

# The Traffic Exchange Survival Kit

An In-Depth Marketing Plan for Traffic Exchanges Taking Part in ClickTrackProfit Promos

Congratulations!

You are part of a select group of traffic exchange owners in the market that have decided to get serious about your promotions! You see, launching a traffic exchange is the easy part...Anyone can get a JV group together and promote heavily for a week or two.

The hard part, which I'm sure you must be finding out, is to keep activity and excitement high!

That's where the CTP Promos come in.

We have various different types of promos, ranging from the Daily Challenge to the industry first Vault N' Keys. To the Sub Game promos, to of course, our world famous badges!

Whatever your budget, or whatever your goals may be, our promos are made to do a few things for you, our promo partner:

- *Increase activity*
- *Engage More Surfers*
- *Encourage Purchases and Upgrades*
- *Get More Members Joining Your Site*
- *Build Customer Loyalty*

We'll go over some case studies later in the training that will help you see the true power of leveraging CTP for your on going promotional needs but let's be crystal clear what we hope you get from these training sessions with the

## Traffic Exchange Survival Kit.

We want you to of course get massive results, so it's in our best interest to give you helpful tips and tricks on how to properly host a CTP Promo. We also want you to not only recoup your promo fees but also teach you how to make a profit every time you host a promo. This is critical!

You see, the better we can help you, the better it helps us. Let's be completely transparent here. Your success, literally translates into our success.

So with that in mind, we're here for you!

If you ever have any questions, please do not hesitate to drop Jon a line via Skype (username jonolson) or even on his phone 401-372-7476 or even email [jon@timtech.us](mailto:jon@timtech.us)

We're here to help YOU succeed with your promos!

And with that...Let's dive right in!

## **Lesson 1 – Determine Your Goals For Hosting Your Promos**

We have two groups of partners that join us for our promos. And we'll go over each group here. The first group, are testing the waters. They've tried the old school way of doing traffic exchange promos and something just wasn't right, so they decided to give CTP a try.

They might grab a sub game here or there, or maybe dive into a Vault N Key. However they have not yet seen the return needed to invest fully in the CTP promos.

That group of people, I welcome you to the mix and hope this training guide will help you overcome some of your concerns when dealing with CTP promos.

The next group of owners, have gone all in. One of our biggest customers in the history of CTP promos was the Legacy Team (LegacyHits.com, SocialAdSurf.com, NinjaSurf.net etc.) When these guys came to us, they were dead serious about building thriving and successful traffic exchanges.

At first they got their feet wet, and grabbed a promo here and there but then invested big time. Since then, they have been a mainstay in the weekly CTP promo calendar and have become one of the most successful traffic exchange companies in history.

But that's just one example.

We have dozens of owners that have invested in these promos for one reason only...Not because they love Jon or think Tim is awesome. Or because Justin is really good at video games...

Nope they invest because the promos deliver!

So going forward, we encourage you to get your feet wet. The Promos will do what they promise. But moving forward, we're trying to build a lifetime business relationship with you. A true joint venture where our company and

yours build huge success for years to come.

That is our goal! That is our dream for you as you get started with the promos.

## **Lesson 2 – Setting Up Your First Promo**

This is the exciting part! You have booked your promo, it's on the calendar and you are ready to rock.

Here's a few tips on what you should be doing about a week leading up to your promo.

Huge tip: Treat your promo like a BIG DEAL. I know lots of other traffic exchange 'promos' simply tell owners to email each others site and gift some prize to each others members, but that's not how we operate.

Our promos are a big deal and we want you to treat them as such. Here's what you should do in the next 7 days.

*One Week Before* – Send an email to your members and let them know the date of when the promo starts. Remember our servers reset at midnight eastern time, so that's when you go live.

If you are hosting a Sub Game, maybe check the calendar and see which other traffic exchanges you are hosting the promo with. Huge nugget would be to get in touch with each owner of the sub game and set up a joint email campaign. Make it a big deal for each of your programs.

*3 Days Before* – Another email to your members reminding them of the promo is critical here. Remember, out of sight, out of mind. So the more you are in contact with your members, the better.

Now you should be planning what tools you will be using for your promo date. What do I mean by tools? Be sure to check out the next lesson to see how we're going to take your promo to another level.

*2 Days Before* – Yup, you guessed it, another email reminding your members of the start of your promo!

*The Day Before* – And the day has come...It's really important that you don't

email your members and sound like a funeral is about to take place...Add some excitement in your email to them...Heck, I'd even record a video on YouTube and send your members the link that SHOWS them your excitement about the promo.

Essentially, you want the WORLD to know you are about to host a CTP promo!

## Lesson 3 – Tools You'll Need

O.K.! We talked about the 1 week email campaign you'll want to set up before your promo but what do you need to make sure your promo is very successful. Well, we're going to dive right into that now...

