

Inbound Leads Formula

- Module 1 -

The Business of Internet Advertising and How to Play it Successfully

www.InboundLeadsFormula.com

The Business of Internet Advertising and How to Play it Successfully

- Media of Advertising
Rapidly Changes
(print, radio, tv...)
- Principles are the Same -
Get Business!
- Internet = Infinite
Advertising Opportunities



The Business of Internet Advertising and How to Play it Successfully

- Internet = Infinite Advertising Opportunities
 - Create Campaigns that Work Effectively
 - Do it Yourself
(no third party programs/companies)
 - Spend zero out of pocket
 - Recurring ROI



Two Key Advertising Fundamentals for a Recurring ROI

Create Advertisements that...

1. Get Business
2. Drive Traffic to Your Website – to Get Business



It's all about Getting Business!

Advertising that Gets Business!

Online – Classified Ads

- Write Lead Converting Ads
- Effective Posting System
- Use Traffic Driving Sources



1- Get Business

2 – Drive Traffic to Get Business

Classified Ad Sites that Deliver Results

Success = Prospect Responds to Call to Action

- Prospect Contacts Directly from the Ad
 - Calls or Emails
- Clicks through to Your Website
 - Fills out Your Web Form
 - Calls or Emails

Classified Ad Sites that Deliver Results

Success = SEO

- Generates Incoming Links to Your Website
- Gets Click-throughs to Your Website
- Increases Your Web Presence by Creating Another Instance of You
- Uses Key Search Terms in the Page Title

Classified Ad Sites that Deliver Results

Best Classified Ad Sites

- Prospect Responds to Your Call to Action
- Increases SEO

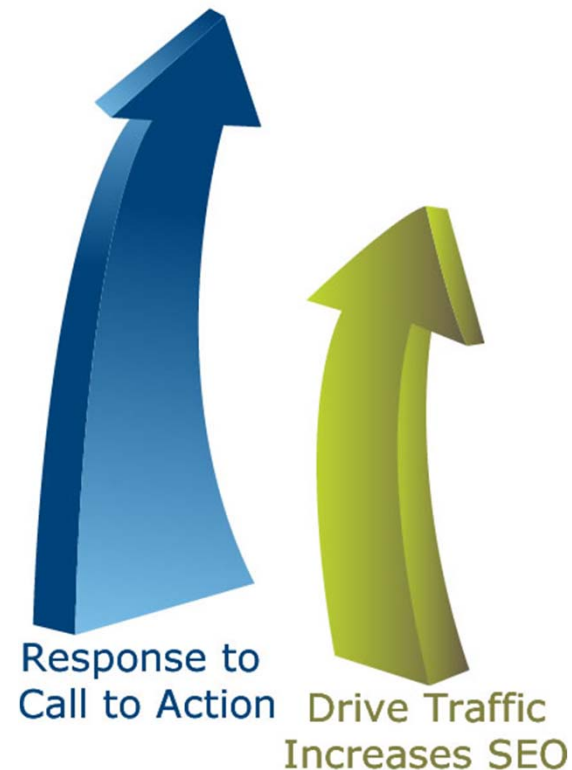
1- Get Business

2 – Drive Traffic to Get Business

Classified Ad Sites that Deliver Results

Best Classified Ad Sites

1. Craigslist
2. Backpage
3. eBay Classifieds
4. Oodle
5. OLX



Advertising Formats

1. Text Only
2. Image Only or Image with Text
3. HTML

Inbound Leads Formula ➡

Craigslist – www.craigslist.org

- Format
 - Text, Image, HTML
- Features
 - 7 day postings
 - One city only
- Results
 - Strong Call to Action



