

Server Crushing Traffic Tactics

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Are You Ready to Make Some Real Money Online?



You've made a great decision by downloading this free report! In it, you're going to learn just how powerful Media traffic really is and how you can start to take advantage of what until recently, only the "big dogs" of the business knew much of anything about.

In fact this report is going to explain to you how you can easily implement our proven methods to drive unreal amounts of traffic to your site without having to spend weeks of your time or lots of your own money just to get started. We're pretty positive that once you grasp the scope of this unbelievable marketing opportunity you'll be hooked, so pay close attention!

Before you get any further into this report, make sure you are prepared take notes and jot down your own ideas as you move along. This is the best way to be ready to rock right out of the gate. If you are serious about finally finding a powerful way to drive money making traffic to your site then you owe it to yourself to take note of the things you feel are important aspects of Media buying.

It makes it easy to refer back to the points you need to be refreshed on, and it helps you to easily formulate your own ideas that can help to enhance your overall Media buying experience once you are ready to unleash its power. So if you've got your pen and paper or an electronic notepad handy then stop wasting time and read on!

So What is Media Buying Anyway?

Believe it or not, media buying has been around for over 100 years now and it's actually everywhere around you. You can probably easily spot many of the different methods without even thinking about it:

- TV Spots
- Newspaper Ads
- Radio Ads
- Magazine Ads

This kind of media buying is usually pretty expensive and can easily reach into the millions in terms of cost, depending on the kind of advertising it is. The point is that while these advertising outlets are on a grand scale compared to what most Internet marketers have the means to tackle, they're very real forms of media buying and they're a perfect example of how powerful this kind of advertising is.

Media buying on the internet is just as powerful as these other forms, and it's extremely relevant to any online business. In fact it has proven to be responsible for millions in profits for people selling anything from pet products to vitamins and everything in between on the Internet. This is due to the huge audience that's found on the fascinating World Wide Web.

With literally billions of websites found online today, media buying on the Internet is quickly surpassing the staying power everyone has attributed to offline media advertising methods. What's more is the fact that there's absolutely no sign of things slowing down on the web. With more and more websites launching and more and more audiences to tap into, the possibilities in media buying are almost unlimited!

Whether you think you are ready for this step or not, there is no better time than now to act. The longer you wait to tap into this thriving advertising medium, the more money you're going to miss out on. It's probably a lot easier to get started than you think...

You CAN Tap Into this Powerful Form of Advertising

Even those who see ads for products on the television and hear promotions on the radio tend to head to their computers and see what kind of deals they can find on the Internet. This is important to know, because it demonstrates exactly why the Internet has become so powerful. Anyone who has a product to sell or who is promoting products for commission can tap into this power.

Think about it for a minute- can you name all the different media outlets that are available to you on the Internet? Social websites like Facebook, MySpace and Digg are just the tip of the iceberg. In fact virtually every single website that's out there in cyberspace is a potential jackpot of interested buyers that can be "lured" to your website. The trick is to figure out the best way to go about hitting this jackpot of sorts.

The fact is that more and more new Internet users find themselves online every single day. What this means to you is an opportunity to tap into a whole new audience without having to worry about saturation. Whether you're working with a limited budget or you have some money put away just for this reason, there is plenty of opportunity out there for you.

There is no one right or wrong amount of money you have to invest in order to be successful at media buying. What really matters is the knowledge you have in making the right media buying decisions and in putting together fail proof marketing campaigns. Luckily for you we are going to let you in on some of these secrets today! This means that there really is no excuse for you to succeed in your online business if that's something you really want to do.

Commitment, a little time and some effort is all it's going to take for you to be able to make use of this very important information we're sharing with you today. It's not rocket science, it's not for millionaires, and it's not for elite few... media buying can work wonders for anyone that's willing to learn a little.

As you learn more about media buying and how to correctly implement it, you will quickly come to see just how many possibilities and opportunities are attainable with this method of driving customers to your websites. You might be a little skeptical at this point because after all, you've probably been bombarded with false claims of profit making programs.

