contacts from Gmail, Hotmail and your own address book.
- **Make Sure that Your Profile is Complete** - Fill in all the fields (both required and optional) and include your website URL.
- **Understand the Dynamics of Twitter** - Twitter is a social tool, not a classifieds site. To avoid looking like a heartless marketer, be active in the community (tweet and post comments about others' tweets often) and only post useful and relevant information.
- **Don't Be Pushy** - Don't tweet every 5 minutes. It becomes annoying. Engage in conversations and be sure to re-tweet (reply to others' tweets)
- **Don't Be Ham-Fisted** - Don't promote your company directly. Do it the smart way. For example, if you sell earbuds, write a buyer's guide about the kind of earbuds that you sell and tweet about that blog post. Especially avoid tweets like "Great Widgets on Sale – Starting at \$9.99!"
- **Make it Worthwhile to Follow You** – If you want followers, you need to give them a reason to keep track of you. Every time you are about to post something, ask yourself "Is this something I would be interested in?" If the answer is no, chances are that your followers will feel the same way.
- **Learn from the Best** - Find users with several hundred followers and learn from them. See what they are doing right and get ideas from them.

Done right, Twitter Marketing can lead to positive exposure for your business. Companies have been known to make tens of thousands of dollars from customers that found them through a Twitter account. Depending on your business, Twitter could be one of the most successful weapons in your Internet Marketing arsenal.

Now it's your turn. Log on to www.twitter.com and get started!

People who Twitter find it an easy alternative to conventional blogging, or even using sites like FaceBook and MySpace. All you need to do is sign up and start typing. You don't have to worry about tweaking the look and feel of your Tweet. And then there are those numbers again:

18 million Twitter users in 2010

Of course I don't expect you to have 18 million customers, but believe me that a very, very little piece of that pie will be more than fantastic!

Warning #1: When using Twitter as your Affiliate Marketing money stream you need to differentiate between *adding Twitter followers to your profile* and *bringing quality traffic to your offers*.

The Next Level of Your Success

I hope you've enjoyed reading this report and are excited about the prospect of marketing your product (or products you promote) to the millions of people who use Twitter as their go-to communications source. If you'd like to learn more about it, there are lots of products you can purchase online to help you.

Just like most niche techniques there are secrets of the trade that shave off months of work. But beware. Where people are willing to pay money for information...when there's a profit motive – there are always con artists looking to make a quick buck. That's why there are products-for-pennies all over the Internet, but they're just scams that don't really teach you anything.

Marketing is a critical component of your business success. So I urge you to steer clear of the fraudulent get-rich-quick products that are out there and choose **a reliable source of education and ideas.**

Warning #2: Many so called *Twitter courses* and make-money-from-home products have misleading messages and will show you just to bring loads of junk traffic using Spam-related techniques... and that's not what we need.

Making a mistake in social media networking can be **hazardous to your business health.** If you market old-school, with a hard-sell tone and a 'buy now' attitude, or by implementing risky methods, you'll fail and you'll ruin your reputation at the social networks where you're registered. And believe me; the **negative effect can last** a long, long time.

If you've found the information in the guide helpful and would like to build on what you've learned here, then it's my pleasure to invite you to let me be your guide on the next step of your journey.

My offering is simple: You follow my down-to-earth T.A.P. System to start building a legitimate online business and I will guide you all the way long, as much as you need, to make sure you walk on the right path to success on the incredible Affiliate Marketing world.

T.A.P. Profit Funnel is a step-by-step guide to Twitter and Affiliate Marketing. It is perfect for first-time affiliate marketers... and for more experienced marketers looking to increase their revenues, too.

As a member of my subscriber list, you're eligible to get T.A.P. Profit Funnel at a special, **reduced pre-launch discount price.**

Thanks for reading! ☺

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