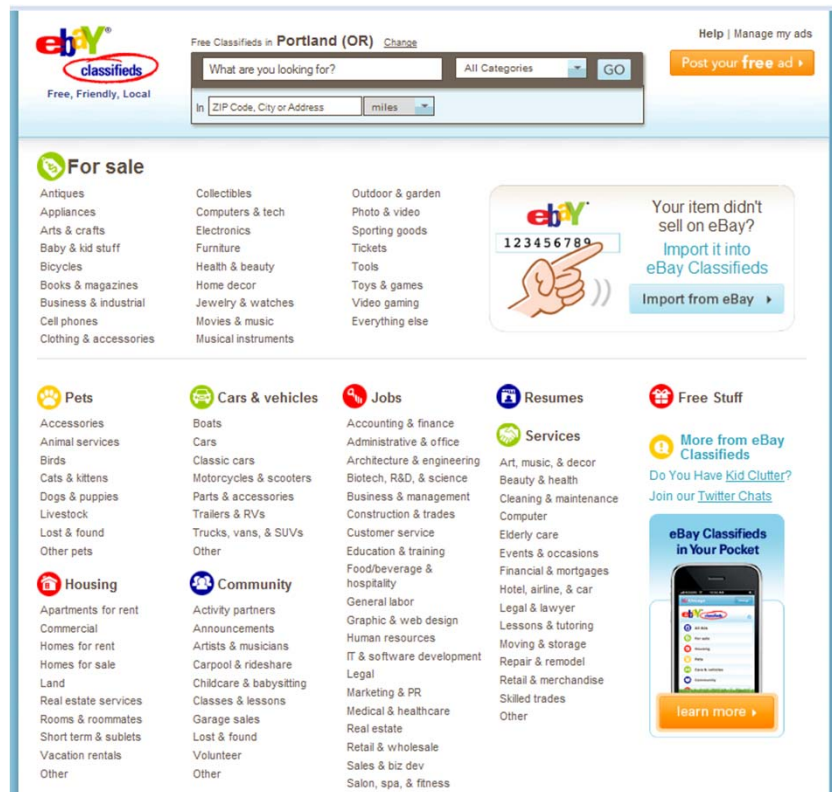
Backpage– www.backpage.com

- Format
 - Text, Image, HTML
- Features
 - Can Post Daily
 - Multiple Cities Ok
- Results
 - Strong SEO
 - Title is URL



eBay Classifieds – www.ebayclassifieds.com

- Format
 - Image & Text
- Features
 - 60 Day Posts
 - Multiple cities ok
- Results
 - Strong SEO
 - Title is URL



Inbound Leads Formula ➡

Oodle – www.oodle.com

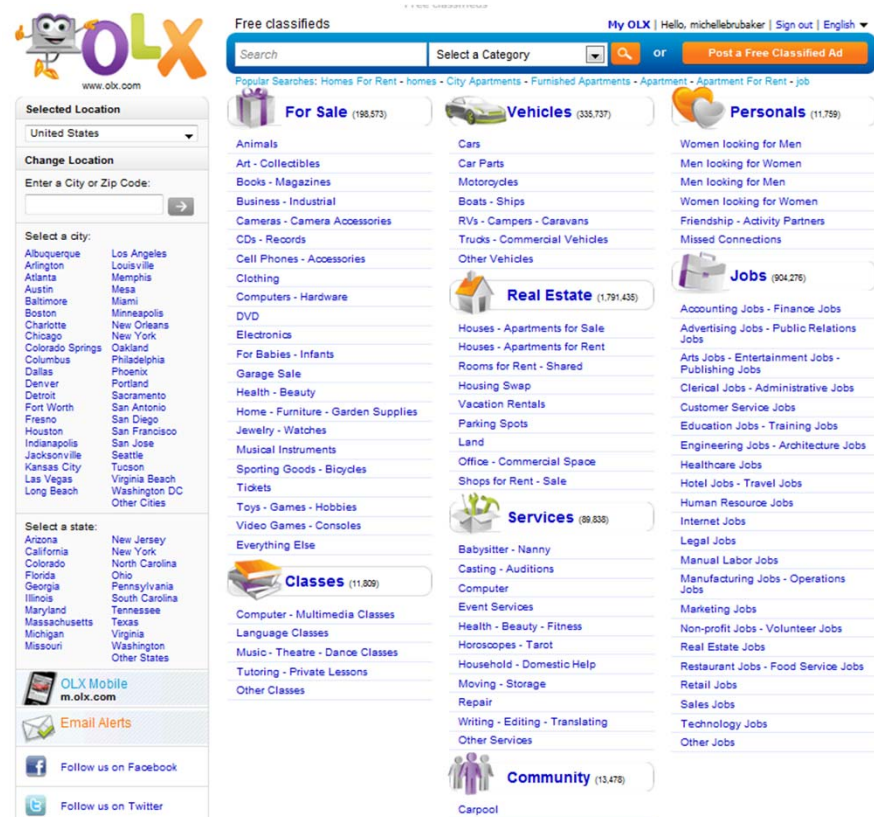
- Format
 - Image, Text, Video
- Features
 - Posts to Social Sites
 - Profile Page
- Results
 - Strong SEO
 - Title is URL