That's alright, we get it!

This is exactly why we've put this free report together for you. We understand the frustration online marketers face when they're constantly dealing with having to dig through trash just to try and find a jewel, so we figured we'd do the dirty work this time. With that said, let's take a look at some basics that you're going to have to get good when using this medium for advertising:

- Learning to Identify Your Target Audience
- Figuring Out How to Keep Improving Your Conversions
- Getting Darn Good at Tracking Your Results
- Knowing How and When to Identify New and Growing Advertising Markets

This is a basic idea of the kinds of things you'll need to think about when harnessing the power of media buying. It's really not a lot to remember, is it? We told you this would be pretty easy!

Aside from having a deep understanding of how best to leverage your profits, you are going to have to put all of this into action. Otherwise it's kind of like spending many precious years going to school for a degree in something you aren't ever going to use. Can you say waste of money?

So first things first, you probably want to go into a little more detail on the topics we've mentioned so far.

Learning to Identify Your Target Audience

Every time you choose to market a new website, product or service you will have to figure out how to identify your target audience in order to effectively market to them. There really is no reason to market your pink golf balls to men, just like you probably won't do well if you try and get women to purchase vitamin supplements that are designed to prevent impotence.

So it makes total sense not to jump head first into an advertising deal just because it's cost effective. If you're going to spend your hard earned money or even borrowed money on advertising, don't gamble it because that's a sure way to lose it. Instead make sure your investments are a sure thing. That is, market to those who are actually interested in what you have to offer. This alone us a great way to see your conversions rise and your profits soar.

Improving Your Conversions and Tracking Your Results

These kind of go hand in hand because you've got to track your results in order to determine what kinds of conversion rates your website is getting from each media campaign you happen to be involved in. Luckily most of it can be done using online databases and reports.

It really comes down to using reports and tracking how successful each of your marketing campaigns are, figuring out how to improve them, and then making those changes.

For example if a media outlet consistently doesn't provide enough hits to your website or the visitors that are coming aren't converting then it's probably a good idea to let that outlet go and find another one to take it's place. Some of it's a matter of "wait and see" although most of it is simply being able to determine what online reports are telling you so you can make adjustments to your campaigns as needed.

The truth is that if you don't utilize reports, you can't figure out what is and isn't working and you won't be able to improve your profits in the long term.

Identifying New Advertising Markets

This is really all about keeping an eye out for new media outlets like websites, online magazines and forums which cater to those who are interested in what you have to offer. As we mentioned earlier, new outlets pop up on the Internet on a daily basis and part of your job if you want to be successful is to identify these outlets.

This can be done in a number of ways including daily web searches for new sites, forum browsing for mentions of new outlets, and even by subscribing to ezines that can help you determine where others promoting websites similar to yours are advertising.

You should expect to spend at least an hour a week working on identifying your new advertising markets if you want to stay ahead of the game. Better yet, work with others in a joint venture to help spread the word about your website without having to do all the footwork yourself in regard to finding all the advertising hot spots. Imagine being able to partake in media buying that boldly puts a whole new meaning on your success.

Instead of experiencing the kind of results you have to date in other forms of advertising, why not increase those results ten fold?

This would enable you to really increase your profits no matter what level of success you've been able to achieve so far. Whether you have made mediocre money online or you've figured out how to make a full time income from home, the bottom line is that media buying is a must for those looking to reach their full profit potential.

Now You are Ready to Get Started...

Generally speaking, you can usually buy advertising space in the form of media buys on a cost per thousand basis. This type of purchase is based on page impressions that display your ad, not on the number of people click your banner which is what you might be used to.

And another effective way to see results through media buying is to purchase specific advertising slots on websites based on the section, size and time frame. You can usually find budget friendly prices that are predetermined so that all you have to do is worry about buying the slot, placing the ad and tracking your new onslaught of website traffic.

