

Beyond 2020! Rise to the top of the main eCommerce platforms using the most unscrupulous and winning tactics of Instagram, YouTube & Facebook.

SOCIAL MEDIA MARKETING AND ONLINE BUSINESS 2021

6 BOOKS
IN 1



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SOCIAL MEDIA MARKETING AND ONLINE BUSINESS 2021

6 Books in 1

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eCommerce Platforms Using the Most Unscrupulous
and Winning Tactics of Instagram, YouTube &
Facebook .

Allan Kane

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Win in Your Business with The Power of Advertising! Become A Top Influencer with The Secrets of This Beginner's Guide to Growing in *SOCIAL MEDIA MARKETING* and *MAKE MONEY ONLINE*

INSTAGRAM MARKETING 2021



ALLAN KANE

INSTAGRAM MARKETING 2021

Win in your business with the power of advertising, become a top influencer with the secrets of this beginner's guide for growth in social media marketing and make money online

Allan Kane

INTRODUCTION

Instagram 2021 will give you the best guide that you'll ever need to acquire great fulfillment on Instagram - both financially and influentially. With this comprehensive step-by means of-step book, the most straightforward reason you won't succeed may be a disaster wherein Instagram magically disappears overnight (and the likelihood of that occurring is near impossible!). It's tough for humans to accept that you may indeed do wonders for your commercial enterprise with such a deceptively secure social media platform. It took a mere two years to construct Instagram's image-sharing app and its boom has become an entrepreneur's dream come true. Instagram was subsequently sold to Facebook for \$1 billion, a testament to the splendid fee and destiny that Instagram has as a social media platform. Today, Instagram is valued at greater than \$40 billion! What makes Instagram unique is how incredibly easy it's in nature and in design. No demanding buttons, excessive functions, sketchy links or intrusive pop-ups. You view a vertical gallery of superbly taken snapshots even as sharing your own pictures with friends, fans and cherished ones. Brand awareness, target audience engagement, producing leads, increasing income—all of this is feasible on Instagram for anybody who is in search of achieving these goals for themselves and/or their enterprise. Instagram is a powerhouse for countless reasons – its ease of use and simplicity is remarkable, it has seamless capabilities that keep customers engaged and practically addicted. It provides humans with a way to express themselves visually making the app a natural manner of recording and sharing your life with the world, or merely human beings you already know and care about. All of this, combined with the economic backing of a \$400 Billion organization like Facebook, Instagram is part of so many humans' daily lives and it indicates no signs and symptoms of slowing down. Instagram is undoubtedly one of the maximum powerful methods to express yourself, build a community and tap into a world of millions of human beings. In the fingers of an entrepreneur, it can be a precious resource for constructing an empire of loyal lovers and fans that can't wait to buy your products and services. Do you need to drive site visitors for your internet site or income funnel? Instagram permits you to try this at speeds so one can amaze you.

Are you seeking out a way to share the dream that's been positioned to your heart with humans around the arena? Instagram allows you to try this as well, at a completely excessive level. How about adding something greater non-public and relatable to your content material? Instagram gives you the platform of tale-telling through engaging photographs, brief videos and live streaming. It is the last platform for providing human beings with an intimate look into your lifestyles and your enterprise in real-time. No different picture sharing application has experienced this kind of achievement and I firmly agree with Instagram will hold to rise in power and scope for decades to come. Did I also point out that the Instagram app is FREE to absolutely everyone who has a telephone? Nike, Adidas, Red Bull, Gucci & Co.—you call it, they have all jumped on the Instagram train. More importantly, they have located methods to turn in any other case boring topics into rather visual stories that human beings can interact with and interact with. There is continually a manner to make something more exciting, which is what you will need to do in case you need to enchantment to your audience. With Instagram, you'll get a new conversation going with share-worthy motion pictures and stunning pictures than an uneventful product on a show stand in your local store.

When constructing a social media presence for your commercial enterprise, selecting the perfect platforms may be tricky. Even for folks that are used to operating with technology day by day, the sheer number of alternatives for social media may be daunting and juggling them all can frequently be exhausting. That's in which this book is here to help. Social Media pursuits to help readers via the most distinguished social media outlets for you to construct a platform from which their newly budding business' can shine. You'll examine approximately the way to locate your target market, which website is excellent for certain groups, what systems will make contributions to marketing and sales simultaneously, and a way to set up money owed on every of the predominant social media systems. So sit again and relax, because spreading the word approximately your enterprise and gaining customers simply got a whole lot easier. Recently for the past few years, Instagram has emerged as the favorite platform for photographs. What initially started as a small platform for some thousand folks who shared exciting content material about their lives, evolved over time right

into a platform with more than three hundred million customers? (April 2015) Mainly because of Facebook's acquisition of Instagram, increasingly celebrities, bloggers, coaches and corporations became privy to the platform. Instagram offers new possibilities for marketing. The viral platform is ideal for increasing one's presence on an extensive web, growing and attaining brand name awareness. Meanwhile an Instagram account belongs to any proper online marketing approach. Whether style bloggers, own family enterprise, YouTubers, local shops or websites: Instagram is used in many ways and offers the best opportunity to have interaction with the network and win them over. Especially regions together with nutrition, fitness and style are famous at the platform, but any business enterprise can also leverage on Instagram's networking strength no matter the sector of activity. Instagram is fundamentally unique unlike social networks like Facebook and Twitter. The app is mainly used for generating proximity to customers and thus is much more non public than different social media channels. This is also reflected in the interactions. A recently published article shows that one can gain over 50 instances more interplay with fans on Instagram than on Facebook. Gradually one builds his personal loyal community. The reputation of Instagram continues to develop, so you ought to take the benefit of the platform itself. You have decided to shop for this book because you have diagnosed the excellent opportunities of Instagram and now want to get worried on the platform on the way to gather new clients, make stronger your brand picture or to boost your community and expand. To succeed on Instagram, it's undoubtedly not enough to simply post images once in a while and to "somehow" bring users to comply with your Instagram page. As opposed to that, a smart and thoughtful strategy should stand in the back of the marketing with a view to reap the favored results. The purpose is to present fantastic content material with lengthy-term costs and to communicate in the right manner with the customers. For this cause, this book has been written. It will provide you with the understanding had to achieve success on Instagram. In the following pages I'll come up with, in a compressed form, the expertize to make sure that you have achievement on Instagram. The aim is precise: more fans, extra insurance, and more awareness. This book is for you, whether or not you are running for a business enterprise, are running a blog or want to build a viral fan page.

These days it's far hard to consider that Instagram has these days turned five years old, and it seems as though it has been obtainable forever. From being a simple photo-sharing app with a group of high filters, it developed right into a significant social phenomenon with hundreds of thousands of users from everywhere in the globe. In September 2015 Instagram's global target audience had reached an impressive range of 400 million users; adding over 100 million at some point of this year alone. The rapid boom of this app will preserve (according to the modest forecast via Cowen Group) until 2021, where Instagram's user base will have reached 680 million people international. Huge and fantastically engaged target audience makes Instagram immensely appealing to agencies due to the fact they want this perfect channel to connect with existing and potential customers. No wonder that apart from its predominant function of sharing pictures, Instagram will become a marketing and income tool with the assist of limitless third-party tools. All you need is your Smartphone and the app itself to begin selling. It is probably wondering a number of you, but while you were studying this introduction, thousands of new products have been uploaded for sale into Instagram. The secret at the back of Instagram's brilliant achievement with character customers and organizations is the intense simplicity in using this app and her viral component. Anyone with a phone and access to the Internet can cash in on the app's ever-developing target market within a quick period and with minimal financial investments. You just want to have a terrific plan in the area and that is precisely what this book is all approximately—helping you get better expertize of Instagram and its target audience on the way to work out the best enterprise strategy.

One of the most significant issues that I see within the Instagram marketing discipline is statistics overload. People try to study too much stuff from too many excellent sources and it results in inactivity and confusion. You can't tell the experts other than the novices. The concept of becoming a success on Instagram begins to sound like a big waste of time. You get discouraged, give up and return in your old approaches of advertising. I want you to trust the records in this book. This isn't some theoretical framework that I came up with in my head that sounds exceptional on paper. You possess statistics that I have for my part used to acquire massive fulfillment on several

Instagram accounts within a couple of niches. I've purchased dozens of courses and spent a ton of money figuring out what does and doesn't work out on Instagram. Why is it so crucial to study from a person who has simply implemented the strategies they teach? Because I agree with that except you promote dog food, or work at a funeral home, you must continually be your personal excellent customer. A lot of people are out there teaching strategies and strategies that they have never finished themselves and will in no way do in their lifetime. When I started posting pix on my Instagram page, there had been struggles and there have been numerous roadblocks, especially within the beginning. But I knew that human beings have been making quite a little money on Instagram and I convinced myself that I ought to do the same component too. Eventually, I figured out what is lacking and put the whole lot I learned into this book. What was most unexpected to me is that there are user accounts lots larger than mine yet still use these same strategies to develop their following and have an impact on Instagram to this day.

When it comes to advertising your products, brand and services, you have to be as revolutionary as feasible to stay on top of your game; given the amount of competition that exists out there, you need to be the exception to make it massive. If you agree for something mediocre or pick a beaten path, then you definitely and your corporation will possibly cross unnoticed. Ask any marketing expert approximately it and they'll point to the way it all boils all the way down to making smart selections with your advertising strategies and looking to beat out the competition by means of being as progressive as feasible. It is easier stated than achieved and you have to put in the effort to make all the proper selections for your corporation. Given the variety of options out there, it's evident that you will need a little help; especially if you are your company's own Public Relations manager.

One of the best, and most preferred, methods to put it up for sale your products, and reach out to thousands of clients worldwide, is through using Social Media. As you know, the Internet plays host to billions of humans global and you could easily reach out to a lot of them just by using tapping into the extraordinary social media avenues. This book will address how you may achieve this with no trouble and make your presence felt on all the

specific social media platforms. We will have a look at the character of media systems as a whole and help you understand why they are excellent choices for you and your agency. The foremost aim could be to overcome your competition and live in advance of the mass.

I thank you for deciding on this book and hope you benefit from reading it.

Chapter One:

WHY YOUR BUSINESS NEEDS SOCIAL MEDIA MARKETING!