1. *The Right Attitude* – Like I mentioned in the previous lesson, you REALLY want to get people excited for this event. People feeds off the energy of others, so if you are boring and not too excited about your promo, guess what....Your members won't be either. You need to ooooooooooooooze excitement. And it doesn't need to be fake, remember that you are part of the greatest industry in the world and have the potential at greatness.
2. *A Solid One Time Offer / Log In Offer* – I'm going to go more in depth with this but let me be very clear about this...This is how you will recoup your investment and make money from your promos. Please, don't use a standard offer. Be creative. Use great pricing. Get behind a video camera and record a video for your offer. Get custom graphics done for the offer...Make it a REAL powerful pitch.
3. *Use Social Media / Community To Bring Awareness* – I know, the traffic exchange industry HATES to embrace new technology. We have a horrible time at adapting to new trends but you are different! Use things like Twitter to set up a hash tag campaign for your promo. Use Facebook and get involved in the various groups to bring awareness to your promo. Talk to different people in Skype, other owners, surfers in chat...Bring awareness to your event by being out there during the week leading up to it.
4. *Live Stream Your Event* – This is something I've been talking about for years but only a select few owners have taken action on it. Huge shout out to the team at SoundSurfLive for doing this better than anyone

else....Here's what they do....During their promos, they get on air (their unique traffic exchange allows them to broadcast live to surfers) and not only talk to their members while they are surfing during their event, but also play music for people to enjoy.....Not into playing music? No problem...Use a live streaming service like Periscope, Facebook Live or YouTube Live and spend a few hours TALKING and interacting with your surfers....Talk about building loyalty and excitement! Remember , you want this to be an EVENT...Make it exciting for your members!



## Lesson 4 – The Log In / One Time Offer

Nothing will help or hurt your experience with a CTP promo more than what you are offering your members when they join or log in for the event. Plainly said, your offers HAVE to grab their attention and create sales for you or else, well, you will consider the promo a waste...

The first thing you need to do, is get rid of the standard offers that most scripts have in place. Your offers should be UNIQUE and look like a million bucks.

You should have two offers in place, one for new members joining which are called One Time Offers (or OTO's) and the second for existing members logging in for the promo called Log In Offers (or LIO's).

The One Time Offer should be a subscription. I know lots of people LOVE the idea of giving new members a lifetime upgrade but this is my thinking when it comes to this...

The lifeblood of a traffic exchange is the residual income generated by upgraded members every month. So now is a great opportunity to let new members secure a monthly upgrade at a discounted price.

Never show this price again or else it's not really a one time offer. This is very important. You will want to go over the BENEFITS not the features!

What do I mean?

Features are things like...Increased surf ratios, shorter surf timer, bonus credits, bonus text ads, banners, etc....

Benefits are...'Get more great traffic in less time!'

See the difference? So when creating an offer, focus on the benefits. Tell your members that you plan on doing CTP promos for the long term so it's in their best interest to start getting invested in your traffic exchange now.

As for log in offers, this is where you can do the lifetime upgrades, credit specials at a huge discount.

Let your members know you appreciate them, and want to give them the BEST price they will see, only during the promo. Add some urgency to these offers and you will convert more.

### *The Video!*

Nothing, and I mean nothing has converted more for us that adding video to our offers. It's literally like a 5 to 1 difference.

Now it's easy for me to tell you, hey get behind the camera and add excitement to the video and talk about how great your program is....Because I've been behind a video for over 10 years.

But there are some great options out there for you if you aren't comfortable being live behind the camera.

A quick search at Fiverr <https://www.fiverr.com/s2/6e7fa35f28> will discover plenty of professionals that can create a whiteboard video (similar to the one we have on Kore4 [www.kore4.com](http://www.kore4.com) ) that will explain the benefits and pitch your offers.

The best thing about Fiverr, it's CHEAP! And you get great service as well. We recommend this Fiverr member <https://www.fiverr.com/cwiney> for all your white board videos, he's done all of ours and he's great!

### *Pricing*

This is a hot topic because well, you don't want to bargain basement your products and give away the farm....

However, you do want your pricing during your promo to be a lot better than it would be without a promo. Remember, these are events and should be a big

deal...That means, today is the DAY to get a great deal and take action!

*I would use numbers ending with 7.*

And **not** numbers ending with 5 or 9....

Why is this?

Look at \$9.95 or \$9.99 and what does your mind round it up to?

If you are like me, I see those prices and tell myself 10 bucks.

But \$9.97 actually looks like 9 bucks. It's weird. I can't explain it, but that's just the way of the human mind. In fact, we'll use the Wal-Mart example. You will never see Wal Mart price their products with a 5 or 9 at the end of them...It's 3, or 6 or 7 or 8....But **never** 5 or 9.

They have mastered pricing, let's follow what they do :)

## Lesson 5 - Communication During The Promo

I've touched on tools like live streaming your event and I'm a big fan of that practice. Nothing tells your members that you are serious about their success than being with them throughout the day.

That doesn't mean you need to stay in front of your computer for 15 hours. But setting aside a few hours during the promo will add HUGE value to your members experience.