Inbound Leads Formula ➡

OLX – www.olx.com

- Format
 - Image, Text
- Features
 - Can Post Daily
 - Auto Reposts
 - Profile Page
- Results
 - Strong SEO
 - Title is URL



Getting Started - Advertising Strategy

- **Start with 1 ad topic on 1 ad site**
- Create 2 more ads = 3 ads
- Place 3 ads in 1 venue = 3
- Place 3 ads in 3 venues = 9
- Place 3 ads in 5 venues = 15



Elements of a Classified Advertisement

- **Your Ad Title**

Headline

- “S” Specific
- “T” Telephone Number
- “A” Attention Grabbing
- “R” Realistic



Elements of a Classified Advertisement

- Your Ad Body:
 - “Hook”
 - “Line”
 - “Sinker”



Creating Your Ad

- Brainstorm a list of all your products/services...
 - For example:

<ul style="list-style-type: none">• <i>Web design</i>• <i>Internet marketing</i>• <i>Search engine optimization</i>• <i>Web video</i>• <i>HTML Classified Ad</i>• <i>Wordpress Code Editing</i>	<ul style="list-style-type: none">• <i>Business Consulting</i>• <i>Marketing Strategist</i>• <i>Training Courses</i>• <i>Seminars</i>• <i>Curricula/Course Development</i>• <i>Professional Speaking</i>
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Sat Jul 31

[SPECIALIZING IN FREE STYLE BRAIDS](#) - (BEAVERTON)

[Perfect Looks - Hazel Dell](#) - (Vancouver Wa)

[Bridal & Special Occasion Hair Styling!](#) - (Vancouver & surrounding areas)

[▶▶▶ Affordable Personal Training - GUARANTEED results - 1 free](#) - (session - Downtown AND West Linn) [img](#)

[Boudoir Photography Spring/Summer Specials!!](#) - (Salem) [img](#)

[Cosmetic Tattoo Lovings Permenate Make up](#) - (Portland)

[<<<<\\$65 CUT AND COLOR OR HIGHLIGHTS](#) [360-521-6424](#) - (vancouver)

[Beauty & Fashion](#) - (Portlan/Milwaukie)

[Last day for \\$20 all natural airbrush tans!](#) - (vancouver)

[HCG Diet - Lose 30 pounds in 30 days! Its fast and easy!](#) - [img](#)

[ayana's weave and extensions 60 sewins](#) - (portland north east)

[*THIS WEEKS HAIR SPECIALS* \\$20 OFF](#) - (Gresham (Sunrise Salon))

[Free blow out/hair style @ Au Salon!](#) - (Au Salon, NW 23rd.)

[20 tans just \\$40 High Pressure tanning](#) - (Venus & Mars Salon)

[last day for 40% off](#) - (ahead of style)

[▶ ~**** Special Dental Packages for the Kids & Family! ****~](#) - (portland)

[*~Enjoy a Full Body Sea Breeze Wrap for \\$45 - normally \\$60!*~](#) - (near 217&26 SW Portland)

[* \\$60 OFF 1 HOUR - SPECIAL @ A Hair Salon * \\$60 OFF 1 HOUR](#)

[Video & Powerpoint Transfers to DVD, Slideshows, Audio to CD and more](#) - (Portland Metro) [img](#)

[MJS Mobile DJ ~ Experienced & Professional](#) - (Portland & Vancouver areas)