Over the remaining decade, social media advertising has ended up an indispensable device inside the arsenal of brands and groups of all kinds, with possibilities to build relationships, have interaction with clients, and increase income like by no means earlier than - and the stats to prove it. A January 2014 survey by means of Pew Internet discovered that 74% of adults in North America used social networking sites, together with 82% of 30-49 year-olds and 89% of 18-29 year-olds. In addition, studies from social media analysts Digitas predicts that the growth of social commerce should make it a business worth \$30 billion earlier than the give up of 2017. And in a Social Media Examiner survey carried out in 2015, 91% of respondents stated that social media advertising—worked on for as a minimum 6 hours according to week - increased publicity for their commercial enterprise. If you're no longer the usage of social media at all, or your current strategy isn't operating for you as well as you hoped, now could be the time to make a change. You are to research over approximately 500 expert hints and tips to efficaciously marketplace your enterprise across all the most popular social media platforms along with Facebook, Twitter, YouTube, Google+, and Pinterest. Each chapter is grouped extensively into several sections together with profile optimization, content strategy, and recommendation on paid advertising.

Success in social media marketing outcomes from constructing durable and long-lasting relationships with clients and expert contacts, and sharing the type of content and know-how they may want to share onwards to their friends, family, and colleagues. This approach will assist in attracting and keeping loyal customers and connections and inspire logo ambassadors to sell your enterprise for you—a complete reverse from the traditional

advertising and marketing techniques! While this approach is far away from the way traditional advertising works, this open, two-way communication is now what billions of consumers across the world expect from the organizations and brands to which they invest time and money. Direct selling does have a place, however, as you'll learn, it isn't the "the front and center" in which social media marketing is concerned.

I am ambitious you'll find the following recommendation helpful, whether you're a complete social media amateur or a savvy individual searching out some extra expert hints to pressure your business onto bigger and better things.

Before We Begin: Here Are the Key Considerations for All Social Media Marketing

Peer pressure, achievement stories within the media and current hype tell today's commercial enterprise proprietors that having a presence on social media is essential. That's not to say business couldn't do appropriately without using social networking, however they'd genuinely be lacking out on a myriad of opportunities to build and grow. However, considered one of the biggest mistakes that a brand could make is to leap into social media advertising with no real clue of what they're going to do with it; and with vague hope it's going to by hook or by crook make their fortune. While there is an opportunity that you get in reality lucky, in maximum cases this kind of unplanned technique will result in unrealistic goal-setting, bad results, a massive waste of time, and ultimately a defeatist mindset that places you off the idea of social media marketing entirely. To make sure that this doesn't occur to you – and to present you with the significant risk of success - I urge you to digest the critical concerns for social media advertising distinctive below. By the quit of this chapter, you may have company information of what form of technique works for business on social media, and how to take your efforts in a nicely planned, logical direction.

- Decide which social networks will work pleasant for you

Unless you are a large enterprise with the resources to plow full speed in advance into each doubtlessly viable social platform, chances are you are higher to awareness on one or two “core” social networks first. It's higher to excel on a couple of social networks than being mediocre on 5 or 6, and while social media is (mostly) free, it slow is valuable. Indeed, relying on the sort of enterprise you run, now not each social media site is going to fit your advertising, your audience, or what you are trying to achieve. To assist you in deciding in which to begin, perceive which social networks your audience already "hangs out" or use customer personas and studies of social community demographics

to judge wherein you'll exceptionally be received. Joining Facebook and Twitter is mostly a given for brands simply because of their sheer size and influence, but more significant "niche" communities with their personal unique attributes - still with masses of hundreds of thousands of users, like Pinterest, Instagram, or LinkedIn, in which you find could make an effect extra success.

You'll research all about what every specific social network brings to the table as they're introduced in the chapters to come, but to start off, test with a couple of social networks in which you could make investments some significant time, monitor your progress, and then both construct to your achievements with them, or steadily begin to test with other systems on which you would possibly have additional (or higher) success.

- Define and investigate your goals

Before you begin posting content to social media, it is beneficial to outline the guiding themes and common goals of your approach, as these will help you form the manner you can decipher what may nicely become the linchpin in your marketing machine. I'm partial to the SMART technique for creating actionable social media goals. Here's a breakdown, hopefully they may help you too:

- Specific: Be specific in what you need to achieve. Do you need to elevate the attention of your brand or product? Increase sales? Improve consumer service? Strengthen loyalty?
- Measurable: How will you know that your intention has been finished? What analytics equipment will you operate to monitor your progress?
- Achievable: Is your intention realistic? When you are merely beginning off, don't aim too excessive at the threat of being deflated in case you don't hit your projected aim; getting actually adept in any respect to this stuff (especially if you are drawing

near social media advertising and marketing critically for the first time) takes a little time.

- Relevant: Is your goal aligned along with your organization's mission, vision and values?
- Time Specific: When do you need to have executed your intentions? To add a focus to your advertising, stick to at least one overarching aim at a time, e.g. "I want to grow visitors to our internet site through 15% in the next 3 months".
- For example, in case you're a shoe store owner and you regularly promote 20 pairs of footwear a day, why not use social media that will help you improve 25 daily? After a right quantity of time (at least a few months), compare in which you are by using analytics tools, social insights (likes, followers, comments), and different metrics to help you monitor and quantify your activity - you may discover masses more records on these shortly.
- Perform an audit to help shape your content material approach

Carrying out an audit is considered one of the excellent ways to get a concept of the sort of social media content approach that will resonate along with your audience, and a fantastic way to determine what you want to post for your audience. Take time to identify your audience's needs, desires, and pursuits on social media - ask yourself what problems you could help them overcome, what questions you can answer, what sort of content they prefer (e.g. Text, photo, graphics, video), and when they're maximum probable to be around to peer it. Tools like SEM Rush and TrueSocial Metrics are two popular paid alternatives if you want to dig right down into the details, however you need not spend a penny to get a good, trendy idea primarily if you use your opposition to assist you out! First, identify your competitors (you'll probably know them already, but a straightforward net search

will inform you), then visit their websites and social media profiles for a nostril around. Make notes on how often your rivals publish blogs and standing updates on social media, and which content seems to carry out first-rate for them based on the wide variety of likes, comments, and shares. You can gain further perception by way of figuring out how lots of this content appears to be authentic versus shared from different sources, and what the subjects and tone of voice used are like. Use the information you gather to reflect successful sorts of content in your own social media method, however also to perceive gaps and opportunities in which you may do better.

- Plan beforehand with a social media content material calendar

One of the stiffest checks facing brands on social media is to always put up high satisfactory content material for their lovers. An organization's social media presence that looks deserted is the digital equal of turning your lights off. Because you're no longer updating online, people will assume that you are going out of commercial enterprise, even if the opposite is exact. Since it is this consistency that can surely help to reinforce tiers of engagement (by way of enabling lovers to count on your next put up) and foster a more potent relationship together with your audience (who will hold coming lower back for more), one in all the high-quality approaches to assist get it proper is by means of compiling a social media content calendar. An editorial calendar will allow you to plan your activity for weeks - or maybe months - in advance. This foresight will assist you in constructing seasonal themes into your updates, and save you you from posting sub-par staff only due to the fact you need to put up something. As nicely as planning for the big vacations like Thanksgiving and Christmas, you may additionally be capable of mapping out a method for "mini-vacations" like July 4th or Valentine's Day, activities where fans are actively looking on social media for deals, discounts, advice, etc. The capability to scan a social content calendar often will additionally provide you with a way to step back from a daily posting and re-verify your more comprehensive strategy. Of course, spontaneous posting to social media nonetheless has a place, but for

the rules of your plan, a content material calendar is notably recommended.

A straightforward way to plan a content material approach (that may be used to populate your calendar and save you yourself from turning into overwhelmed) is to create a common theme across your social networks. For example: sharing a new blog post on Monday, asking a question on Tuesday, an infographic on Wednesday, a quote on Thursday, etc.

- Re-purpose, content across social media

It is really worth emphasizing that something that is probably disbursed as one piece of content material in the actual world (a press release, say), can be advertised as four or five content material portions for social media: weblog on it, tweet, make a video, proportion on Facebook, flip it into an infographic for Pinterest, etc. This is a fantastic strategy for making the most of your content material creation, notably if you are restrained for time or low on resources.

- Drop old-style conversation methods and get social: find and define your social voice

Successful social media method requires just that - a common approach. Traditional advertising techniques like TV and newspaper advertising worked because the direction of communication could solely go in one manner (from brand to consumer) with little threat for a reply, but social media method that is no longer the case. Now that a two-manner communicate is firmly established and your brand or product is beneath the spotlight 24/7, you ought to face up to the urge to talk to customers, and adapt your tone of voice and verbal exchange strategies to connect to them on a human level - speaking to them in a personable manner and listening with intent, instead of merely hearing and doing nothing about it. This lesson applies the identical whether or not you are a small commercial enterprise employing a handful of human beings, a multi-national company with thousands of staff, the

proprietor of a "fun" enterprise like a karaoke bar, or something extra "serious" like a finance enterprise. Brands that outline their social voice (and strive to hold it in all of their social interactions) can cut via the noise and deliver a clear message that, ultimately, will supply greater stepped forward results. There are occasions where something like the old-school approach of direct advertising is beneficial, however expect to spend the bulk of some time being much higher selfless, even going out of your manner to make character clients feel unique as a way to generate an excellent feeling about your services or products that travels style beyond that one person.

- Humanize your brand and be emotive

People use social media to connect to other human beings, so lower your barriers and display to lovers the real you, and the human beings behind your commercial enterprise' logo; be transparent, open, and authentic in all of your communication—authenticity frequently approach being a touch bit greater open about what your enterprise might traditionally share with clients, however there's a high line—if you're always sharing posts approximately internal conflicts or your love life, that line has probably been crossed! Establish your precise voice, display a feel of humor, use a common language, etc. And if being genuine endears customers to you, then they'll be more likely to need to interact with your content, percentage it on to others, and help you financially while the time involves buying, by using deciding on you over another brand or product which they have no connection with. Rather than looking to manage enthusiasts into buying products or service, showcasing you and your brand's authentic values and personality will pass an excellent manner in set you other than your competitors.

While all of this advice applies to your textual content interactions and tone of voice, human, emotional connections are similarly vital invisible content. Studies display that pictures of humans (compared to inanimate objects) - specifically the ones smiling and making eye

touch with the viewer - can help to drive conversion rates. Even if the product you're selling is not tangible, e.g. records or economic services, you ought to still try to incorporate humans and human faces into as a minimum some of your photos, whether or not they are your team, your clients, or virtually human beings in stock pictures.

