



Ten Proven Methods for Generating Consistent Online Profits

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1) Products & Services

- Offer products & services that appeal and address the needs of your target market

- Apply host-beneficiary relationship strategies
 - Offer other products & services that target your market but do not compete



2) Market Focus & Differentiated Offer

- Isolate and focus on your market
- Differentiate your offer in the market
- Develop Unique Selling Proposition (USP)

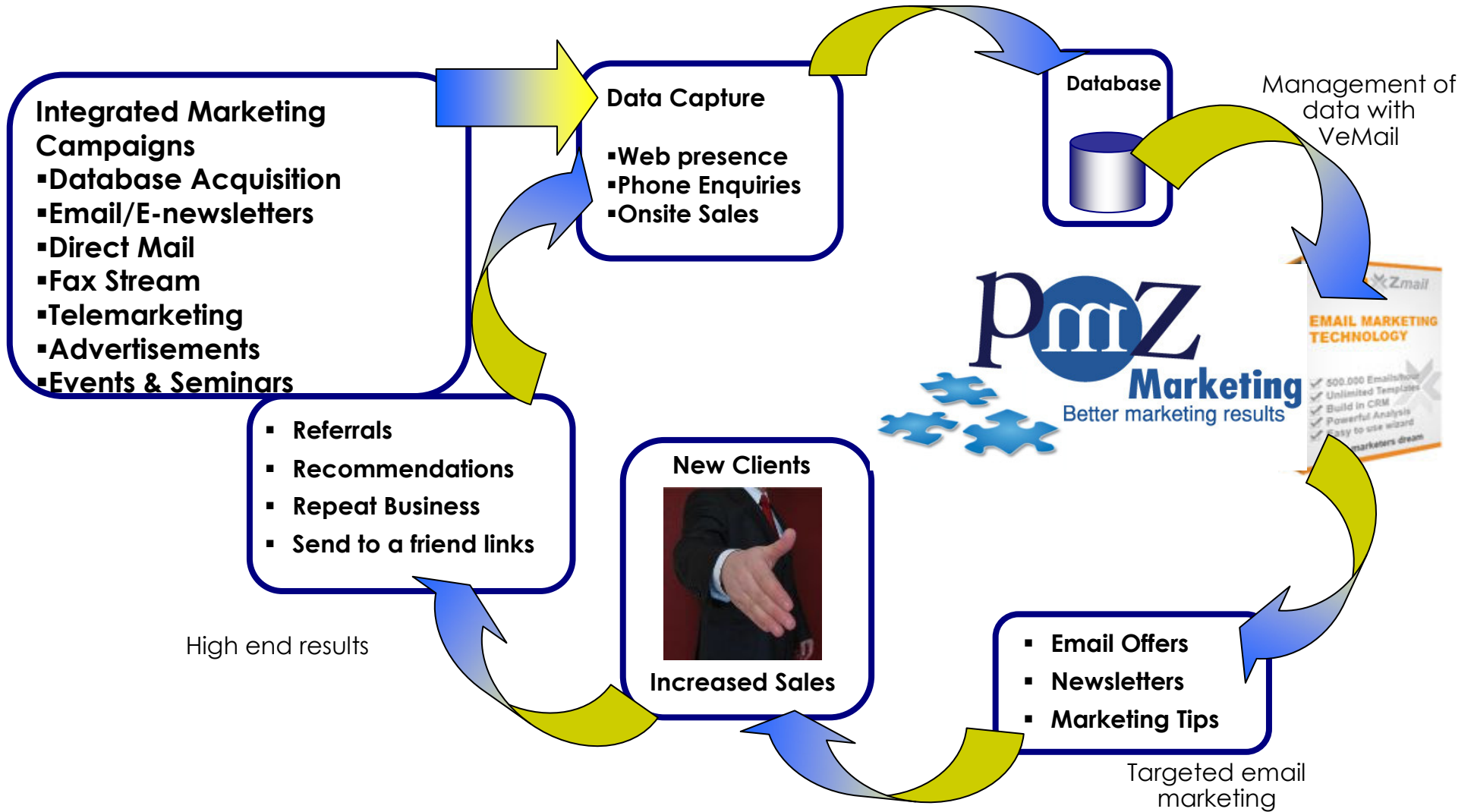


3) Build a Web Marketing System

- Design & implement a system that will facilitate the purchasing process for your target market