Media buys that are predetermined base on the ad space size and time length of the ad usually are set at numerous price points. For example, an ad placed on the top of a front page of a popular website for three months is bound to be more expensive than one that's placed on the third page of a successful website but this is the beauty of media buying.

You have the power to pick and choose what you can afford, how long you want a campaign to last and which outlets you'd like to feature your website on. You don't have quite this same kind of power when using other forms of advertising which is why media buying is so important to any business, ours and yours included.

How About a 'Loan'?

What's really cool about media buying is the ability to purchase your advertising spots in a number of different ways. Of course, cash up-front always makes a business deal sweet. But if you're looking to drive traffic to your website in order to make some serious money without having to come out of pocket in advance, there might be a solution for you.

It's pretty straightforward- but you have to be a bit of a chance taker if you want to take advantage of this kind of opportunity. You see, many media buys can be purchased and then paid for after the campaign has ended. This gives you an opportunity to make a profit from the advertising before you pay for it. Believe it or not, this method has been known to change the financial lives of many marketers on the Internet.

If you're interested in exploring this option in deeper detail you can find more information in the awesome course we've put together for you (you'll learn more about that soon...) but in reality it's not necessary in order for media buying to successfully work for you (which you'll also learn more about in that course we just mentioned).

What About Google and Other Advertising Methods You Might be Used To?

Albeit, Google is known as the grand daddy of them all when it comes to making money by driving traffic to websites and selling products and services. However, you are probably well aware of the problems many marketers happen to face when dealing with Google. First of all, Google likes to enforce many different rules and regulations on those who use them as an advertising medium.

And while it's understandable that they're trying to protect the rights of everyone involved they sure do know how to easily and quickly take the most successful Internet marketers and break them down until they're ready to give up. This is one of the more exciting parts of media buying, as the rules and frustrating aspects of many other advertising formats are virtually eliminated.

Once you've been able to test the waters of media buying for yourself, you're bound to see how successful it can be and you'll probably use it as a major part of your campaigns if not solely. We do encourage you to mix and match the kinds of campaigns that are right for you and your business but we're here to tell you that if you are missing out on media buying, then you are missing out on a big chunk of income potential. Let's talk about a few more media buying basics...

Different Kinds of Media Buys Outlets

-Ad Networks

One of the first that come to mind is advertising networks. This is probably the first place you'll start to work with media buying which is great, because ad networks can be so reliable and successful. The kinds of networks are easy to work with, they are usually pretty affordable and can cater to most budgets and they control most aspects of the campaign so you don't have to.

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This means that you can go into the deal by providing your campaign preferences such as number of impressions, geographic locations, and other target audience specifics. Then you simply pay for the advertising and then letting them do the bulk of the work in getting traffic to your website. Pretty simple, huh?

- Social Networks

Then of course there is social media, some would call it the KING of media. We'll admit that it is an excellent way to reach consumers that might be interested in what you have to offer. You're probably familiar with many if not most social media outlets, so we'll cover just the most popular. Of course Facebook is going to top most lists that name successful advertising outlets.