On a similar note—and an effective pairing to text alone—are emoticons. A view at via Amex Open discovered that the use of emoticons in popularity updates increased feedback via an average of 33%, while a separate investigation by means of Buddy Media found that posts with emoticons received on average 57% extra likes, 33% greater feedback and 33% additional shares. Perhaps extra sizeable is that many social sites—Twitter, Instagram, and Facebook included - all support the use of Emoji—fully drawn, expressive emoticons and ideograms which have fast end up a common language all in their own, can add an entirely new layer of fun and expression to your status updates. In a 2015 report, Instagram found that nearly 50 percent of all captions and remarks include at least one Emoji.

- Don't over-promote: build relationships and provide value

The vast majority of social media customers do now not visit Facebook, Twitter, Pinterest, et al. To take delivery of the tough to promote with the aid of companies; they use them to engage with their own family and friends, and to be entertained. If they do "like" or "observe" brands on social media, they often do so on a whim (reflect on consideration on the number you "like" or "observe"), and all but the maximum passionate enthusiasts might not care to see each single publish you publish (in fact, it is unreasonable to assume that you may even make it happen without spending a sum of money). Therefore, it's far your duty to persuade people to enjoy having your enterprise as something this is a big a part of their healthy lives, and maintain to earn your place - do not see it as a right, see it as a privilege. You do this by building trust and constant relationships, with the aid of being friendly, sharing fantastic content, helping humans with customer

service issues (with the strange promotional submit in between which if the relaxation of your approach is as much as a scratch, your audience honestly shouldn't mind).

Ultimately, with social media content material in mind, trade your mindset from "what can we promote you?" to "what are we able to do to help you?", due to the fact in terms of selecting to observe a brand on social media, your enthusiasts will undoubtedly be asking the question "what's in it for me?" With competition up and organic (non-paid) reach (the wide variety of folks who see your content material) at an all-time low, it is essential that the content material you publish touches human beings on an individual and emotional level. Some maximum active emotional triggers are humor, awe, anger, or even narcissism (stuff that, through sharing, makes the man or woman look good in the front of their peers on social media).

Once you find your strength, one beneficial exercise to help you maintain on target is as follows: from time to time, forestall and test your final 10 social media posts and ask yourself this question: "What value am I offering and what reason am I serving?" If you cannot sincerely define the solution to this question, you ought to assume carefully approximately amending your method to higher reach audiences who're now smarter and savvier than ever before; folks who without problems look beyond weak content or an over-sale-sy message. Just like in the actual world, social media followers will resonate extra with a brand that they are able to love and trust, much more than one whose sole purpose seems to be to inspire them to open their wallets at each opportunity. To reiterate the factor, I made above, you need to try to emerge as a seamless part of their anticipated social media experience, no longer a jarring element that they need to bypass beyond. All of these suitable works will construct a compelling photograph round your brand and slowly convert into sales.

- Consistently put up excessive high-quality content material

First and foremost, don't launch a presence on a social media channel, publish for some weeks, and then let its activity dry up! For most social networks, one, two or three updates according to today is a good target, however at a minimum, you have to post at the least a couple of instances per week in order that your content material keeps to always appear in the news feeds of your most engaged followers. To single out Facebook for example of a social network that a vast majority of manufacturers use, here's a few broader perspective to explain why consistency is so important: When a person visits their Facebook News Feed, there are means of 1,500 feasible posts—generated in line with the website's sophisticated algorithm - that they may be shown at any given time, from buddies, Pages, groups, events, etc. Add the fact that around half of users do not use Facebook every day (and, of those that do, they only browse for round 30-60 minutes in total), the probabilities of all of your posts being visible and engaged within among all of that opposition, falls considerably. In fact, without paid promotion (which we will observe later), Facebook makes it almost not possible for all your enthusiasts to see all your posts, and types have to now work hard than ever to eek free, organic reach out of their Facebook activity as viable. Facebook still offers corporations a ton of capability, but it's far no longer as easy as it once became.

In addition to the above, which will make sure that as many humans as viable encounter the content you publish (whether at the social network it changed into originally published or if shared elsewhere), it ought to be top high-quality, i.e. The form of entertaining, helpful, inspirational, treasured stuff that humans will like, remark, click (if a link is included) and share. In reality, in August 2013 - in a try to filter News Feeds to display purest "high excellent" content material from manufacturers - Facebook surveyed lots of users on what they deemed as "high quality" content, folded the responses into its system learning system and integrated it all with a master algorithm. This algorithm considers "over a thousand different factors," inclusive of the pleasant of a business Page's other content and the level completion of its profile while determining whether or not a post is "high nice" enough

to be broadcast in the News Feed to its fullest capacity. Most humans and agencies have a handful of "move to" sources, either in their favorites or subconscious – websites and social profiles that they routinely share from (you might have your own, in fact). This selection guarantees them consistently valuable content material they could proportion with their buddies and lovers, and your aim need to be to emerge as considered one of those relied on sources.

The crux is that the extra constantly engaged viewer is getting along with your posts on social media content - liking, commenting, sharing - the more likely they are to accomplish that in the future. And in the case of Facebook, tremendous interaction like this may make sure that your posts appear in their News Feed for destiny engagement opportunities. To check with Facebook one more time, its News Feed Algorithm filters content material into individuals' feeds consistent with what it thinks is most applicable to them, so if a fan by no means sees posts from you (because you're inactive), ignores your posts for an extended period because they may be no longer engaging enough (or, worse, has used the choice to cover them), they will disappear from that person's News Feed and you can find it hard to get them again in there without buying the privilege.

Note: With organic reach on Facebook and other social networks at all times, it might seem that the best solution to advantage publicity on your content is to publish pretty frequently. However, in some ways this method is actually counter-intuitive. Not even your maximum passionate fanatics will experience being continuously flooded by means of posts from you, and by means of reducing the strain of needing to provide a rapid circulation of top excellent content day in, day out, you go away more significant time to make sure that what you do put up is as right as it may be - stuff that will garner the maximum engagement from fans. In addition, in case you alternative the time spent on "excess" content material for supporting "center" content material with some advertising dollars, you multiply the number of unique lovers who see these posts and - in the event that they engage with a like, remark, or share - they're more likely (in the case of

Facebook as a minimum) to feed the following one organically in the News Feed.

- Which styles of posts get the most engagement?

One of the high-quality debates among social media entrepreneurs is whether text, image, video, links, or different post kinds are the handiest in achieving lovers and encouraging them to interact. The reality is that nobody can tell you for sure - social networks are forever tweaking their algorithms, forcing manufacturers to play catch-up - and at the end of the day, it relies upon on what your individual facts exhibits to you is running excellent. For example, sometime in 2012 Facebook turned into telling businesses that posts that encompass a picture album, photo or video generate approximately 180%, 120% and 100% more engagement respectively than text posts alone, but what use is that capability for participation in case you observe that your textual content posts at any given point in time take place to reach 5 times the amount of people than while you operate images? And in January 2014, Facebook said that link-proportion posts (people who generate an automatic image thumbnail while a news article or website address is shared within a status update) ought to be desired due to the fact "while people see greater textual content fame updates on Facebook they write more popularity updates themselves." My recommendation is to resist the temptation to blindly follow trends, fads, or "no guarantee" hints that promise to deliver excessive stages of engagement! Instead, use them as a manual but usually attention on supplying excellent, valuable content material first. Continue to test and tweak with a close eye in your personal stats, and preserve adapting to push on with what is working high-quality for you (no longer anyone else) at any given time.

- Don't get hung up on reach; your consciousness should be on growing loyal, passionate enthusiasts and significant relationships

As you now recognize, fierce opposition between individuals, manufacturers and the manner social networks' algorithms work, way

that now not all of your fanatics will see your posts in their information feeds while you publish them, and via their personal admission, sites like Facebook admit that this example is most effective going to get more robust as an increasing number of brands input the fray. Therefore, you want to think much less approximately chasing "likes", follower numbers, and publish reach - as those metrics (despite the fact that having some have an effect and merit, specifically in the event that they are from and attaining a target, excessive excellent audience) can regularly be arbitrary. Instead, concentrate greater on producing great content in an effort to grow you a faithful following of folks that love what you do (showing it via submitting likes, feedback, sharing your content material, and finally via sales), therein encouraging extra people to spend money on your cause. This goes now not just for Facebook, it strictly applies to Instagram as well, however all social media. I'd say in case you're getting everywhere near 10% reach to all your lovers without paid promotion, you're doing extraordinarily well.

- Provide notable client service, take care of complaints proper

Unlike in times gone by means of, social media gives your employer immediate and practical exposure to your clients 24 hours daily, 7 days per week. Customers also have similar get right to reach you, and this is no extra apparent than in what can solely be defined as a revolution in purchaser service. What's extra, in addition to making your customers feel true, answering lawsuits presents a beneficial insight into your target market's personality, what your commercial enterprise is doing well, and what it is able to improve on. With the instantaneousness of a Facebook put up or a tweet, humans' expectations for a quick and effective response to their queries or problems are better than ever. Many social media professionals will advise you to usually reply inside an arbitrary time limit of something like 30 mins. If you use a committed social media community manager, this could be feasible, however for the vast majority of groups, it simply isn't a realistic target. I'd nevertheless recommend that you cope with client service problems as soon as possible once they arise, but suggest that a reaction time of something up to 24 hours (on weekends, too, if you can control it) is proper to maximum

humans; and in place of continuously tracking for issues, absolutely assign a few committed batches of time in a day to reply to customers and cope with problems. Using the “About” sections of your social profiles to inform human beings when you will be available to help and how long they could assume to look ahead to a reply, is a sound strategy to set expectancies and prevent consumer frustration.

similarly, the satisfactory manner to keep away from patron service troubles being played out publicly on social media is to prevent them from happening. To facilitate this, give people numerous options to solve problems themselves, and for contacting- online FAQs, email, telephone, non-public message, and place them wherein people will see them easily, like for your principal bio or about the segment. The simpler it is to touch you, the more likely a client is to strive that first to assist resolve a problem, instead of spouting off angrily at you online. In addition, reveal your willingness to accept that issues do every now and then occur via using your social media profiles as a way to announce much less-than-positive information about product or offerings troubles. There will continuously be a few fans who are disillusioned while they study it, however they'd be loads more aggrieved in the event that they had discovered the issue on their very own. If someone does post their angry grievances in public about you on social media, two of the maximum critical recommendations to keep in mind while drawing near such a scenario are as follows:

- Don't ignore it: The longer you shun a purchaser's criticism to sit down and rot, the angrier said consumer will be, and through refusing to reply to negative remarks, it looks to all of us like you are unwilling to deal with problems, and surely hoping that ignoring them will make them cross away. Look to reply as quickly as viable, as most customers count on a swift response.
- Don't delete it: Just as terrible (if now not worse) than ignoring negative remarks is to remove a post submitted on your profile. When the customer who complained notices that their comment had been deleted, they will best be even more upset, and other fanatics

who see what you have done (mainly if the authentic criticism was screen-grabbed for evidence) will think ill of you, too.