- Understand the Process for your Target Market
 - Initial Learning (Awareness)
 - Further Learning (Information, Education & Research)
 - Purchase Decision

- Online engine to generate qualified prospects to your website for conversion



Online Sales Channel - Process & Engine



4) Website Designed to Convert Prospects

- Structured to facilitate the buyers purchasing process
 - Copy is written as direct – response
 - Colour, Graphics & Layout
 - Keep simple
 - Use high contrast for copy
 - Avoid distracting flash graphics
 - Keep important above the fold
-



Direct Response Copy

The screenshot shows the SlimBody4Life website homepage. At the top left is the logo, and at the top right are links for 'home', 'contact us', and 'find a course'. A navigation bar below the logo contains links for 'about us', 'the program', 'the method', 'eating plan', 'food & recipes', 'success stories', 'online club', and 'online store'. The main content area features a large banner with the text 'NEW! The Secret to a Slim Body For Life' and a 'Learn More...' link. To the right of the banner is a testimonial from Samantha O'Brien. Below the banner are three columns of content: 'The SlimBody4Life Secret' with an image of people exercising, 'Success Story' featuring Didier, CEO of SlimBody4Life, with an image of him, and 'Do SlimBody4Life at home' with an image of a person exercising. On the right side, there are three more sections: 'Refer a Friend' with an image of two women, 'Free Email Newsletter' with an image of a newsletter, and 'Press Room' with a partial image of a person.



5) Utilise Online Emarketing

- Implement active permission-based emarketing (email/enewsletter) campaigns
 - Emarketing has the greatest impact or influence on the Further Learning and Purchase Decision phases
- Build customer relationships by educating and informing your market
- Utilise publication of 'subject matter expert' articles at targeted e-newsletter publishers
- Integrate online emarketing with offline marketing initiatives



E-marketing Case Studies – Meritus Hotels

Meritus Hotels & Resorts

Zebra Interactive rebuilt the corporate website, implemented the new booking engine, set up 8 individual hotel websites and prepared an email campaign to qualify the existing database all within a short period of 3 weeks. The business is profiting greatly since using Zmail forms to capture user information for corporate bookings and events and have generated increased traffic to the website thanks to their email marketing.

Branded registration forms allowing instant responses from interested recipients



The Results

Over 300 enquiries in corporate & event sales over the period of 2-3 months.
FOR A TOTAL OF OVER \$5.5M



6) Utilise Passive Web Traffic Generation

- Ensure web presence is search engine optimise
- Ensure copy/content is optimise for ranking
- Establish links with high traffic sites
- Manage online search engine marketing



Search Overview: Search Components

Organic Crawl (Search Engine Optimisation)

The screenshot shows a Google search interface with the query 'nokia mobile phones'. The search results are categorized under 'Web'. The top result is a news article titled 'Classic Mobile Phone Now a Reality' from PC Magazine. Below it, there are several organic search results from 'aaa.com.au' advertising 'Cheap, No Contract Australian Nokia mobile phones!' with various links and meta-descriptions.

web site is optimised to rank highly for relevant searches conducted by target audience.

**Organic Traffic Growth – minimal cost
Continuous Improvement
Concerned with relevance and marketing strength of web site to buyers.**

Paid Placement (Search Engine Marketing)

The screenshot shows search results for 'nokia mobile phones' with approximately 159,000 results. A section titled 'Sponsored Links' is visible, containing three advertisements: 'Virgin Mobile Prepaid' (offering latest phones and cheap calls), 'Buy mobiles on eBay now' (listing various brands like Kyocera, LG, Panasonic, Samsung), and 'Mobiles Australia' (offering heavily discounted prices and quick delivery).

Direct response advertising on search engines targeting prospects via the searched keyword.