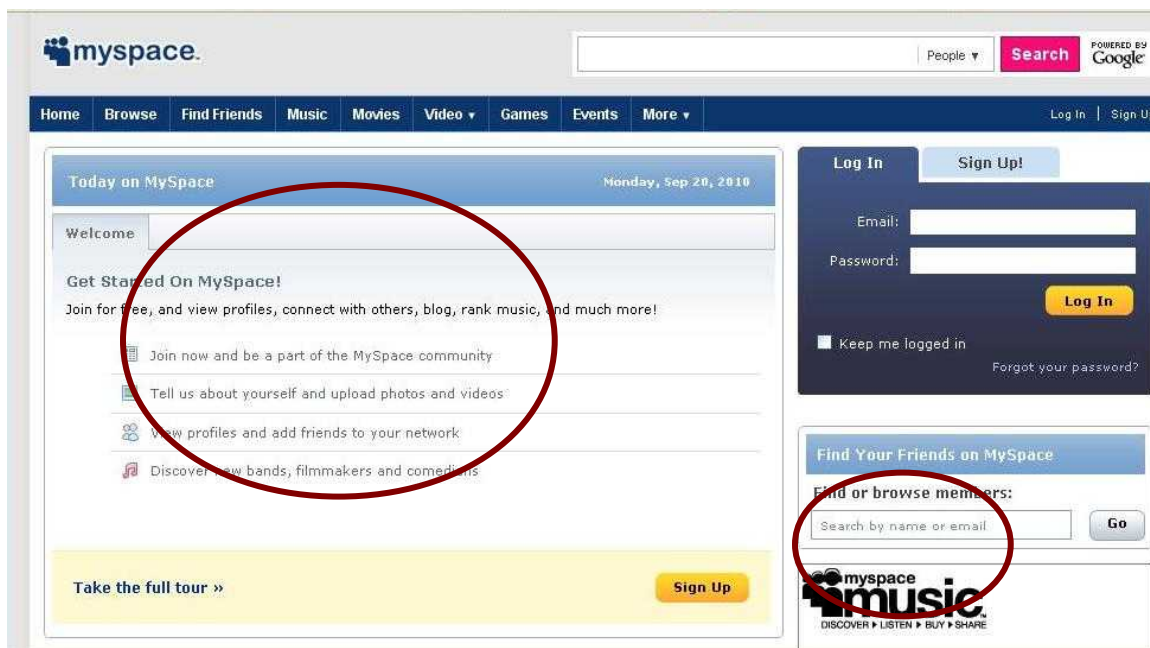


The image shows the Facebook sign-up page. At the top left is the Facebook logo. To the right are login fields for 'Email' and 'Password', with a 'Login' button and links for 'Keep me logged in' and 'Forgot your password?'. Below the logo is the text 'Facebook helps you connect and share with the people in your life.' followed by a graphic of a globe with user icons connected by lines. To the right of this is the 'Sign Up' section with the text 'It's free, and always will be.' and a form with fields for 'First Name', 'Last Name', 'Your Email', 'Re-enter Email', 'New Password', 'I am:' (with a 'Select Sex' dropdown), and 'Birthday:' (with 'Month', 'Day', and 'Year' dropdowns). A green 'Sign Up' button is at the bottom of the form. Below the button is the text 'Create a Page for a celebrity, band or business.'

The power of Facebook is so outrageous that it's somewhat scary when you sit down and really think about it for a little while. One thing is for sure- they are a perfect example of how the power of a social network can dramatically increase the profits of online businesses that use Facebook as an advertising outlet.

The website makes it possible for you to start campaigns that target people based on what they're interested in, where they are located, their age, their gender... in other words you can target exactly who will buy your products and services.

MySpace is another viable media buying option. Although MySpace seems to have been largely replaced by Facebook and other up and coming social networks. However, this simply isn't the case. MySpace has changed to a degree, but it just means that you might have to use different marketing tactics when buying media spots at the website.



For example while you might target women under 30 on Facebook who love tan and who might be interested in your self tanning lotion, you may want to target women over 50 who live in prodominetly cold areas and who would love to warm their skin up with some self tanning lotion. The point is that no matter what you're selling and what kind of website you are trying to drive traffic to, you can find viable marketing solutions at most social networking websites on the Internet.

The less well known the site is, the cheaper the media buys tend to be so this is something to keep in mind when shopping around for the right places to put your advertising. Interested in the most profitable way to go about this? We've covered that in our course too!

-Co-Registrations

Co-Registration is another great method of media buying! You've probably seen many instances of this without even realizing it. In fact many of these marketing techniques have been used for many years by well known companies including JCPenny, ZipLoc, WalMart and more.

Essentially, you'll buy an advertising spot that allows your business and offer to be included in online surveys, opt in lists, and as part of the registration process on popular websites.



Co-Registration can be extremely profitable as long as it's done correctly. With that said, while it's not particularly confusing or hard to figure out there is a lot to learn before jumping in to an advertising campaign head first if you want to increase your profits as much as possible. Don't worry! We've got you covered in our new course called the [Media Traffic Meltdown](#).