In short, it's replying to complaints on social media in a professional and courteous manner, and in a time frame that fits the sources of your commercial enterprise. Be equipped to acknowledge the person's remarks (even if you don't think you were within the wrong, as going off on the protective is a totally awful tactic, too), and inclined to confess your mistakes. We're all human - clients comprehend this and could respect you an entire lot more for being open and honest about any errors, than in reality looking to sweep problems under the carpet. To sweeten times like this, give an explanation for how you'll work to restore or improve matters if necessary, ask for input from your fans if the situation requires it, and ship a follow-up note more than one day after the difficulty has been resolved as a manner to ensure that everything is nonetheless okay and to reaffirm a social connection among the customers and your employer. Occasionally, recollect going above and beyond the decision of responsibility to treatment a purchaser's problem - in public - so as to harness a wave of admiring and proper karma. When a Citibike client in New York City fell off certainly one of its bicycles and ripped his jeans, instead of just apologizing, Citibike brought the gentleman a voucher to buy a brand new pair of pants. Surprised and thrilled, the consumer shared the news (and a photograph to prove it) on Twitter, to all of his followers.

- Automation doesn't have to be a grimy phrase

With so much work involved developing and retaining a robust social media marketing method over a sort of channels, automation will permit you to shop time, stay flexible, and plan your social media approach all the way down to the minute. Tools like Buffer

(<http://www.Bufferapp.Com>) or Post Planner (<http://www.Postplanner.Com>) allow you to manage more than one social media bills from a single dashboard (permitting you to add in bulk for the week's upcoming summit, publishing content material whilst you are asleep however your target market is not, or while you are on vacation, etc.). In fact, automation tools can help to successfully construct a long-tail social media strategy with the aid of scheduling new and "evergreen" weblog posts for repeat publicity, i.e. Sharing the same first-rate content more than one time throughout numerous social networks, over a fixed length of time. This will allow you more of your existing audience the threat to trap your extraordinary content material and enable new followers to discover it in the event that they missed it the first time around. Pay near interest to the frequency in which you automate such posts. It may additionally be first rate to submit a weblog post link to Twitter over one time in one day (in which the glide of facts is notably brief and dense), but for web sites like Facebook and LinkedIn, a bigger postpone between every proportion would be apter. On that note, when you do prepare to proportion the same link more than one time, you're fine off re-styling it to make every share as particular and tasty as you may.

In spite of all the help that automation equipment provider, take into account that building strong personal relationships with actual one-to-one interaction ought to continue to be at the core of your work, and you certainly cannot automate that (i.e. Automating replies to remarks for your profiles is an awful idea!).

- Social media sucks uptime

Social media is now a vital marketing and Public Relations tool, and ought to be taken seriously. If you ask a current worker to take over the responsibility to your social media output, do now not assume them to be able to do it as well as their current job. If you're going the entire hog, expect it to take up at least 12-15 hours every week to plan, create, and time table content material, degree effects, in addition to

engaging with clients. Consider employing any person into the position of Social Media Manager full time. Alternatively, outsource your interest to a local specialist marketing firm, specialists who can help you hit the floor running. If you do, make sure that they understand your brand, advertising and marketing dreams, and talk your customer's language.

- Draw up social media coverage, make personnel ambassadors

A bright, corporation-extensive social media coverage will clarify the worries of the team of workers mentions of your brand on social media and empower them to positively assist your brand, helping to make you a new socially active enterprise. To put together the data you want, discuss with the vital thing influencers to your enterprise, adhere to country and federal laws, gather feedback from your personnel, and outline guidelines about the use of social media (whether or not bringing up your logo or no longer), both interior and outside commercial enterprise hours. Try to summarize the maximum vital factors in a report not than one or pages (otherwise it might not be read and exposes your troubles within the future), and spotlight the benefits t accountable to the use of social media can deliver to the enterprise as a whole. Employees want to feel assured approximately social sharing tips to be proper brand ambassadors, so make writing corporation-associated statuses easy via—for example - inventing a hashtag associated with existence at your business, and encourage them to take photographs and proportion updates the use of it. The person in the price of social media content should recognize the coverage internal out.

- Social media advertising isn't free; test with paid ads

Several years ago, social media advertising and marketing changed into seen as a golden possibility to attain and promote to clients for

free. In sure aspects, this turned into reality. Now, however, with more significant opposition and a new astute target audience, paid promotion across is all-however crucial. That's not to say you can't nonetheless achieve remarkable results without spending a penny, however even a nominal figure, spent well (such as \$5 in line with a day on highly centered social media ads), can surprisingly compound a brand's achievement. The key to lots of successful social media marketing are promotions that blend right into a user's experience of the site or app on which they seem, mirroring the tone and publishing fashion of the target audience - as with non-paid content material, suppose seamless instead of disruptive.

- Reconsider go back on investment (ROI) metrics

Social media earnings on investment aren't always like traditional advertising and marketing - in lots of ways, you may now not continuously want to attention entirely on economic go back inside a hard and fast duration. Consider metrics such as brand awareness, phrase-of-mouth promotion, site visitors are driven to your website through social media, and strengthening loyalty and engagement with current customers. These can all be just as treasured within the lengthy run - central to plenty of sales over a longer length of time, instead of a short-term benefit that dies off quickly.

- Measuring performance with Google Analytics and other tools

Understanding the overall performance of your social media advertising is key to being able to succeed in the long run. One of the maximum cost-powerful ways to display social media conversions is via Google Analytics. Two of the most precious reports for social media marketers feature under the "Social" section of the web page: Network Referrals shows the information on social media site visitor's referrals to your website from social networks, and Landing Pages will show you which ones of your internet site pages are shared most regularly on social media. You also can use Google Analytics to set up and display desires, like completed income, inquiries, and engagement.

One of the most straightforward goals to set up is URL Destination—Google Analytics will mark a purpose as met when a traveler lands on a specific web page to your internet site, e.g. A "Thankyou for your patronage" page.

Other beneficial tools for measuring the overall performance of your standard method consist of social networks' native tools (Facebook Insights, Twitter and Pinterest Analytics, etc.) Bit.Ly (to estimate click-via costs on specified links), and Social Mention (to tune mentions of your commercial enterprise name, competitor names, etc. In essence, use analytics gear to set goals, see where your social media strategy is operating fine, and work out how your customers are finding you so that you can high-quality-tune and optimize your efforts going forward. It is unlikely that you will nail your social media method on the first attempt, so evaluate your progress often and don't be afraid to check the water with new ideas, tweak vintage ones and repeat what works for you.

Conclusively, Social media success does now not show up overnight. Just like in actual life, friendships and bonds among you and your target market can take a long time to construct, and some human beings simply take longer to trust you and convert into paying customers than others. Sometimes the metrics that do not pay instantly (increasing brand focus and purchaser retention, or improving purchaser service) are the ones to be able to have the most significant impact on conversions in a while down the line. I have seen so many instances of organizations diving into social media advertising and marketing with enthusiasm, most uncomplicated to surrender rapidly afterward due to the fact they did not have millions of Instagram followers fanatics and a ton of income after their first week of posting ten instances daily. If you are no longer keen about running at social media for not just weeks or months, however years, you are already putting yourself up for failure.

On a related note, ignore 'get followers fast scams. It might be tempting to use offerings supplied all over the web to rack up

enthusiasts and fans quickly, but you'll only emerge as with masses of random strangers - or bot accounts - who do not care about you or your commercial enterprise. 100 interested, engaged, and dependable fans are insurmountably higher than 5,000 who's no longer. The most straightforward actual "secret" to growing an audience on social media is to be a steady and affected person on your efforts.

Above all, experience the ride; construct robust, meaningful relationships. The stronger a person acquaints along with your brand on social media, the much more likely they'll remember you and bypass the advantageous word on to their pals and family. Be regular, present, actual and authentic in all of your conversations if you want to foster real interplay with customers on a gradual and consistent direction to growing loyalty, income and brand advocates for a long time.

Chapter Two:

10 COGENT REASONS WHY INSTAGRAM IS DOMINATING ALL THE OTHER SOCIAL MEDIA PLATFORM

1. Instagram allows you to attain as much as 100% of your followers, Facebook most effective permits you to reach approximately 6%.
2. Instagram's engagement is outstanding (likes, comments, shares, etc.)—58 times more than Facebook and 120 times higher than Twitter.
3. Instagram is clean to use—subsequent to no learning curve.
4. In 2016, Instagram had 23% growth compared to the 1.8% boom for Facebook, Twitter truly lost users.
5. Instagram has identical distribution among iPhone and Android users.
6. Instagram presently has 650-plus million energetic monthly users.7. The organic engagement has grown by 115% on Instagram—compared to a 63% lower of organic engagement on Facebook
8. The universal order is \$65 on Instagram versus the simplest \$ fifty-five on Facebook
9. Instagram is exceptionally productive at deleting fake or spam accounts
10. 96% of marketers use Facebook, while 36% use Instagram (On Instagram you simplest have to compete with approximately a third of the entrepreneurs online)

Each bullet point in that listing is a dream come real for any commercial enterprise or Influencer who desires to amplify their vision and create another source of income. Why could a commercial enterprise now not want to take advantage of the high-quality opportunities Instagram gives us? It's baffling to see how many humans make the conscious desire to push aside Instagram as a useful advertising tool. Here's the one issue you really want to get your thoughts around in case you are going to achieve fast and lengthy-term fulfillment on this hot social media platform:

Successful Instagram entrepreneurs do what 99.9% of people will not do. They do not treat it like something that may be hastily prepared and uploaded without care or attention. Each and every element is carefully and purposefully engineered to achieve their goal: Improve and growth traffic, growth engagement, boost income via higher conversions rates.

In this book, you may discover ways to create your own strategy that defines you and your logo on Instagram. I'm going to educate you exactly how to create an incredibly dependable and lively network of followers that rely upon you for colossal price. Fortunately, you are studying this book at a time wherein humans have just started to discern how Instagram can be leveraged for his or her benefit. In the nearest future, Instagram will become saturated with users harnessing the techniques I highlighted in this book, and becoming a completely unique voice at the platform becomes an awful lot extra tricky. That's no longer thinking of the fact that Instagram can even go through numerous changes.

