

**WebFire Wednesday Webinar:**

**Live Q & A Session**



WebFire's Facebook Group Page

[www.GetWebFire.com/fbgroup](http://www.GetWebFire.com/fbgroup)

Leave a comment under Sharon's post on this training for a chance to win cash today!



# Question

- What's the best way to use my blog to get traffic and promote my products?



# Question

- What are some ways I can use to get free traffic to my ecomm store?



# Answer

- First – it would be great if you can get some of your product pages ranked in Google for your target keywords, but if you're selling generic products that will be tough.
- Make sure your images have file names and titles that describe the product using keywords like Poodle Mug, Best Grandma T-shirt, or Moon and Stars Necklace.

(Example)



# Answer

- While it can be hard to rank your products, it's a lot easier to rank for articles on a keyword targeted blog.
- The articles can be product reviews, gift ideas, or Top 10 Lists. Your goal is to choose keywords and phrases that people would use when searching for something related to your product line.



# Answer

- Reviews can be comparisons – Product A v. Product B or just 1 specific product.
- Answering common questions that get searched a lot can not only bring a lot of traffic, it will be very targeted traffic.



# Answer

- You can use the same concept to make quick videos to showcase your product. The video can be as simple as unboxing the item and showing all views of it.
- Use keyword focused titles and tags when uploading the videos to YouTube. Plus, embed the video in your blog, give it a good title, and add a couple sentences of descriptive text.





# Question

- What are some ways I can use free vacations to promote my products/site/list/everything else?



# No. 1 – Free Gift with Purchase

- When someone buys your product or service, you give them a free vacation!
- This incentive has been proven to provide a dramatic increase in sales conversion and can lead to doubling or tripling business volume.
- Plus... if you only offer this gift for a limited time, it's even more powerful.



## No. 2 – Free Gift with Purchase Through Your Affiliate Link

- As a special bonus, give a free vacation to anyone who clicks on your link and makes a purchase.
- Just tell them to email you the receipt as proof, and you can email them back the link to the vacation voucher.



## No. 3 – Free Gift to Attend a Demo or a Consultation

- You can ethically bribe people to make – and keep – appointments for demos, consultations, test drives, and the like.
- Just let them know they get a free vacation just for showing up!



## No. 4 – Free Gift to Join Your Email List

- Offer a free vacation to anyone who will join your email list and you'll get an incredible opt-in rate.



# No. 5 – Prize Giveaways

- Free vacations make great contest prizes when you really want to command attention.
- Just set up an opt-in page with your contest info and start collecting entries.



## No. 6 – Employee Rewards

- Employees need love, too. What better way to reward them than giving them a free vacation in their choice of 10 popular locations.
- You can also use these free vacations as prizes for sales contests to really get the troops fired up.



# No. 7 – Special Events

- When you're at trade shows, expos, conventions and fairs, you want to collect as many leads as possible.
- When you offer a free drawing for a free vacation, you'll get lots of entries and leads to boost your business.





# No. 8 – Reward For Testimonials

- You know you've got great products and your customers love them, but it's hard to get your customers to share their happiness.
- When you offer a free vacation for any customer who sends you a testimonial and picture or video, you'll get a huge number of people sharing with you.



# How You Can Give Away Unlimited Free Vacations

- Go to [www.GetWebFire.com/vacation](http://www.GetWebFire.com/vacation)
- Get all the details on how you can give away 3 day 2 night hotel stays at 10 popular destinations like Las Vegas, Orlando, and Myrtle Beach.



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