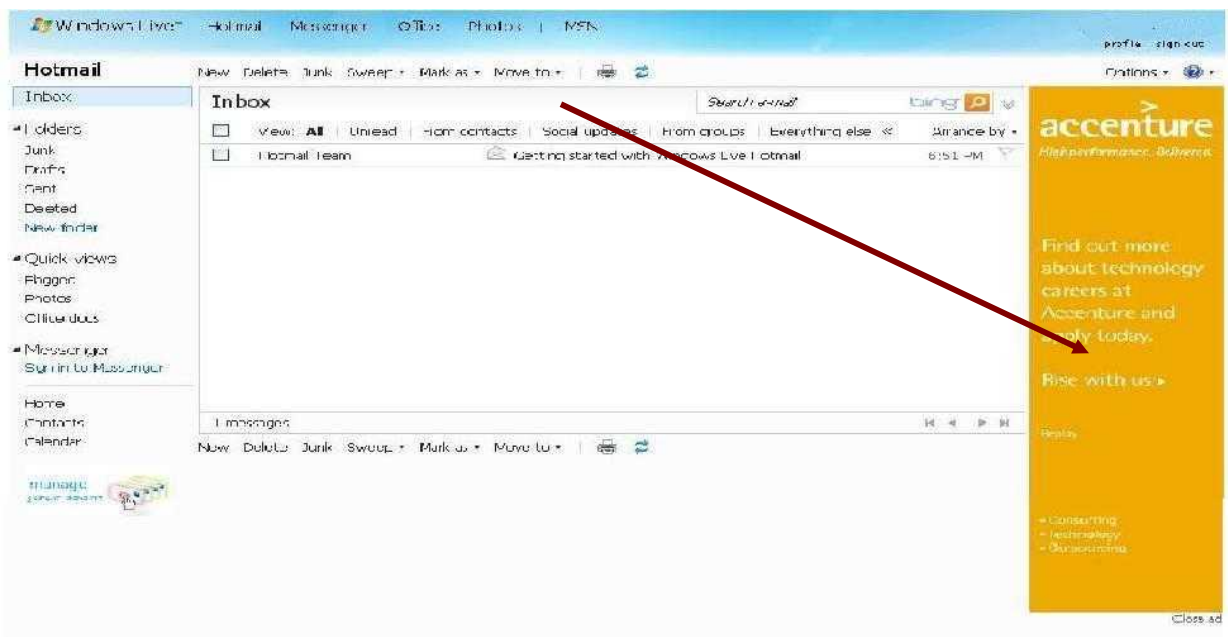
We'll teach you how to do things like:

- Maximize your profits with the right co-registration media buys
- Learn how to target the highest converting consumers for your niche
- Spend less time trying to figure out the best methods and more time tracking your amazing results

That's just a couple of small examples of what you can expect to learn from our new course. In fact you'll learn everything you need to know to be successful at Co-Registration campaigns with the least amount of money and time.

- Direct Buys

You know all those advertisements, offers and "exciting opportunities" you see on your favorite websites when logging in, or when you access your web mail service (like Hotmail a Gmail...)? Those are simple examples of a direct media buy.



These kinds of media buys can be pricey but they sure do offer a high return in profits when they're executed correctly. This is where a Net30 or Net60 might come in handy (getting the advertising before you pay for it in hopes that the advertising yields you the profits) if you want to incorporate a marketing campaign on a grand scale.

However, you can start small and work your way up if you want to see the power of this outlet in action. Want to learn more? Then you are really going to want to grab a copy of our new course!

-Mobile

It's true- the cell phone is for more than scheduling appointments, taking important and not so important phone calls, texting until your fingers hurt and accessing those good old social networking websites. In fact media marketing is quickly becoming top dog for those who market on the Internet and are looking for powerful and profitable alternatives.



