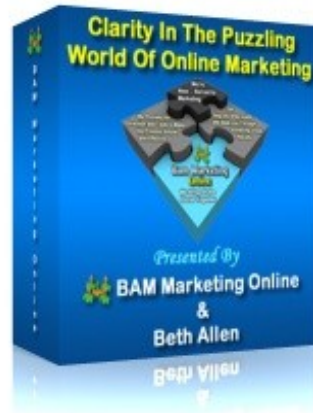


Clarity in the Puzzling  
World of Online Marketing



**Discover the Clarity**

***From the desk of Beth Allen***  
**BAM Marketing Online**  
**Elevated Traffic**

## Congratulations!

You now own the reprint and redistribution rights to this powerful report!

By owning the reprint rights you can reprint or redistribute this report for use as a free bonus or gift to your subscriber list.

The only restriction is that you cannot modify this document in any way shape or form.

You are also an instant affiliate and can make cash commissions just by giving away this free report. There are pre-made promo materials in your "Affiliate Toolbox".

You will even get the chance to re-brand your own version of this report with your own affiliate links for all the amazing resources.

Your very own detailed report, providing valuable information and make cash at the same time – “cha ching”

Check out the member’s area at [BAM Marketing Online](http://BAM Marketing Online) for complete details.

**Unadvertised Bonus!!**  
Gain Free Access To BAM Marketing Online

**Discover the True Facts and Clarify the Puzzling World of Online Marketing and Put Cash into Your Wallet for FREE NOW!!**



Free report from Beth Allen reveals how simple it is to be successful marketing online  
Follow a well edsigned plan and Build your List ,  
Build your Brand and Build Your Business

**Grab FREE Instant Access NOW**



## Legal Notice

The information presented herein represents the views of the author as of the date of publication. Because of the rate with which conditions change, the author reserves the right to alter and update their opinions based on the new conditions.

While every attempt has been made to verify the information provided here, the author and their resellers or affiliates cannot assume any responsibility for errors, inaccuracies, or omissions.

Any slights of people or organizations are unintentional.

The purchaser or reader of this publication assumes responsibility for the use of these materials and information. Adherence to all applicable laws and regulations, including International, Federal, State and local Governing professional licensing, business practices, advertising, and all other aspects of doing business in the EU, US, Canada or any other jurisdiction is the sole responsibility of the purchaser or reader.

Each individual's success is NOT guaranteed simply by following instructions given in this eBook. It will be determined by his or her desire, dedication, product, effort, and motivation to work.



## Introduction:

My name is Beth Allen, from Ontario Canada. I have been an online marketer for 5 years with many ups and downs along the way. My true desire is to help others follow their dreams and become successful online marketers without all the lows that I experienced lacking the prior knowledge of experienced, HONEST, hard-working mentors in the online industry.

BAM Marketing Online is designed by me to assist all online marketing seekers gain the experience and knowledge needed to reach their desired goals. BAM Marketing Online will show you the easiest, yet MOST important, process to begin your online journey to success. BAM will provide only the highly tested and best tools.

Along with BAM Marketing Online, I also currently run a successful traffic exchange, Elevated Traffic

[BAM Marketing Online's](#) free guide will show the basic steps taken to effectively work through the online marketing issues I faced when starting on the road to success.

We will learn success requires basis steps that should be followed and when avoided a downward spiral effect can take place.

### Basic Steps:

1. Set Goals
2. Create a Plan
3. Brand Yourself
4. Build your List
5. Get Traffic to Your Website
  - a. Email Marketing
  - b. Traffic Exchanges
  - c. Social Media
  - d. Splash Pages
  - e. Squeeze Pages/Auto Responder



## Setting Goals

The crucial first step to online marketing success is to set personal goals that are specific, achievable and time-targeted.

Effective goal setting objectives are:

- Positive Statement
  - Write a positive statement reflecting the goal
  - E.g. – “Execute “this” new technique”; not – “Stop doing stupid things”
- Be Precise
  - Put in dates, times and amounts so that achievement can be measured, then you know the exact goal to be achieved, and can take complete satisfaction from having completely achieved it.
- Set Priorities
  - Prioritize goals to avoid feeling overwhelmed by too many goals and to allow for direction to the most important goals.
- Write goals down
  - Avoids confusion and seeing them on paper brings more force into the need of accomplishment.
- Keep Operational Goals Small
  - Small and achievable allows for a feeling of accomplishment when successfully met and helps to build further commitment into accomplishing the remainder goals



## Big Picture

Ask Yourself: What do I want to achieve?

*"I want to brand my name and build a successful online income stream that will enable me to successfully work and promote for myself – not someone else"*

## Short Term

Ask Yourself: What will I accomplish in the next 3-6 months?

*"I will be using the most effective marketing tools to brand my name and build my list of prospects"*

## Long Term

Ask Yourself: Where do I want to be in 5 years?