**Highly Targeted
Cost Effective Lead Generation
Creative – Value Proposition**



7) Implement Relationship Marketing

- Referral marketing with incentives
- Affiliate marketing relationships
- Explore viral marketing opportunities to promote your business



Affiliate Marketing Program

[LEARNING CENTER](#) |
 [COMMUNITY](#) |
 [MY GENEALOGY.COM](#) |
 [SEARCH](#) |
 [SHOP](#) |
 [LOGIN](#) |
 [CART](#) |
 [HELP](#)

About us

- [About Genealogy.com](#)
- [Products and Web Sites](#)
- [Press Room](#)
- [How to Reach Us](#)
- [Business Opportunities](#)
- [Affiliate Program](#)
- [PRIVACY STATEMENT](#)
- [Copyright Information](#)
- [Fraud Prevention](#)



Family Finder

First Name:
 Middle:
 Last:
 Still living

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- [Commissions](#)
- [Genealogy.com Affiliate Program FAQ](#)
- [Contact Info](#)

Genealogy.com Affiliate Program

Become a Genealogy.com Affiliate, Earn up to 30% Commissions!

Genealogy is Big Business

With over 80 million Americans actively involved in tracing their family tree genealogy is a large market that is growing quickly. Already the 2nd largest hobby in the U.S., genealogy continues to grow rapidly, fueled by the large number of Baby Boomers entering their 40's and 50's. As a Genealogy.com affiliate, you have a unique opportunity to tap into this affluent market.

Earn at least 10% on Every Sale

Simply add links to your web site, email and/or newsletters and Genealogy.com will pay you a 10% commission for every sale you help generate. The more revenue you generate, the more commissions you earn from Genealogy.com! [Click here](#) to review our great commission structure. Our top-selling products include Family Tree Maker, the #1-selling family tree software, and Genealogy Library, the fastest-growing online genealogy subscription. These products average over \$60 in price, meaning you'll receive an average of over \$6 per sale.

Third Party Reporting and Payments

BeFree, the leading Affiliate Solutions Provider in the industry, administers our affiliate program. As a result, you will have access to daily statistics showing your referrals and commissions. You will receive a check each month your commissions total more than \$10. [Click here to join now!](#)

Join Today — It's Easy



8) Define & Improve Persuasion Scenarios

- Plan your visitor persuasion scenario to maximise your conversion opportunities
 - **Driving Point:** point of entry
 - **Funnel Point:** landing page/main product category
 - **Resolution Point:** information to satisfy questions during the buying process (linked to a waypoint or conversion beacon)
 - **Way Point:** selling persuasion touch points or call to actions
 - **Conversion Beacon:** customer can demonstrate willingness to convert (i.e. checkout process)
 - **Conversion Point:** Confirmation of the purchasing action
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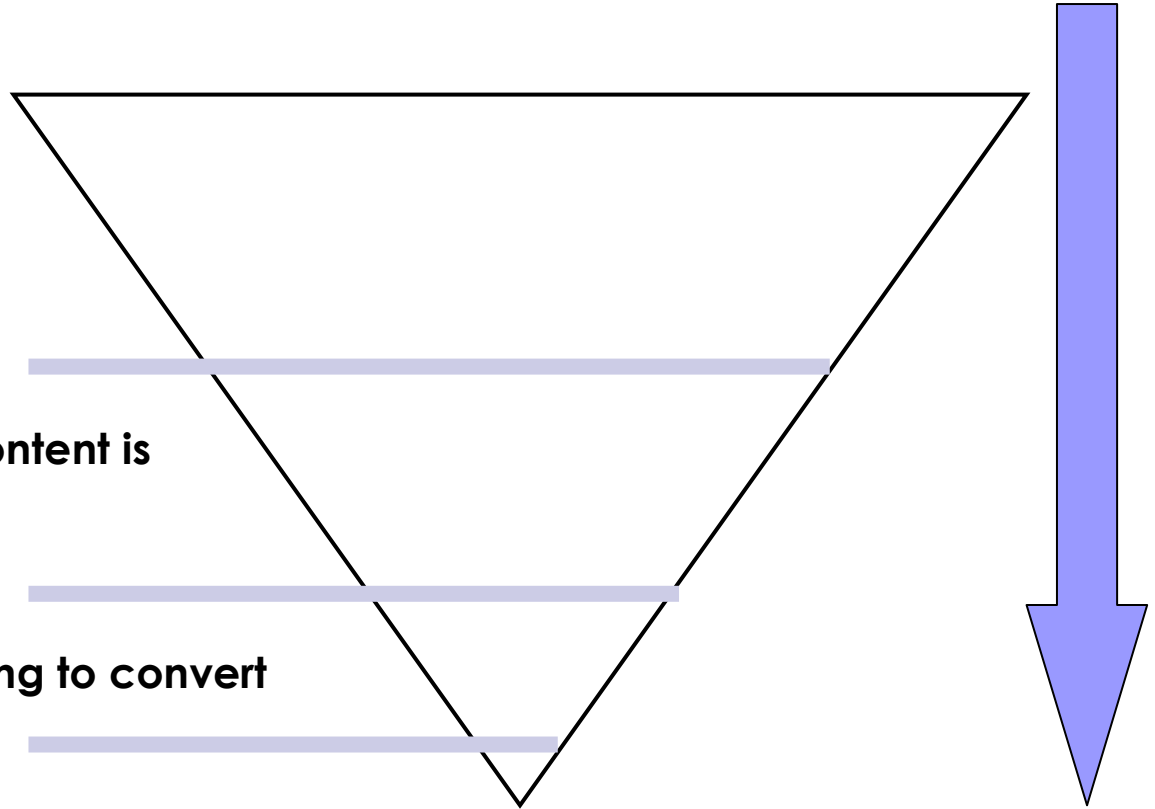
9) Measure & Track Conversion Rates