For instance: Instagram recently launched live video streaming. This feature allows you to connect with your followers in real-time. And the beautiful thing is, the moment you go live Instagram alerts all of your fans who're online and tells them to look at your stream. Another great feature Instagram released no longer long in the past is their stories feature. This became Instagram's solution to Snapchat's "story". This characteristic lets you upload pictures and short videos to a separate information feed that looks in the back of your Instagram logo and at the top of each Instagram user's newsfeed that presently follows you. These functions were game-changers, and later in this book I am going to expose you precisely how you

could take full advantage of them to grow your attain and in the long run your Brand and Product.

One of the biggest problems that I have observed on Instagram is advertising discipline is fact overload. People try to study too much stuff from too many different sources and it leads to inaction and confusion. You can't tell the experts other than the novices. The concept of becoming successful on Instagram begins to sound like a massive waste of time. You get discouraged, surrender and return for your old approaches of advertising. I want you to consider the information in this book. This isn't some theoretical framework that I came up with in my head that sounds excellent on paper. You possess statistics that I actually have personally used to obtain immense fulfillment on several Instagram accounts inside a couple of niches. I've purchased dozens of publications and spent a ton of money figuring out what does and doesn't work out on Instagram.

Why is it so critical to learning from a person who has genuinely applied the strategies they educate?

Because I believe that until you promote canine food, or work at a funeral home, you ought to always be your personal lovely customer. A lot of humans are out there coaching techniques and techniques that they have in no way accomplished themselves and will by no means do of their lifetime.

When I commenced posting photographs on my Instagram page there had been struggles and there had been several roadblocks, especially inside the beginning. But I knew that human beings had been making lots of cash on Instagram and I promised myself that I ought to do the same too. Eventually, I discovered what worked and put everything I learned into this book. What came as a surprise to me is that there are accounts that are a good deal larger than mine yet still use these identical strategies to develop their following and have an effect on Instagram to this day.

Once you master the fundamentals of correctly developing your Instagram following, you can channel your energy on automating the process which will help you take your Instagram web page to levels which you didn't think have been possible. If you took away nothing else however Fundamentals and Automation would lead to Success. The fundamentals

and the addiction of always making use of the day in and a day trip is what is going to make or break your advertising and marketing efforts on Instagram. You could absolutely skip the automation element and nevertheless do very well for yourself. Just remember, you cannot automate correctly in case you are automating garbage!

This book is designed that will help you master the basics as quickly as possible. The act of automation is quite easy to set up when you understand the way to do it. I will show you precisely what needs to be executed and the tools that are excellent desirable for getting your advertising and marketing strategy on autopilot. There could be lots to cover, so don't feel responsible if you may not apply all the plans right away. It takes time earlier than you locate the friendly approach that works for you and your commercial enterprise/brand. Focus on one essential at a time and without a doubt grasp it before you flow on to the subsequent. Take plenty of time as you need—you're on this for the lengthy haul, right?

As I just mentioned (it's worth repeating), you cannot do the fancy stuff (automate your Instagram account) till you master the basics (set your Instagram page up effectively and income funnel up correctly). Most human beings immediately leap into the fancy stuff on Instagram and then wonder why they fail. It's almost always due to the fact they do now not have the basics down and that leads to them struggling, burning out and sooner or later quitting. I wholly recommend that you ignore the lot else you have heard about Instagram and use not anything else besides the records in this book. You may discover that you have to unlearn a few ideals that have sabotaged your progress on Instagram thus far, however consider me it is going to be nicely well worth it.

As you'll see, there are various variables that want to be taken into account, and each one will have an impact on the engagement or loss of engagement that your Instagram submit receives. Treat them as fundamental guidelines to comply with and don't get too hung up on the precise numbers. The most critical part of building your Instagram web page is applying the fundamentals that will eventually grow your engagement with your perfect audience over the lengthy-term.

I'd want to make a short disclaimer before we begin: Many of the strategies I used to develop my Instagram pages and make money on Instagram got here from interviewing a number of the top Instagram Influencers in my niche. I don't claim to have come up with all the techniques and strategies I display to you in this book. It's much like while Tony Robbins wrote the book: "Money Master The Game". Tony isn't the wealthiest character in the world. However, he did interview the various wealthiest people in the world, were given their secrets and techniques and compiled them right into a comprehensive book that provided humans with a method for generating wealth. My primary goal is to offer you the time-examined recommendation that has worked for me, alongside giving you information that I employed while starting out; Information that might have saved me quite a few wasted time and money. Rather than make the mistakes I did, you may study from my revel in and shorten the time it will take an excellent way to be successful on Instagram.

I might additionally like to mention that the consequences for anyone who reads this book will vary. I am going to educate you exactly how I was given 100,000 followers in below six months, but maybe for you it'll take 7 or 8 months in an effort to hit the 100k mark. I can't talk for everyone – it'll depend in large part on your personal struggles and the niche you choose. With that being said, wouldn't you as an alternative be at 90,000 fans in 6 months with a predictable revenue stream in place of a trifling few thousand followers with no money? You will achieve a way more fulfillment developing your Instagram following from the principles in this book than trying to figure it all out on your personal as I did inside the beginning. You will thank me six months from now when your Instagram web page is developing like wildfire on autopilot and also you're ultimately able to generate a predictable paycheck. Please understand that improving your Instagram following and cashing in on this platform requires consistent dedication and dedication. You will now not get the results you are looking for if you aren't willing to put in the work. In the beginning, you could enjoy situations in which you locate yourself dissatisfied with slow progress. You need to be relentlessly persistent in making use of the basics and working at constructing your Instagram web page each and every day. Once you read via this whole book, it is going to be as much as you to

implement all the strategies and techniques I screened. After you do so, then you must have the persistence to allow your progress to compound over time. Make sure you study and understand each chapter earlier than you pass on to the subsequent one. I realize that I jam-packed this book with a ton of data, but that's best due to the fact I want to offer you as an awful lot fee as possible. You will fast see that every approach is connected to every other, with every new approach constructing what you learned previously. This is why I advocate you do not skip around on this book, due to the fact in case you do matters will probably get complicated and also you won't have the context to recognize why I advocate you to do certain things in a sure way.

Even though the use of all the advice in this book will go away you well-prepared for immense growth, merely using one or two suggestions could make a massive distinction in your achievement on Instagram. If you're a beginner to Instagram, you can observe the entirety in chronological order. Seasoned veterans will view this book as a refresher of what they already realize blended with some new insights that are probably able to assist them damage via lengthy-standing plateaus of the boom that I see so many Instagram Influencers go through.

Everything in this book is properly-explained—the psychology behind a regular Instagram user, the techniques I've used that maximize my boom (and hindered it—recollect I'm far from a really perfect human being), how to track your follower increase in real-time and with accuracy, how to differentiate valid pages from fake or suspicious ones, and a long way greater.

One very last note: You want to absolutely consider what you are looking to get out of Instagram:

Why are you making an Instagram account inside the first vicinity? What are your goals (for follower boom and weekly revenue)? Do you have already got a current logo which you need to sell and develop? Are you willing to position within the time to create appealing pictures and visible content that delivers massive cost to your fans? Do you have the energy, self-control and assets to comply with each of the time-examined techniques and techniques that I come up with within this book? Sporadic

posting (i.e. put up 10 images on a single day of the month and do nothing else) and inconsistency will no longer fly here. If you are going to be triumphant on Instagram, you need to make a commitment to do something each and every day for your Instagram page (it's kind of like being a parent to a small child; you don't get sick days). You have the hustle and grind for the first few months. There is no getting around that. But when you placed the work in, matters will become tons simpler and you'll be able to set your sights on many broad goals. More fans, other engagement, and predictable daily income will be well within your reach.

If you're the usage of a couple of social media platforms and you are merely getting started out with Instagram, assume to re-direct most of your efforts to Instagram until you develop your following (unless you hire/outsource a person to do that for you). You can even receive lots of real-world advertising and marketing knowledge, and that's something many companies will pay significantly for. Businesses and companies of all sizes are inclined to spend a lot of money for people who possess the competencies to help them reach an online target market in which hundreds of thousands of potential clients can be found. If you've got the talents and the expertise for building huge audiences on Instagram, you have got a valuable skill set that may be delivered on your resume. It could even result in a career in social media marketing, or at minimum, a side hustle where you could earn massive sums of supplemental income.

If you are an enterprise: This book goes to teach you precisely a way to develop your Instagram following rapid, generate site or sales funnel, and a way to acquire targeted email leads faster than any different vicinity on the whole Internet.

If you are not an enterprise: Get prepared to learn the way your Instagram web page can emerge as an enterprise and turn right into a cash-making machine no matter what previous experience you had or might not have!

I hope you're equipped to generate predictable profits and experience a significant increase and engagement on
your Instagram web page.

Now let's begin!

Chapter Three:

DECIDING ON A BRAND TO PROMOTE

Instagram developed from a photo-sharing app where human beings put up selfies and food photos to a platform for business. Initially, brands commenced to use Instagram as a marketing tool much like every other media, and bloggers started out to monetize their accounts with affiliate links that generate earnings from sales of brands they recommend. Now, state-of-the-art fashion is to directly sell products on Instagram. Retailers started to get excited about Instagram when several studies indicated that Instagram has a real power to promote brands. Unlike Facebook customers who mainly use this social network to connect to friends, Instagram users are more likely to follow brands and corporations to get updates on deals and new products and also to shop for items they like. This already makes Instagram an excellent place for sellers. However, there are even extra motives to make Instagram a start line for on-line retail business.