[Wedding DJ Wedding DJ](#) - (Portland Metro Area)

[wedding officiant](#) - (Oregon and washington)

[Catering your event large or small](#) - (vancouver and surrounding areas)

[Portland's Premier Wedding DJ](#) - (Portland and beyond) [img](#)

[Event DJ Available and Very Affordable](#) - (Oregon/SW Washington) [img](#)

[String Quartet, string ensemble: weddings, special occasions](#) - (Portland Metro)

[Video and Photograph Events, Athletics, Parties-Video made](#) - (Anywhere)

[Limo Wine tours](#) - (Wine Country) [img](#)

[Your Budget and your DJ...](#) -

[Entertainment For Your Country Themed Party](#) - (Oregon/SW Washington)

[Provide Line or Partner Dance Lessons at Your Next Event](#) - (Oregon/SW Washington)

[--- -- WEDDING FINE ARTIST --- -- 500 --- -- not photographer](#) - (all) [img](#)

[SENIOR PORTRAITS PHOTOGRAPHER](#) - (portland/vancouver/beaverton) [img](#)

[Seeking Venue](#) - (Portland)

[Gay Labor serving Business, Contractors and homeowners](#) - (Beaverton, Hillsboro, Areas)

[Need A Party Bus For ???? Call Us NOW!!!!!!](#) - Portland Metro)

Sun Aug 01

[↑ Best Computer Repair in Portland Call \(503\)523-0084](#) - (All Portland Areas. Flat Rates. Free Est) 

[Custom Web Design 503-741-WEB1 Create a Profitable Internet Presence](#) - (Lake, Oswego) 

[COMPUTER FREAKS - Professional Same Day Computer Repair!](#) - (Portland and Surrounding Areas) 

[Local PC Repair -- Slow system?-Buggy software?-Blue Screen?](#) - (Portland Metro Area 503-839-5919)

[► Professional Computer Repair - Big Orange PC, LLC ◀](#) - (Portland Metro Area) 

[Portfolio Website Design Starting at \\$300](#) - (Portland)

[LET US SOLVE ALL YOUR PRINTER-COPIER- SCANNER FAX PROBLEMS!](#) - (Portland Metro, Surrounding area.)

[Need a Reliable Web development Service? Come to Us!](#) - (Clark Co / SW WA)

[Speedy Geeks](#) - (Portland, OR)

[COMPUTER FREAKS - Upgrade and Repair Services for any Computer!](#) - (Portland and Surrounding Areas) 

[PC Healer and Tutor](#) - (Portland Metro)

[desktops & laptops](#) - (Hillsboro)

[CLEAR INTERNET SERVICES. STARTING \\$30 a month- ACTIVATE NOW!](#) - (Metro Area)

[Apple and PC Repair](#) - (North Portland (I5 and Lombard))

[Your business' web design solution](#) - 

[Will work on Computers/laptops for Low Price of \\$20.00 per hour](#) - (Gresham)

[Affordable Custom Web Design - SATISFACTION GUARANTEED](#) - 

[HILLSBORO COMPUTER REPAIR, LLC](#) - (HILLSBORO) 

[Getting started with Linux](#) -

[Subject: Interactive web site](#) - (Beaverton)

Create Your S-T-A-R Title Now!

- **Your Ad Title**
Headline
 - “S” Specific
 - “T” Telephone Number
 - “A” Attention Grabbing
 - “R” Realistic



***THIS WEEKS HAIR SPECIALS* \$20 OFF**

Date: 2010-07-31, 11:37AM PDT

Reply to: heather_navarro@yahoo.com [Errors when replying to ads?]

I am excited to expand my clientele and open up my schedule for the summer season! If you have been ready to change your hair but have not yet found the perfect stylist look no further!!

I have 6 years experience. I specialize in Schwarzkopf color and Toni&Guy cutting techniques. I am also certified in Cinderella hair extensions-which are the best in the industry and currently the highest quality. Please enjoy \$25 off your color service when mentioning this ad. (Only good with new clients)

There will be a full consultation at the time of your service to ensure full satisfaction!!!!