- Measure and track conversion rates for different customer profiles
- Analyse persuasion scenarios that are working to ramp up the prospect flow
- Revamp and test persuasion scenarios that are not producing sufficient sales profits



The Conversion Process

- ▶ Visitors who bail after the first glance
- ▶ Visitors who bail when content is not compelling
- ▶ Visitors who are attempting to convert but fail
- ▶ Successful Conversions



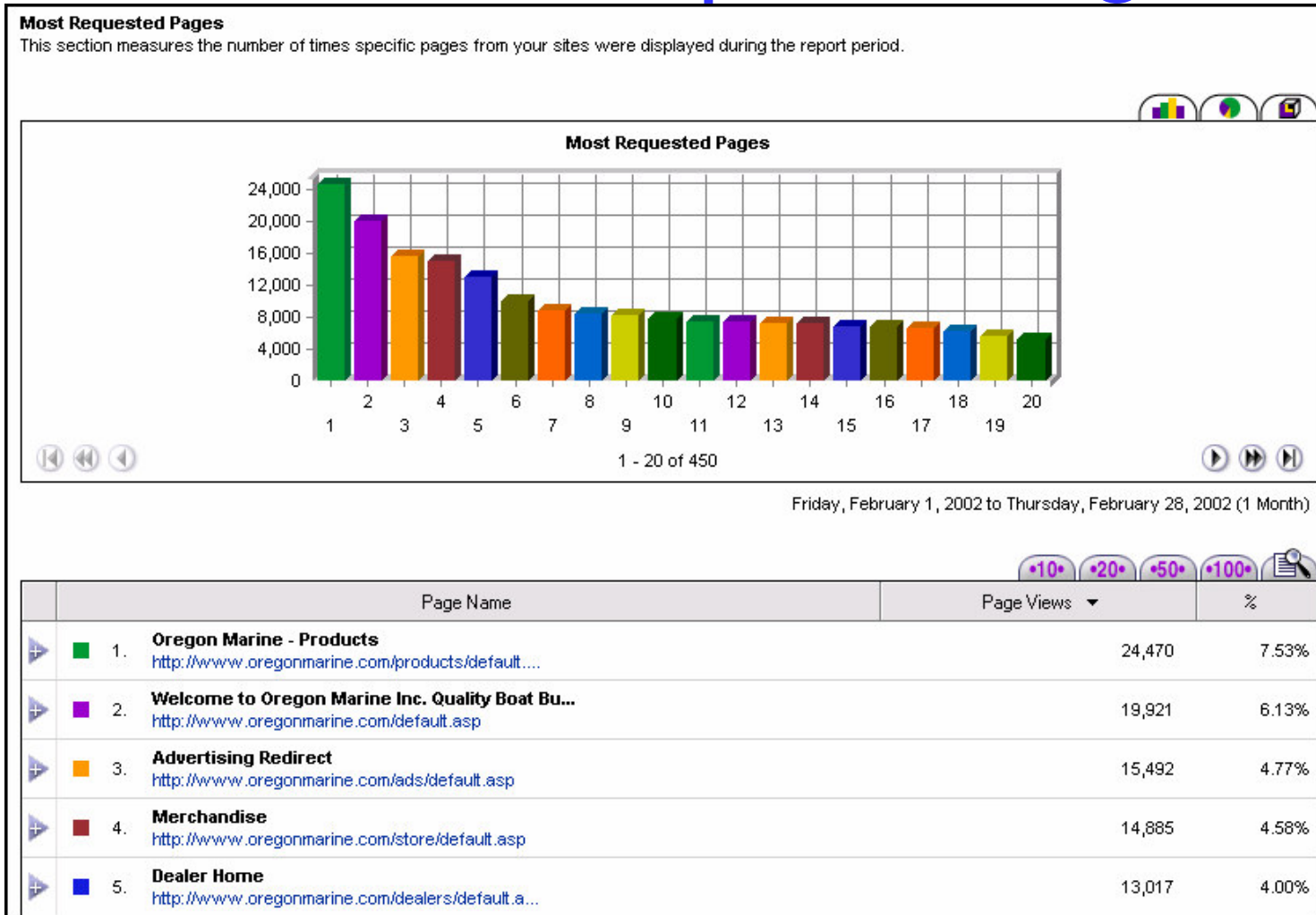


Activity: General Statistics

General Statistics	
Successful Hits For Entire Site	208,399
Average Hits Per Day	16,030
Home Page Hits	7,262
Pages	
Page Views (Impressions)	142,653
Average Per Day	10,973
Dynamic Pages and Forms Views	20,084
Document Views	122,569
Visits	
Visits	16,392
Average Per Day	1,260
Average Visit Length	00:10:08
International Visits	1.88%
Visits of Unknown Origin	0.01%
Visits From Your Country: United States (US)	98.11%
Visitors	
Unique Visitors	8,525
Visitors Who Visited Once	4,433
Visitors Who Visited More Than Once	4,092




Content: Most Popular Pages





Acquisition by Search Engine

Acquisition by Search Engine (All) 					
Search Engine	Search Engine Phrase	Visits	% of All Visits	Avg. Visit Duration (Minutes)	Avg. Visit Page Views
■ 2. google	wireless phone service	560	0.88%	6	5
	wireless phones	472	0.74%	6	5
	wireless phone plan	277	0.44%	5	5
	dsl internet	189	0.30%	6	5
	phone	40	0.06%	7	5
■ 3. overture	wireless phone service	184	0.29%	6	5
	wireless phones	171	0.27%	7	5
	wireless phone plan	115	0.18%	6	5
	dsl internet	33	0.05%	6	5
	dsl service	31	0.05%	5	4
■ 4. yahoo	phone	39	0.06%	6	5