We know that media marketing isn't anything new but the fact is that until recently this type of media wasn't accessible to a wide number of people. Nowadays thanks to prepaid and other low cost options, more and more people are being exposed to the advertisements found on the screens of millions of cell phones at any given time.

Like almost all other types of media buys, this form of advertising allows you to maintain complete control of your target demographics and other specific requirements. Most people using a cell phone also have access to a computer so no matter what kind of business you run; mobile marketing might be right up your alley.

You'd Probably Like to Know What Kind of Results are Possible...

Not that these are typical results, but we thought we'd share some cold hard evidence of the success you can find in media buys. Here are some screenshots from our own campaigns:

Start Date	Impressions	Clicks	Conversions	Cost
19 Mar 2009	7	7	11	143.69 KB
20 Mar 2009	8	11	11	157.08 KB
21 Mar 2009	3	3	3	34.39 KB
22 Mar 2009	8	8	10	148.57 KB
23 Mar 2009	8	12	14	539.03 KB
24 Mar 2009	4	6	8	84.93 KB
25 Mar 2009	8	15	17	386.19 KB
26 Mar 2009	9	13	30	277.47 KB
27 Mar 2009	4	6	6	35.23 KB
28 Mar 2009	3	9	9	1.29 KB
29 Mar 2009	12	65	94	1.25 MB
30 Mar 2009	2438	5893	14054	42.41 MB
31 Mar 2009	3505	8336	20022	60.23 MB

We tend to use media buys to generate both steady traffic to some of our sites or for some time-specific campaigns in which we want to jump start enrollment or purchases.

As you can see from the screenshot above, we jumped from a measly 10 visitors on March 20th to more than 3500 on March 31... and ramped things up (we used initial traffic to test offers, monetization tactics, and optimizing everything – you will learn this in our [Media Traffic Meltdown](#) video course...) to 35,000+ visitors on April 9th.

In the screenshot below, you will see that the Media Traffic campaign generated more than 330,000 unique visitors in a single month!

Day	Number of visits	Pages	Hits	Bandwidth
01 Apr 2009	3215	7525	18142	60.13 MB
02 Apr 2009	5990	14254	34515	127.99 MB
03 Apr 2009	6819	15927	38681	143.90 MB
04 Apr 2009	10135	23656	57142	214.20 MB
05 Apr 2009	14549	36942	87858	330.41 MB
06 Apr 2009	17472	42974	102180	385.88 MB
07 Apr 2009	19880	49517	117066	443.08 MB
08 Apr 2009	24614	62216	146445	555.24 MB
09 Apr 2009	35833	91464	214910	816.22 MB
10 Apr 2009	30720	79373	186293	707.05 MB
11 Apr 2009	33777	87857	206489	741.56 MB
12 Apr 2009	30257	77649	181707	654.54 MB
13 Apr 2009	27369	68912	161460	594.23 MB
14 Apr 2009	10780	26443	62402	253.53 MB
15 Apr 2009	8574	21119	49614	202.64 MB
16 Apr 2009	4752	10978	26083	105.79 MB
17 Apr 2009	4821	11012	26241	106.02 MB
18 Apr 2009	4144	9047	21833	88.02 MB
19 Apr 2009	5511	11940	28788	116.24 MB
20 Apr 2009	4599	10232	24607	99.36 MB
21 Apr 2009	4820	11151	26629	108.18 MB
22 Apr 2009	4404	10186	24328	98.42 MB
23 Apr 2009	4217	9833	23455	94.75 MB
24 Apr 2009	4337	10069	23920	97.14 MB
25 Apr 2009	4235	9837	23257	94.90 MB
26 Apr 2009	2645	6439	15251	61.93 MB
27 Apr 2009	1406	3503	8218	33.55 MB
28 Apr 2009	58	82	155	820.94 KB
29 Apr 2009	48	65	117	646.84 KB
30 Apr 2009	61	99	182	943.00 KB
Average	11001.40	27343.37	64598.93	244.58 MB
Total	330042	820301	1937968	7.17 GB

If You Want to See These Kinds of Results, You Owe it To Yourself to Check Out Our [Media Traffic Meltdown](#) Course Available October 19th!