PRICE FOR SERVICES: (WITH \$20 OFF)

FULL WEAVES \$80 (INCL. HAIRCUT!!)

PARTIAL WEAVES \$60 (INCL. HAIRCUT)

ALL OVER COLOR \$50 (INCL. HAIRCUT)

HAIRCUT USUALY \$35 I AM OFFERING HAIRCUTS FOR>>>\$25>>


I also do men's hair for \$20 this includes a shampoo and a straight razor shave


Graphic Design for Vancouver Businesses (Vancouver)

Date: 2010-07-31, 10:04AM PDT

Reply to: serv-hncsh-1873350806@craigslist.org [Errors when replying to ads?]

Are you a small business owner based out of Vancouver in need of graphic design?

 Design offers graphic design services to small businesses including logos, identity packages, posters, brochures, business cards, websites and more.

For more information please visit us at designservices.com">www.designservices.com

- Location: Vancouver
- it's NOT ok to contact this poster with services or other commercial interests

PostingID: 1873350806

3603 SE Conrad Ct

Hillsboro, OR 97123



➤ Home

➤ Virtual Tour

➤ Photo Gallery

➤ Property Map

➤ Financing

➤ Showing

➤ Contact Me

Price : \$314,900

Bedrooms : 3

Bathrooms : 2

Square Foot : 1,900

Lot Size : 9,583 sq.ft.

County : Washington

Property Type : Detached

Year Built : 2010

MLS Number : 10055617



[click for more information and pictures](#)

Property Description

Custom single level homes on LG lots w/3 car garages RV Parking. 17 lots to choose from. Lots range in size from 6900-9300 Sqft. Homes will feature stone accents, hardwood floors, custom cabinets, granite counters, recessed lighting & LG master suite with soaker tub. Buy now and choose your lot & finishes. Estimated completion on 1st home 08/29/2010.



Tawnya Poe
Principal Broker

Work: 503-793-7542

Fax: 503-992-2301

Website: [Visit Website](#)



Westwood Property Group : Forest Grove OR 97116 : 503-793-7542

AUTOS ON THE GO

Auto Relocation Specialists

**Safe, Reliable
& Professional**

Autos On The Go is your **one source solution for quality auto transportation nationwide**. Here at **Autos On The Go**, it's all about making shipping your vehicle simple and clear. We cater to all situations and move all types of vehicles from coast-to-coast in the **US** and **Canada**. Our goal is to make sure that all our customers are treated with respect and understand that we place peace of mind over anything else. We handle each and every vehicle as if it were our own and our top priority is to transport your car in the safest and fastest way possible. Our rates and prompt service set us apart from the competition.

✓ Fully Licensed, Bonded & Insured

We comply 100% with all FMCSA and DOT regulations. All of our trucks and drivers meet the highest quality standards.

✓ Nationwide Network

We have a network of professional and experienced experts in the auto shipping industry capable of moving a single vehicle or several full carrier loads.

✓ Complaint Free Delivery

We take pride in having one of the lowest complaint ratios in the industry. No deductibles and 20-day or less claims resolution.

✓ Direct Door-To-Door Service

We pick up at your door and deliver to your door, it's that simple.

✓ Price Match Guarantee

We gladly match any price given to you by any company rated as high as us on the national carrier/broker dispatch board.

✓ 24 Hour Live Assistance

Give us a call anytime and we will be more than happy to answer all of your questions and concerns in regards to moving your vehicle.

Discounts and Specials

Military

Autos On The Go fully supports the men and women of the armed forces. We offer discounts to all branches of the military.

College

Undergrad and grad students are eligible for this promotion. Save up to an additional 15% on initial quoted price.

Referrals

Refer a customer and after booking is complete, instantly receive \$15 via paypal or check!

CALL 866-924-SHIP or 248-462-3541
VISIT WWW.AUTOSONTHEGO.COM
FOR AN IMMEDIATE NO OBLIGATION QUOTE



DEPARTMENT OF
TRANSPORTATION



Write Your Ad Body Now!