According to the recent survey on Instagram for 2015, 90% of this app is beneath the age of 35. A young and dynamic audience with enormous potential and excessive hobby in online shopping. There is likewise a moderate skew over girls dwelling in city areas, no wonder apparel brands are the leaders on Instagram. One thing you have to maintain in mind is that young audiences are usually extremely image-centric. In an informative age where statistics can quickly become overwhelming, younger people have to pick and select amongst plenty of content options. Pictures are virtually a more natural way to digest information; when as compared to text. Besides, the best visual content dramatically will increase engagement with followers. Here are only a few numbers to show it: 94% extra total views on common are attracted by content containing compelling pics. 67% of consumers do not forget clear, detailed pix to be even greater critical than the product description. It method that you need to lead your sale with an eye-catching photo because naturally a buyer will pick out a visually

appealing product; which brings us once more to garb with more options, such as jewelry, home décor and art. These are the pinnacle products that presently get the maximum demand on Instagram. Yet, there are also different product segments that have been doing nicely with app customers; splendor product and modern-day gadgets. The best challenge is that there is a surplus of all the above-referred to products on Instagram and the competition is severe. You want to find a slim area of interest or pick out a product that has an ability to face out amongst the similar ones. Be it a better layout, a precise theme, or even unique materials. Otherwise, the product will drown internal Instagram's over-saturated bazaar. Lastly, comes the fee factor. The statistics for 2014 proves that Instagram is a high-quality social referrer with a mean order cost of about \$65. That is actually no longer the limit; however this number offers a clear indication of the rate variety that works for products sold through Instagram. This fashion suggests the effect of merchandizing on buying decisions which can be commonly impulsive purchases. Purchases that were not planned however brought about by means of appealing photographs accidentally located on Instagram. Studies say that 90% of Americans make impulse purchases amounting to as lots as \$200 in additional fees each month. Now these numbers mixed already make the entire photograph clear—a single product in your store has to fall inside a few greenbacks and \$200 with a candy spot at ~\$30-\$90. In this case, you may without difficulty count numbers for impulse customers who shape the majority of Instagram shoppers. Even extra possibilities to successfully capture a sale if that is a visually attractive and unique product targeted for young city females. So far, we have best been speaking about natural products, however let's no longer forget that there are other varieties of products to choose from. Digital products such as software, design assets, photography, books and motion pictures can quickly be sold on Instagram. Besides, if there's no way to produce or source a virtual or bodily product, you can choose affiliate income. Promoting other humans products and driving site visitors to their E-Trade websites, for this reason earning a sales commission. This is an entirely famous supply of profits for owners of prominent Instagram accounts. The trouble here is mainly inside the lack of clickable links on Instagram, take delivery of the one within the bio and within the upcoming chapters we will propose some tools to conquer this issue. The previously discussed rules

still follow selling products of all types; deciding on the right products for a precise Instagram audience, putting the right price and posting excellent imagery. However, this requires some studies and analysis, but if done right, promoting on Instagram can be smooth and fun.

Chapter Four:

INSTAGRAM: THE BASICS

The first thing to know right off the bat is that Instagram isn't a website, it's a Smartphone application, also called an app. What does this mean? You will have to download the app so as to get access to Instagram. For users, this won't be a problem; if you are starting a business and looking for approaches to construct a social media presence, probabilities are you've got a Smartphone. The top-notch factor is this makes Instagram incredibly pleasant to folks that want great beautiful snapshots for their commercial enterprise, however don't have a sophisticated camera. Instead, you'll be capable of taking photographs with your telephone, positioned an exciting clear out on it and publish within seconds, all from your phone. This is so vital due to the fact Instagram is a platform purely intended for sharing photos.

Since Instagram only permits for pictures, it is really most effective and appropriate for certain kinds of businesses. Obviously photography without delay comes to mind, but Instagram can be beneficial for any enterprise whose merchandise is of a sensorial fine. If the product is something like makeup, food, or architecture, then Instagram is an excellent platform because it draws clients in with fantastic images. Yes, Instagram can be used for other things, however it might have a minimal impact on your business in case you had been a stockbroker. When Instagram first debuted, many users couldn't stop raving over the filter options. What this means is that after your visit to put up an image on Instagram, you've got the choice of layering over the photograph with an individual filter for you to change the general appearance, for example, turning a usually colored picture right into a sepia tone. This can quickly help to enhance the appearance of your image, but be careful not to distort the image too plenty. Sometimes images are high left in their natural colors. Most importantly, while using Instagram, it's far absolutely critical that you use high excellent photographs. Pictures that can be grainy or too darkish to make out the difficulty count often speak a scarcity of sophistication regarding the business. Reflect lower back

to shopping for a domestic or apartment; if the photographs were terrible, how possibly had been you to discard the listing? Professional photos draw customers in and keep them looking for higher. Thankfully, Instagram helps newbie photographers publish snapshots that look professional. However, glossy pix will most effective take the user so far. Be careful to pick out the right concern count number and attempt to frame it in an exciting way. For example, if you are starting a bakery, take a picture of the latest cake you constructed, focusing on what you would love to highlight (i.e. The entire cake, frosting, ornamental piece). Then over time, submit onto Instagram a lot of cakes you have made for different occasions, like birthdays, weddings, and going away parties. Don't neglect to additionally upload photographs of different baked products and brands. It could also assist in exposing the sector what the outside and inside of the store looks like, even to act as a source of reference while clients come to visit, but also portray as an enticing and welcoming atmosphere on the way to hopefully lure in new customers.

Setting Up Your Account

As stated before, Instagram is technically an app, and therefore may have to be downloaded to the users' Smartphone. However, much of this may nevertheless be conducted at the pc. Since all the other instructions for social media systems have been completed on a computer, this is how this book shall continue with Instagram.

1. Go to www.Instagram.Com.
2. Once there, the person will want to pick a style from which to download the app. If the consumer already has an iPhone, then select “Download at the App Store.” If this isn't the case, choose “Get it on Google Play.”
3. The following are instructions for downloading the use of the App Store.
 - In order to download Instagram, open up your iTunes account. If you are not positive where to find it, you can additionally click the “View it in iTunes” button directly under the camera graphic on the upper left-hand aspect of the Instagram home web page. This need to redirect you to the iTunes App Store.
 - Beneath the photograph of the camera on the pinnacle nook at the left-hand aspect, click the button labeled “Get.” Note that you may check in on your iTunes account on the way to download. If necessary (this step won't arise for all users), verify your billing information. However, this app is free.
4. Once you have got proven your information, click on “Done” on the bottom proper hand corner of the web page.
5. Click “Ok” while the web page says Instagram will start to download.
6. Agree to the Terms and Conditions and click on “Ok” again.

7. Once iTunes has finished downloading, click on “My Apps,” that's the first item indexed at the iTunes menu bar.

8. Double click on at the Instagram icon and input your Apple password with a view to authorize the account and then click on “Ok.”

9. Skip to the sixth step in these instructions for directions on how to work Instagram.

The following instructions detail a way to download Instagram from the app store on your smartphone.

1. Open the App Store on your telephone.

2. On the lowest menu bar, pick “Search,” then enter and choose “Instagram.”

3. Select “Get,” then “Install,” after which “Open” to the proper of the Instagram digicam icon.

4. Skip to the 6th step in those commands for instructions on the way to operate Instagram.

The following instructions are for folks who are downloading Instagram through Google Play.

1. Go to www.Instagram.Com and select “Get it on Google Play.”

2. Now click the green button labeled “Install” that has to be placed to the proper of the Instagram digicam icon.

3. Hit “Ok.”

4. You will want to be logged in to the Google Store App that allows you to download Instagram.

After you have got completed downloading Instagram, click on “Open.”

5. Now comply with the beneath commands.

After downloading Instagram, comply with these steps to get started!

1. You need to now be in the Instagram Smartphone application. At the lowest of the page, click

“Sign Up With Phone or Email.”

2. Enter your telephone number. After clicking “Next” you ought to at once obtain a confirmation code. Enter the code at the brought online and hit “Next” again.

3. Create a username and stable password for yourself, then click on “Next.” If preferred, you may also add an image right here because of the face of your business. It can also be first rate if this is the business logo, considering that so many snapshots may be posted, followers may also need a recognizable symbol to perceive the company. This image may be uploaded both from Facebook, your picture library on your phone, or you could take a contemporary picture to use.

4. Since this account is supposed for business purposes, you can hook up with Facebook friends here in case you like, depending upon how lots of crossovers there may be between clients and buddies. If you decide upon to bypass this all together, click “Skip” at the lowest middle of the display screen.

5. Again, here is a risk to connect with those you already know; besides you may now locate the ones who already have Instagram accounts. If you do now not desire to participate, hit “Skip” again.

6. Now you need to select people to follow. Again, this account is for commercial enterprise purposes, so most effective pick out the ones whom you wish to have related to your business. After doing so, click “Done” within the upper right-hand corner.

7. Now click the again button positioned after “Explorer Post.”

8. Click the camera icon within the middle at the very backside of the screen. You are now all set to begin on Instagram! Allow Instagram access to your phone library as you see fit. You will have to permit digital camera access, however then you should be off to the races. Once you take your first picture, you'll be capable of using special filters (placed at the bottom of the screen after taking a photograph) and change the settings.

Chapter Five:

CREATING AN INSTAGRAM ACCOUNT THAT CAN SELL

It is a common saying that “Fine dress facilitates to impress”, so begin developing your Instagram account with the proper profile picture. Choose a pleasant and appealing one that says something about either yourself or the goods you sell. The two maximum popular alternatives are:

1. Your own portrait picture: According to several tests, humans are more likely to have interaction with Instagram accounts with actual humans in the back of them.
2. Business brand: It is better to hire a graphic designer and create a one of a kind custom brand that tells the story of your brand. However, there is also an alternative - unfastened online logo layout makers including DesignMantic or Designing. A free logo may have a more magnificent prevalent style, however it doesn't mean you can't find one that resonates with you. A profile picture is important, yet so is the profile description. Your Instagram bio ought to include a few words about what you sell (e.g. homemade gemstone jewelry, gently pre-loved vintage clothes...) and a few words about shop guidelines; highlighting guidelines such as no goods returns, international shipping and so on. As already stated earlier, people tend to engage extra with Instagram accounts which can be greater personal, so should consider writing a few words about yourself and @pointing out your private Instagram account.

Basic Guidelines For Creating Quality Product Pictures

Picture of Brand or Product is sincerely one of the most crucial factors for making a successful sale. You may have a high-quality product, properly balanced price, reasonable shipping rate, but if the photo is dark, blurry and with many distractions, it will not sell. Surveys prove that amateur-looking product photographs are the #1 reason for losing online sales. For Instagram store owners' quality of pictures is a considerable challenge because typically they use a phone camera as opposed to a professional camera. Yet there is no problem without an answer and the challenge of product photo being exceptional can be without issues solved by applying several strategies as nicely as the use of suitable tools.

1. Lighting

Natural or carefully placed artificial light is critical to make a highly satisfactory product picture. Make sure to either shoot your object in front of a large window during the day when mild is soft and bright. Or, if that isn't possible, blind the window and use 2-three lamps with the same form of bulb set at opportunity angles.