*"I will have a network of fellow marketers, list of prospects and be successfully receiving an income stream sufficient to leave my "dead end job"*

## Commitment

Overnight success opportunities are few and far between. Though so many websites promote this fact, true success is generated from hard work and dedication to the project. Commitment is the key to your successful opportunity to gain a steady income stream that meets your needs.

Think long and hard about what you desire to accomplish and set your goals now. This is an extremely important step that should NOT be avoided.

Now that your goals are set, we will move on to success factors.



## Success Factors

Another extremely important factor to your success is a PLAN.

### ***You must have a PLAN!!***

Like anything you do, without a plan of action, you will be running up the downward escalator and not gaining the success you greatly deserve. Running here, there and everywhere; promoting this and that and a little bit of everything. Not accomplishing anything but frustration and stress.

Your plan should consist of the following:

- Brand Yourself
- Building a List of Prospects
- Traffic

## Brand Yourself

Branding is an important factor in all aspects of life and business.

Customers buy or don't buy a product because of the brand name that is associated with it. Companies hire a prospective employee due to the branding of his/her resume.

So why would it be any different online? It's not – people sign up to your list or join your program because they have seen you online.

Getting your name and face out there circulating throughout the Internet starts the process of branding you.

Creation of a true identity for yourself that is unique and sets you apart from all the other online marketers will start you on your journey to a successful online income stream.



## Building Your List

If you have surfed the Internet, even just a little, you will see page after page stating – “The money is in the list” – THIS IS A TRUE STATEMENT.

The “list” is a vital step in marketing any online business. A quality list stems from branding yourself via image and/or name. Always provide valuable information to the subscriber, so they cannot wait to see what you send them next. The types of products you offer should match your prospects needs. Promote blogging ideas to someone who is on your blogging list, not someone on your “how to prepare for a marathon” list.

Building a list from scratch can be time consuming and somewhat frustrating at times, but always remember your list is whom you communicate your articles, information and most importantly your offers.

### Initial Steps:

- Create your “eye catching” squeeze pages
- Set up an email series in your auto-responder
- Send traffic to your pages
- Track your results

### Squeeze Pages

Squeeze pages are simple, creative pages that also include an opt-in form containing their email address to be completed by the viewer prior to gaining the information you are offering. This BUILDS YOUR LIST with opt-in prospects that are interested in this type of product/service for now and for future use.

Always remember, they may not buy this product/service; but now they are on your list for future offerings and sales.

Using an Auto Responder is essential to building and maintaining a useful list. The squeeze page grabs the prospects information and leads them through a series of pre-written (by you, of course) email messages over a set period of time promoting your thoughts, products and guidance messages.



### List Gathering Tips:

- Build trust first by sending out articles with valuable information
- Make people want to see your information
- Create a double opt-in form with a give-away item, AKA, "thank you" for subscribing page
- Now they trust you and want to subscribe to learn more

A list of prospects that have complete trust in you enables promotion of newly circulating products, traffic exchanges, and promotions to begin the online income streams you desire.

Creativity comes in to play with squeeze pages, as the more creative the page, the more likely the surfer will click the link to see what you have to offer and give you their email address. You must also be creative in your email messages, as this type of advertising must grab the attention of the reader. Just because they are on your list, doesn't make them immediately dedicated to you. As with everything in life, you EARN the dedication and commitment to you by providing great ideas, direction and products.

There are a few really good sources to help with getting your list started, so don't stress about this section...the best tracked tools are found in the members area at BAM Marketing Online.

NOTE: Only promote products you use and trust – promoting a poor product will diminish your reputation and could possibly reverse the branding you have been working so hard to maintain.

## Status Update

So far, we have

- Set goals
- Learned about branding ourselves
- Created an "eye catching" squeeze page
- Built a compelling email series in our auto-responder

Wow, we have done a lot of work.....remember what I said at the beginning about commitment?

All of the hard work above WILL pay off in the long run. Once the plan is in place; tracking, maintenance and updating is all that is required.



## Traffic to your Website

My passion is traffic, so get ready for an exciting topic and great sources to get you started.

***YOU NEED TRAFFIC!!***

I cannot stress the point enough - You NEED Traffic!!

It does not matter what you are promoting, without effective traffic to your website, nothing you do will lead to success.

Traffic to your website comes from many sources. As we are building an initial plan, I will focus on three main areas of traffic generation in this report; however as a member of BAM Marketing Online you will receive more detailed, continuously updated information to further assist.

- Email Marketing
- Traffic Exchanges
- Social Media

## Email Marketing

This is where your list comes in handy, so get ready to use it.

Email marketing is a form of communicating your article, product or service to a list of prospective customers via an electronic format.