Another trick is to create a little contest during your promo...And using social media to help spread awareness for it.

I love using hash tags in everything I do on Twitter, Facebook and Instagram.

You can create your own custom hash tag for your promo and use it exclusively for the event.

Something like *#ILoveHitsPromoDay* might be something we would use.

And in all communications on Twitter, Facebook, etc...We'd use it.

But here's where it gets super slick!

Let your members know, that if they tweet or share that hash tag , one lucky winner will get a prize at the end of the promo.

I would recommend a coffee mug or something similar from Zazzle, as a great prize to give your winner, because it continues to remind people about your dedication to your program.

And imagine having your coffee mug and logo on someone's desk..Every. Single. Day! That's huge.

So back to the hash tag....Ask your members to share your event in the emails leading up to the promo. And you can actually search all these social media

platforms for everyone that shared the hash tag.

Simply find someone you think should win, and presto....Send them a mug or t-shirt for helping you spread your promo with others. This is a fantastic technique and we've used it for years and years in a lot of what we do online.

### *Constant Communication*

Remember, the best advertising resource you have is....Happy members!

They will be your star affiliates, your brand, your everything...So during the promo, be in contact with them, help them out ASAP, offer customer service immediately...Just treat them like gold because they are your biggest asset for future promos!

## **Lesson 6 – Badges! Badges! And More Badges!**

So a few years ago, when we started ClickTrackProfit, we wanted to add gamification to the mix. We felt that traffic exchanges, while fantastic for generating traffic, lacked excitement and needed something extra to keep surfers engaged.

We developed the CTP Badges to do just that.

A unique way of not only rewarding active surfers in our programs but for highlighting achieves for all our members to see.

Badges are a fantastic tool to generate income, increase activity and get new members joining in droves.

We offer various levels of badges and we'll go over each of them in this plan.

First of all, badges are a must! Especially if you plan on going long term with your CTP promos, the way our set up works is through the rewarding of badges and achievements.

*Our Incremental Surfing Badges* are the standard product in our badge collect. These are rewarded to members after 50 pages viewed, 100 pages, 250 pages, 500 pages and 1000 pages.

This is what made CTP...CTP!

*We have Tiered XP Badges* which are a huge boost for your traffic exchange. This is how the Golden Egg of XP is found in our promos and members flock to the new Golden Egg site on the hour, every hour. Tiered XP badges reward not only the badge for reaching 50, 100, 250 pages surfed etc...They also reward members with an amount of XP for every badge they find.

Combine this with the random Golden Egg of XP, and you can see...Tiered XP badges are a must for the serious traffic exchange owner.

You are in an elite group of owners with this promo option.

And finally, we have introduced recently *our Gem Badges*. These are unique new badges that are extra rare in CTP.

Gem Badges show up for only a select few owners and our members love to not only collect them, but show them off as well. These are a fun way to give a unique experience to your members.

Badges are a big part of our promo options and a fantastic way to reward your members and build loyalty. Case studies across the board have shown huge increases for our customers that have invested in badges for the traffic exchanges and for 6 years strong (*we're writing this training book in 2017*) they have been the **gold standard** for gamification and rewards in the traffic exchange industry!

Whether you choose badges alone or combine it with the power of our surf promos, you will be adding a massive amount of value for your members going forward.

## **In Closing**

Remember, CTP Promos can be one of the best tools you will ever use to create a vibrant, growing and thriving traffic exchange. But it does require your elbow grease to make it work.

We'll make sure we get people joining and using your program, but it's up to you to continue the relationship with them.

Your offers will determine how profitable your promos will be!

Your marketing leading up to the event will determine how much excitement builds for them.

It's up to YOU to make your event a memorable one.

And we're here to help, in every step of the way. Thank you for being a promo partner and we look forward to working with you for years to come.

The TimTech Team



# The Traffic Exchange Survival Kit Check List

Print this out and let it help you set up the ultimate ClickTrackProfit promo for your traffic exchange!

- \_\_\_\_\_ Schedule A Day For Your CTP Promo
  
- \_\_\_\_\_ Set Up A Week Long Email Campaign Prior To Your Promo
  
- \_\_\_\_\_ Create Two Offers, A One Time Offer For New Members and A Log In Offer For Existing Members
  
- \_\_\_\_\_ Create A Hash Tag Campaign / Contest Using Social Media
  
- \_\_\_\_\_ Set Up A Live Stream And Schedule A Time For You To Go Live During Your Promo Day
  
- \_\_\_\_\_ Remind Your Members, The Day Before, Of All The Events You Have Planned During Your Promo, Engage Them!!!
  
- \_\_\_\_\_ Remember The Golden Rule Of Pricing, Stay Away From 5's & 9's
  
- \_\_\_\_\_ Did You Remember To Send An Email One Week Prior, 3 Days Before, 2 Days Before and The Day Before Your Promo?
  
- \_\_\_\_\_ Have A Blast! And Remember To Create A Memorable Experience for Your Members