2. Background

Another crucial aspect. There are various alternatives to select from:

A. White heritage with no distractions.

Right preference in case you need a crispy and clear picture wherein the only focus is on your product. The most comfortable manner to an ideal shot is to use a light-box or a unique folding backdrop. A less expensive alternative is a chunk of thick white paper/carton.

B. An alternative heritage to emphasize certain features of your product.

This can be wood, tile, glass or fabric. In many cases, opportunity background is a better option as it makes your product snapshots visually wealthy and inspiring. Regardless of what historical past you opt for, you

also want to select one style and stick with it. Ensure that each image is taken, cropped and edited the same manner to reap a consistent look for the store. Inconsistency will confuse your customers, make your account look much less expert and lower the credibility.

Instagram Toolkit

Even in case you follow all the suggestions particular above, you won't get your snapshots looking perfect at the camera. Many things need to be adjusted afterward using the picture enhancing tools. The choice is vast; however, there are few selected image editors that always do a great job.

- Camera+ (for iOS): Powerful photograph enhancing app for iOS devices.
Free to apply.
- VSCO Cam (for iOS and Android): One of the most popular photos modifying apps with remarkable functionality and user-pleasant interface. Free to use.
- Pixlr (for desktop): It lives inside your browser and has lots of the same features as Photoshop. Free to use.
- Foto Fuze: Unique product images enhancement engine that puts your product on a crisp white heritage. Free to apply.
- Clipping Magic: Another tool to do away with photo background online.
Payment plans from \$three.99 in step with month.

Posting Pictures

I cannot overemphasize the importance of choosing the proper time to post photos on Instagram, as you need not be posting new sales while all of your followers are out having a laugh or very busy at work. According to

statistics, the excellent time for posting on Instagram is 5:00 to 6:00 P.M. For weekdays and 8:00 P.M. On Mondays. There is also some other sweet spot for posting; late at night, when very few Instagram users are updating their debts and consequently your photo will stay on top in the search for a longer time than throughout the recent hours. This is known as the Infomercial Effect and it really shouldn't be ignored.

Smart Tagging

- “Do's and Don'ts” Instagram Tagging

Hashtags are essential for any business looking to get higher visibility on Instagram. Carefully selected tags will make sure suitable outreach and promote your account within the social network.

All Instagram hashtags can be kind of divided into three major companies:

1. The so-referred to as “promoting” tags (e.g. #forsale, #4sale, #igshop, #shopmycloset). These are used to mark pictures with items for sale.
2. Relevant tags that describe the item itself (eg.#dress, #earrings, #vintage).
3. General famous tags (e.g. #fashion, #cute, #girl).

The different way to divide tags is in keeping with their popularity. There are highly popular tags that had been used over 500 thousand instances and much less popular tags with 5-50 thousand results. Hashtag usage may be without problems checked on websites like www.Iconosquare.Com

To improve the diplomatic outreach, pick many tags from each of the above stated major groups and certify there is a beautiful blend of highly popular and less popular tags. Using the other popular hashtags gets you speedy results immediately, however your posts will soon be lost in the data of that popular tag. Less famous hashtags might not produce quick desired, but your posts will live longer in search queries and convey longer-term results. The maximum variety of allowed tags for one photo is 30, but the optimal range varies from 10 to 20. Using extra cards might

make your put up appear like spam. Choosing the right hashtags is best one of the many Instagram tagging strategies that can extensively improve the outreach.

Below you will find the top5 simplest methods:

1. Use particular logo hashtags: Include your enterprise name in some of your publish tags. Also use precise tags for specific advertising campaigns. For instance, in case you are web hosting a photo contest on Instagram, make a unique tag just for that campaign. This will promote your competition and give your followers a manner to connect to other participants.

2. Use trending hashtags: Trends on Instagram can happen at lightning velocity and fade away quickly as well. So, if you spot a trending tag, make sure to use it speedily.

3. Use enterprise-related hashtags: For example, #artisan, #crafter, #onlineseller, #fashionboutique. Check what your competitors or others in the enterprise are using and if a few tags work well, consist on them for your posts.

4. Use location tags: Instagram users seek place hashtags regularly to identify with the region they may be in or where they may be going quickly. Don't just use the name of your city, use regional hashtag variations which are accessible.

5. Use modified #forsale hashtag: Combine it with the region (e.g. #forsalenyork) or along with your product (e.g. #jewelryforsale).

Popular Instagram Hashtags To make the tough selections easier, here comes a list of popular tags divided into separate themed categories:

- Generally Popular Hashtags
 1. #photooftheday
 2. #loveit
 3. #selfie

4. #instadaily
5. #picoftheday
6. #instacool

- Makeup
 1. #faceoftheday
 2. #makeupmafia
 3. #makeupaddict
 4. #blush
 5. #makeover
- Art
 1. #artist
 2. #illustration
 - three. #galleries
 4. #interiordesigns
 5. #mixedmedia
 6. #instaartist
 7. #artstudio
- Retail
 1. #boutiques
 2. #mall
 3. #style
 4. #shoppingaddict
 5. #promo
 6. #shoppingtime
 7. #musthave
- Jewelry
 1. #wristparty
 2. #armcandy
 3. #dressedup
 4. #accessories
 5. #glam
 6. #indulge

7. #stylist

NB! Where and when do your clients put on their earrings too? For example, #weekendstyle, #vacationstyle or #dressedupforwork.

- Fashion
 1. #fashionmodel
 2. #model
 3. #fashiontrends
 4. #whatstrending
 5. #ontrend
 6. #styleblog
 7. #fashionmagazine

- Crafting
 1. #crafts
 2. #crafttime
 3. #diy
 4. #etsy
 5. #handmade
 6. #shopsmall
 7. #craftymom

NB! What items do you work with? For example, #yarn, #beads and.

- Baby
 1. #infant
 2. #firsttimemom
 3. #momlife
 4. #babystyle
 5. #newbornbaby
 6. #instababygirl
 7. #babyboy

NB! Use hashtags particular for your products or offerings — #babysheoes or #babyfeet.

- Skincare
 1. #musthave
 2. #healthyskin
 3. #antiaging
 4. #facial
 5. #exfoliates
 6. #glowingskin
 7. #spaday

Smart use of the proper hashtags allows you to position your content in front of people searching for key phrases and phrases associated with your business. Just keep in mind to select tags carefully and don't overuse them.

- Banned Instagram Hashtags

It is also widely known that Instagram blocks some hashtags, making them unsearchable, "while they may be consistently getting used for pictures and videos that violate community guidelines." The real meaning of that word may have nothing to do with why it changed into banned. The hashtag is blocked as it is inappropriate or pornographic content that exceeds a positive threshold. This is the reason why a number of quiet harmless tags appear on the blacklist. Here are some safe tags to be conscious of:

#bra

#IG

#ilovemyinstagram

#instagirl

#instagram

#iphone

#iphone4s

#iphoneography

#lingerie

#nude

#panties

#petite

#photography
#famous
#popularpage
#sexy
#thinspiration
#underwear
#undies
#like
#bootie
#instagood

This listing is continually changing, a few tags are recovered and others are added, so make sure to double-test the tags you use.

SELLING TOOLS

Choosing the proper product for the appropriate target audience, growing an attractive Instagram account as I stated above and operating out an efficient tagging approach. These are three essential steps as a way to make sure you have a steady flow of capacity customers. Now it's time to capture the momentum and provide them a secure and straightforward manner to buy your products.

There are many third parties that enable promoting Instagram in different approaches. We have chosen three of them which might be most appropriate for the three types of products that we have aforementioned.

SELLING AFFILIATE PRODUCTS ON INSTAGRAM

Personal Instagram account that once the notion of being an area to connect with pals is becoming dangerous corporations now. Popular Instagram users command tons of followers, grow to be celebrities of their personal proper and are known as influencers for a cause. They absolutely do have an effect on the thoughts of their fans, tastes, habits and buying decisions. Thanks to affiliate programs, additionally they make bank on all the goods they recommend. If a famous Instagram

account owner comes to a decision to most straightforward works with one brand or unique product, then it is straightforward for him/ her to redirect followers to a complete e-commerce website or landing page via a referral link inside the bio.

On the other hand, with regards to recommending gadgets from various manufacturers, once in a while depicted all together in a single photograph, matters get complicated and a unique tool is needed to help fans get to the checkout. It is the answer for Instagram bloggers who select to sell style, splendor and life-style associated products. It is a service that allows customers to receive shoppable links in their electronic mail inbox for the products they spot in Instagram pictures. These are, of course, affiliate links that the owner of the Instagram account connects to his/ her Instagram post to earn a commission from the sale.

- How does it work at the seller's angle?

“LikeToknow.It” is an app powered via RewardStyle—a platform that allows bloggers to encompass associate links to hundreds of manufacturers of their blog posts. This means you need to first sign up as a writer with RewardStyle before getting access to LikeToknow.It. The hassle here is that it's an invitation-only platform, so that you will get approval this is most effective granted to instead already made publishers. Early stage Instagram users will most probably get rejected. To see if your account is eligible, check via the list of primary necessities that they search for in applicants:

- ☐ Large and growing audiences: since lots of their everyday sales are coming through social networking sites.
- ☐ Consistent posting as a minimum 3x a week — approximately sellable product or brand.
- ☐ Quality imagery and unique content material this is each innovative and aesthetically alluring on your readers.
- ☐

- A consistent, smooth and editorial layout that pervades the whole account

Ensure you fit into the requirements, otherwise you will have to wait for months to re-apply . Once approved, you can download LikeToKnow.It app and start packing your Instagram posts with associate links of over 100,000 manufacturers throughout 135 countries in their database. When one in all your followers clicks via and buys something following your associate link, you get a fee ranging from about 6% to 20%. Bloggers don't pay any membership costs as like to know.It monetizes at the aspect of manufacturers.

- How does it work on the buyer's side?

Instagram users can sign up for LikeToKnow.It on their official internet site, leave an e-mail to receive links and choose how often they have to be sent. As a member, when he/she "likes" a photograph on Instagram that is tagged with #liketkit hashtag and a LikeToKnow.It link, he/she receives an e-mail in about 10 minutes with shoppable links to whichever products have been tagged by means of the uploader. LikeToKnow.It is a fantastic way to monetize Instagram account and earn on affiliate sales, however most uncomplicated when you have a respectable following and can promote style, beauty or lifestyle associated merchandise. If considered one of those elements is missing, then it makes feel to pick one brand so that it will work well with your audience, positioned their associate link on your bio and consciousness on selling their products.