- **Your Ad Body:**
 - “Hook”
 - “Line”
 - “Sinker”



Steps to Posting Your Ad

1. Create an **Account** (and profile if available)
2. Click “**Post**” or “Place” your ad
3. Write Your Ad **Title**: S-T-A-R
4. Write your ad **Body**: – Hook, Line, Sinker.
Always in include pictures.
5. **Confirm** Your Ad....*done!*

Craigslist Styling with Easy HTML - Body

- This is some **bold** text
You type: This is some `bold` text
- This is **red** text
You type: This is `red` text
- This is large heading text
You type: `<h1>This is large heading text</h1>`
also...h1, h2, h3, h4, h5, h6

Craigslist Styling with Easy HTML - Body

<h3>My slammin' awesome hook</h3>

Description of my incredible products & services.

<font color="green" Call now: 503-555-5555

My slammin' awesome hook

Description of my **incredible** products & services

Call Now: 503-555-5555

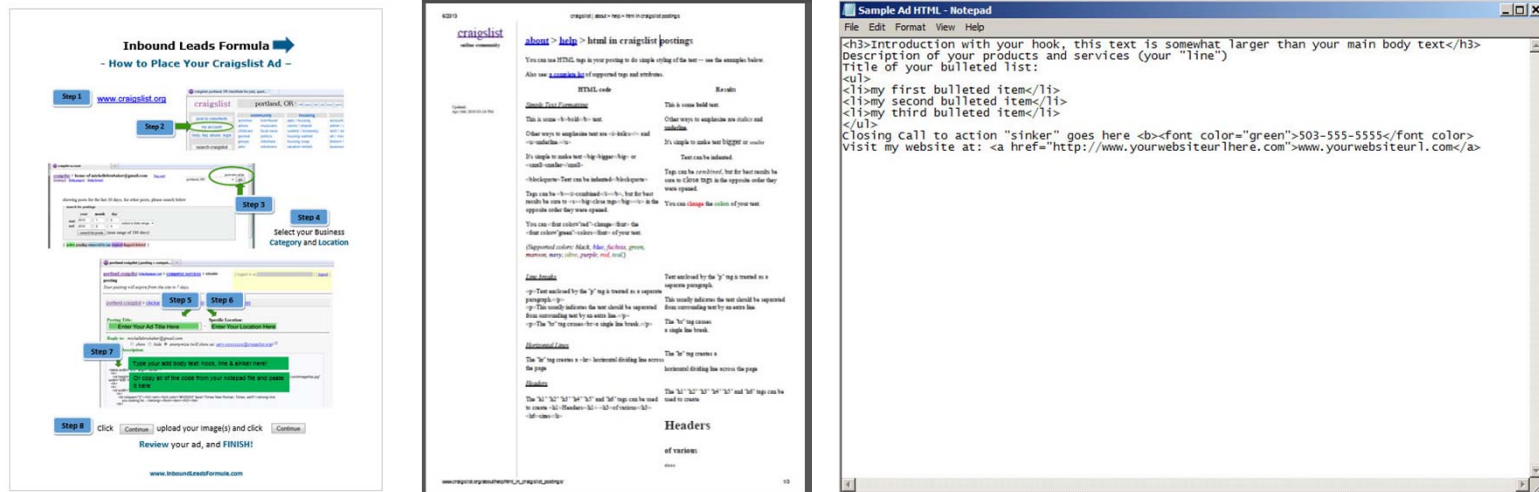
This Weeks Challenge!

- Post Your Ad Today on Craigslist
 - Upload an Image
 - Use HTML
 - Worksheet .pdf of available styles
 - Sample code file (.txt)
- Write 2 More Ads and Post

By Next Session: Have 3+ Live Ads!

Inbound Leads Formula ➡

Your Members Area - Support Documents



- Worksheets: Step-by-step Guide, Craigslist HTML, Sample Code file
- Teleclass Audio Recording and Accompanying Slides

Module 1

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The Business of Internet Advertising and How to Play it Successfully

Create Advertisements that...

1. Get Business
2. Drive Traffic to Your Website – to Get Business

It's all about Getting Business!