So What about This Media Traffic Meltdown Course?

You probably remember reading that we mentioned a course a little bit ago... (you better remember, or you aren't paying enough attention!) but we didn't go into a lot of detail so we thought we'd better start explaining.

You see, before we got into a lot of media buying we wheeled and dealt in many different kinds of advertising campaigns. We were successful in many, and not so successful in others but one thing was for sure- we thought that we would never find a better way of doing business when it came to advertising our websites. That is, until we decided to test out media buying.

After just a couple of media buys we were hooked, and for good reason! In fact those two media buys brought in more revenue than the last half dozen or so advertising campaigns we'd tested in the previous months. We had a feeling that media buying would be profitable but we truly weren't prepared for the results that we saw right out of the gate.

What we did was set about testing and more testing until we were certain that it wasn't a fluke and we were really getting these fabulous results from media buying. Once we were convinced, we then went about perfecting our methods and techniques until we were consistently able to predict (within a margin of error of course) what kind of profit we could expect from the type of media buys we chose to partake in.

Look, the bottom line is that we saw the potential in this kind of marketing, we tested it until it's was proven as successful, and we think it's time to make sure those of you who are committed to making your business work should have the same opportunity we have when it comes to success.

With that said we've proudly put together a top of the line video series and course for you called [Media Traffic Meltdown](#).

Here is what you can expect from this all inclusive, top of the line video course that you won't find anywhere else:

Video 1: Demographics Research:

Learn how to research who you should be targeting your products and services to without the frustration and time commitment that most others struggle with.

Video 2: Talking the Talk:

It's extremely important to learn about the lingo of the business. Learn how to properly communicate with others in this business and how to interpret specific terms.

Video 3: Media Buying Tactics:

We'll teach you the same tactics that we use on a daily basis in order to achieve a profit we can be happy with. We won't leave anything out so you can take advantage of every piece of the puzzle without having to put them all together on your own.

Video 4: Explosive Clickthroughs:

Learn how making even the smallest little changes can explode your click through rates. We'll show you how to identify the things you can change, when you should change them and how in order to increase your results.

Video 5: Explosive Conversions:

This is where it gets juicy... learn our insider tips and tricks to getting those visitors to convert into buyers. There's no point in getting this far if your closing skills aren't up to speed so let us hold your hand along the way to your financial freedom.

Video 6: Tools and Resources:

Get the scoop on how we automate a lot of our business practice and how you can do the same. This stuff is what some people pay hundreds of dollars an hour to get done, so don't underestimate how powerful you'll become with this knowledge- it's truly amazing to be able to get things done yourself and save money and time in the process.

Video 7: Blueprint to a Traffic Meltdown:

This is actually the exact step by step process for profitable media buying. These aren't just steps we've put together to throw at you, but these are the methods that we've used and proven to be successful. Go away from this lesson with an action plan, ready to run your first successful media buying campaign!

We've Included a Bonus Module Too!

This is actually a comprehensive supporting video that will allow you to further succeed in your media buying endeavors. We've packed this module full of additional support, tips, idea and advice for your success.

As you can tell we've really got your success in mind here... we really want to see your profits soar because that means we've done our job well which is exactly what we've set out to do. No longer do you have to sit on top of an awesome product, service or affiliate program just to end up at the end of your rope when it comes to marketing.

Harness the power of media buying as we've done and continue to do on a daily basis, and you won't be disappointed. We'd love to show you how!

Along with our one of a kind, highly sought after tool that's proven to automatically build your mailing list, generate back links for you and to even display banner ads while you sleep, this outrageous video course that we've spent the last several months developing for you will finally launch on **November 19th, 2010**.

To learn more about how you can finally take control of real marketing power for your business, don't miss this opportunity. Get your [Media Traffic Meltdown](#) success course!

Here's to your Success!

Soren Jordansen, Cindy Battye & JP Schoeffel



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