	wireless phones	38	0.06%	9	7

Determine your biggest traffic drivers



10) Continually Refresh Customer Offers

- Offer coupons or vouchers that can be redeemed online
- Analyse customer purchase patterns (last purchase, frequency & monetary value) for loyalty programs



Promotional Coupon Offers

Essential Features, Affordable Widescreen

DELL™ Inspiron™ 1300 C1400GT Notebook

Redefining value in a versatile notebook



Free Upgrade to 512MB Memory
Buy online, get \$50 cash off

Online Price

AU\$949*

Price inc. \$50 Cash Off

By Delivery only, standard fee \$99

Offer ends 03/08/06

E-Value Code: N540702



GREAT FOR

- Cost conscious customers with essential computing needs
- Home/Business users looking for a notebook with robust features and wide-

Entry Entertainment PC

DELL™ Dimension™ 3100 Desktop

Multimedia and entertainment capability at an attractive price



AU\$899*

By Delivery only, standard fee \$99

Offer ends 03/08/06

E-Value Code: N240715



GREAT FOR

- People who want basic entertainment options and the ability to customize their product at an attractive price.
- With mainstream performance and an ability to expand to meet tomorrow's



GET UP TO \$400 CASH OFF

When you buy Dell selected LCD monitors.

Offer ends 03/08/06

[▶ More Details](#)

Software and Peripherals

Dell 1907FP 19" UltraSharp LCD Monitor





Information Request & Subscription Form

- Request a copy of the presentation slides
- Subscription to the marketing advise, hints & tips e-newsletter (zine)
- Question you would like answered on effective email marketing



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