No list yet, no worries, Safelist marketing will allow you to create a couple of emails (as we always need to be testing) with a couple of different squeeze pages; promote and gather names for your personal email list.

If you are going to use safelist marketing, you must read "The Ultimate Guide to Safelist Marketing". The title speaks for itself and provides valuable tips to successfully using safelists as an effective form of advertising.

[Safelist Marketing Tactics](#)



## Quick Tips

- Always use only reputable sites that provide email marketing services
- [Aweber](#), [Traffic Wave](#) and [List Wire](#) are good resources to start
- Always try a couple different versions and track the conversions
- Always request a double opt-in confirmation from your customer
- Always check your spelling before sending
- Always promote products with a good reputation (don't want to tarnish yours)

## Traffic Exchanges

Now, the fun begins.....we certainly don't want all work and no play!!

TE's, in general, are easy to use and provide a cost effective marketing strategy to assist with all your promotional needs.

If you are new to traffic exchanges, the basic concept is members of the traffic exchange view your website(s), gaining credits to begin their own advertising campaigns; resulting in a practical marketing campaign for all parties.

As you surf through the pages to gain credits, many interesting ideas, tools and concepts will appear for your viewing.

Most TE's are free to join, with options for upgrades that enhance the surfing experience.

With so many traffic exchanges to choose from for promotions, tracking your success is important. There is no sense wasting time at one exchange or not surfing enough at one that actually converts well. A schedule for tracking should be used initially. Review the results and choose the most valuable services for your promotional needs. Keep in mind, I may have good results at one particular TE due to the type of promotion; your results may differ based on what you promote. I have included a list of valuable resources at the end of the report to help you get started

Surfing can be time consuming; so another pointer would be to pick exchanges where you see the best promotions, networking abilities, have the best support and most importantly – have the most fun!!

Amalgamation of the right advertising tools and the right traffic exchanges can greatly improve your success with online marketing.



## Social Media

Inclusion in social media is quickly accelerating into a phenomenon among online marketers. Many different media types and members are formed across the world. Twitter, [SWOM](#) and Facebook to name a few.

## Valuable Resources

### Traffic Exchanges

[Elevated Traffic](#) – Quality traffic that elevates your online business

[Traffic Speedway](#) – High speed, quality traffic that accelerates your promotions

[Top Flight Traffic](#) - Take your traffic to the top

[Traffic Showdown](#) - Providing effective free traffic for your advertising campaigns!

[Volcano Hits](#) – Sending an eruption of high target traffic to your website

[Tezak Traffic Power](#) – Power up your profits and send warp nine traffic

[Traffic Splash](#) – Turn splashes into floods of traffic

### Tools

[BAM Marketing Online](#) – Complete step by step program to walk you through the process of successful online marketing.

[Quick Tab Change](#) - The free cutting edge software that lets you rack up the hits at breakneck speed!

[Adcreator](#) - An easy to use splash/squeeze creator with hundreds of professionally designed templates to get your ads viewed with responsive results

[TE Tool Box](#) - The ultimate suite of traffic exchange tools

[TE Command Post](#) – The downline builder that monitors your credits, banners and text ads in traffic exchanges



## FINALE (big drum solo...)

Okay, quick recap and loads of places to start you off.

We learned to be successful you must:

1. Set Goals
2. Create a Plan
3. Brand Yourself
4. Build your List
  - a) Squeeze Pages
  - b) Auto Responder
5. Getting Traffic to Your Website
  - a) Email Marketing
  - b) Traffic Exchanges
  - c) Social Media

Setting your goals is a personal experience that you must soul search to determine the right path and goal structure.

Creating a Plan, Branding Yourself and Building Your List is all accomplished with initially one first step.

**[Join BAM Marketing Online now!!](#)**

**Unadvertised Bonus!**  
Gain Free Access To BAM Marketing Online

**Discover the True Facts and Clarify the Puzzling World of Online Marketing and Put Cash into Your Wallet for FREE NOW!!**



Free report from Beth Allen reveals how simple it is to be successful marketing online

Follow a well edsigned plan and Build your List , Build your Brand and Build Your Business

[Grab FREE Instant Access NOW](#)



As a valuable member of BAM Marketing Online you will be provided:

1. Valuable tools and resources to further assist in reaching your goals
2. Continuously updated, current information
3. Commission for all upgraded members you personally refer

Don't pass by the fabulous OTO lifetime membership at BAM Marketing Online. As a ***lifetime*** upgraded member you will get all of the above and so much more:

1. Access to all training material immediately upon availability
2. Re-brandable reports on highly discussed topics to assist with your online success
3. 1Month upgraded membership at some top traffic exchanges
4. Secrets to your very own product development
5. Early Bird valuable tools to get you started before the crowds
6. Personal support
7. 50% commission for all upgraded members you personally refer

[BAM Marketing Online](http://bammarketingonline.com)