SELLING DIGITAL PRODUCTS ON INSTAGRAM

Nowadays absolutely everyone may be a creator. Technology has democratized the innovative method and almost anybody can now promote innovative digital products including music, photography,

videos, e-books and artwork online. The most effective element you want to cash in is to place a link leading to the purchasable listing of products that you sell and automatically redirects Instagram followers. The traditional online market is specially targeted on merchants promoting physical goods and seldom provide even a fundamental toolkit for those promoting digital products. Luckily, there are specialized offerings that cater to this kind of clients... inselly for example, is a platform that enables you to sell anything digital without a website.

- How does it work at the seller's angle?

Upon registering with Sellfy you are given a Dashboard where you could upload all your digital products. For each product you get a shortened "buy now" URL that can be without problems shared in social networks, along with Instagram. There is also a link to be displayed in your storefront with all the digital products that you have uploaded.

Next, you ought to set up the payments by means of definitely adding your PayPal account email. Once a sale is complete, you instantly get the fee and the client can download the report.

There also are few beneficial extra functions to be had to the sellers. An option to set up an associate program for your products in order that different people are in a position to Share your work and make a small commission from using your sales. As well as an option to offer a personal benefit to those, who tweet or share a link to one among your products. More reach defines more capability sales.

Sellfy pricing policy is straightforward and transparent – a 5% cut on every transaction. Additionally, you will be priced a small percentage by PayPal.

- How does it work on the buyer's facet?

For a buyer all of it runs smoothly; he/she clicks the link you provide, lands on the product web page or for your storefront's page. Then

clicks the Buy button, inputs credit score card info or PayPal credentials and completes the transaction. Once the fee is collected, the record turns into to be had to download.

SELLING PHYSICAL PRODUCTS ON INSTAGRAM

As previously referred to, Instagram is a hotspot for selling anything style, splendor and way of life-related. For traders who already have a functioning e-commerce store , it just depends on putting a link to the shop in bio and then promoting wisely and heavily. However, creating an online shop using conventional solutions is time-consuming and requires a particular stage of tech-savviness. Uploading pictures, filling in infinite fields, configuring and collecting bills may be overwhelming. It is really worth the attempt for seasoned marketers with a massive inventory, however not virtually really worth it for beginners, amateurs and those, who keep in mind online promoting best as a part of their commercial enterprise. In this case, it makes feel to use Inselly—a device that makes your Instagram feed immediately keep in a position.

Inselly is the First Instagram Marketplace and a free device for seamless online selling. It syncs with your Instagram account and creates purchasable product pages from your Instagram posts.

- How does it work at the seller's aspect?

The first step is to connect Instagram with Inselly through signing in on inselly.Com together with your Instagram login and password. Take a minute to fill in contact information, upload PayPal e-mail for direct payments from customers, write a short description of your keep, state shipping and transport policies.

The next step is to upload a sales offer by means of merely adding #inselly tag to the photographs in your Instagram account. They will get instantly pulled into your Inselly storefront. Now head back on your

Inselly shop, click on the Edit button next to each picture, add product fee and delivery rate. There are also non-obligatory fields consisting of a discount rate, length and quantity. In case you upgrade to the Premium model, there may also be an option to personalize your storefront, add custom categories, “Pre-Order” and “Bogo” tags.

There you go; the store is up and strolling and all this is left to do is to add a link in Instagram’s bio to enable followers to shop for your products in one click. Once a sale is complete, you get electronic mail notification, and the charge goes straight in your PayPal account.

All of the above-noted steps may be finished on your phone, or PC as Inselly has each laptop and mobile versions in addition to an Android app. As a result, you get a totally functional cell optimized online shop that can be used to promote not only on Instagram, however also on different social networks and everywhere throughout the web. Inselly is free in the Basic version. The premium model is open until the beginning of 2016 with a 5% transaction rate afterward.

How does it work at the customer’s aspect?

For shoppers Inselly powered shops appear like conventional e-commerce websites with all the elements that they expect to discover. The transaction occurs in-store in a pop-up window via PayPal in just one click. Regardless of whichever Instagram promoting equipment you pick out, be it one of those stated in this bankruptcy or any different, ensure it offers a seamless shopping experience for your capability clients. The much fewer steps there are from spotting an excellent product on your Instagram feed to checkout, the more significant income you get and fewer human beings dropout alongside the way.

Chapter Six:

TIPS AND TRICKS FOR PROMOTING YOUR BRAND ON INSTAGRAM

So, your Instagram account has a catchy call, attractive profile picture, complete description and is packed with the best product pictures. Now it is time to create an Instagram advertising method to place your products in front of potential customers. Promoting the shop on Instagram is much more than merely posting images. It is going to take consistent work and willingness to try new procedures, a few that might be even out of your consolation zone. Below you will discover a list of the best ways to attach and interact with Instagram customers:

- Tell a story

Storytelling is an essential thing for getting humans to care about what you do. Instagram money owed filled most effective with product photographs doesn't resonate with clients and tells them nothing approximately the man or woman in the back of the storefront. Product photographs need to be mixed along with your non-public photos and pix that communicate for your brand. For example, in case you sell natural cosmetics, then stunning photographs of nature, plants, herbal textures and materials is what humans will assume to find in your feed. The affordable ration is 40:60: 40% of product photographs and 60% of all different snapshots. Being too sales in no way can pay off.

- Be Pro active

Take time to remark on snapshots of people you follow, get concerned in discussions, be lively and engaged. In order to acquire something, you have to first provide something. It additionally makes sense to display comparable Instagram shops to discover people who might become your ability clients and connect with them.

- Benefit from trending hashtags

New tags emerge on Instagram day by day and some storm, the social network gaining extensive reach. Keep an eye on trending hashtags and use them for your posts, each time possible. You also can determine hashtags that can be highly relevant to your enterprise (e.g. #fashionaddict or #fashionista for fashion store). Use them for your own posts besides having interaction with different people's posts with these tags to get observed through capacity customers.

- Repost customer's photographs

Ask your customers to submit pictures featuring your products on Instagram and tag them along with your logo's hashtag, Find and repost the little ones. It will act as social proof for your store and encourage more clients to publish pictures of their purchases for this reason getting your shop in front of even more eyes.

- @point out clients

When posting something that appears to be a notable match to one in every of your clients, @point out him/her inside the remark to permit him/her recognize approximately the offer. Don't get too intrusive, though.

- Give a clear call-to-action

Let your clients understand how they should purchase the product which you post. Consider giving clean call-to-actions including "Get them today in keep" or "Shop Now".

NB! Don't expect that people will one way or the other highlight a URL in your caption and copy-paste it in a browser. If you actually need people to click on through to your store, surely refer them to the most effective place with clickable link i.e the link to your Instagram bio.

- Link Instagram with different social bills

Instagram has a choice of cross-posting pictures to Facebook, Tumblr, and Twitter. Don't ignore the possibility to unfold the word approximately new income gives in other social networks.

- Benefit from Instagram Direct

Instagram Direct lets you privately share images with as much as 15 people. Every chat may be named and stored for destiny use. This is an excellent manner to engage together with your maximum energetic followers to proportion sale alerts, top picks, daily deals and other perks they could enjoy.

- Run a giveaway (Promotional Offers)

We all love to have free stuff! Create an eye-catching image and ask your followers to share it for a chance to win one of your products, or tag one among their pals in the feedback or even each. Giveaway is a very conventional manner of raising engagement as it rarely fails. You will by no means recognize which of the above-mentioned processes works excellent for your precise business until you strive it. So, be prepared to experiment and create your personal blend of various methods for a winning Instagram advertising strategy.

INSTAGRAM MARKETING TOOLKIT

Creating, handling and promoting Instagram account isn't rocket science, but with a severe technique and ambitious goals in mind, it gets alternatively time-consuming. The app alone can also be enough for a beginner, but the usage of the right gear can clearly take you to the next level. The global Instagram marketing equipment is vast and overwhelming. There is one for every problem and undertaking you may think of. But is it surely essential to automate every single motion? Definitely no longer. Still, using a small however wisely selected set of gear can significantly increase your performance and ramp up the

results.1. Hashtag research

Finding high-quality active and trending tags is mostly a task and is time eating. Instagram is an app that offers lists of trending tags organized via sets and categories. Simply find the group of tags exceptional appropriate to the photo, copy, return to Instagram and paste in caption or comment on the post . The “Lite” version is free to use.

2. Statistics

It is simple to track feedback and likes at the very beginning, but it receives sincerely a lot of complexity while you hit a thousand followers. Iconosquare provides information on your account's performance, growth, records and optimization tips. You can see the state-of-the-art followers and those, who've recently unfollowed. Check which of the pix in which the maximum preferred and commented on applying these insights for destiny posts. There is likewise a remark tracker to view comments to your posts and respond at once from Iconosquare's dashboard. Most of the capabilities are free to apply.

3. Post planning

You need to submit regularly on the way to attain new Instagram fans and preserve current fans engaged. In times which might be excellent for your fans and no longer always great for you. Latergram is a tool that permits to add and time table Instagram posts from laptop and cell devices. You can cautiously plan, put together and time table posts for the entire week after which use the stored time on other matters that matter on your commercial enterprise. The basic model is free.

4. Growth hacking

Growing the follower base is the most critical task of any enterprise on Instagram. In the previous bankruptcy we have supplied a list of easy yet efficient tactics so that it will assist in developing your account slowly however steadily. One of those pieces of advice is which will engage with potential clients that suit the target audience on your products. Liking, commenting and following potential clients is time-consuming work if finished manually. Useful information is that it can clearly be automated. Instagress is an automatic Instagram engagement tool that can comment, like and observe new accounts for you. Simply pick out how much interest you want the bot to do, installation unique hashtags, locations and people to target. Instagress works, however there are certain dangers involved because of Instagram's anti-spam policy. The bot runs quite rapid and your account's behavior may be detected as spam and consequently blocked. So, when putting in the bot, be careful with choosing the pace alternative. It can post in slow, regular or speedy tempo and the last one is probably tricky. Pricing plans from \$1.99.

5. Graphic creation

Pairing beautiful snapshots with a bit of sharable content, like an

inspiring quote or a realistic tip is an effective way to have interaction with fans. Canva is a DIY layout tool that gives a wide range of beautiful photograph templates for diverse social networks, which include Instagram. There are also numerous filters, fonts, texts, patterns and the capacity to upload your own snapshots. The user interface is straightforward and friendly, so you will be creating exceptional custom snapshots in no time. Canva is free to use in the basic model, you simplest pay \$1 for each premium layout elements.

INSTAGRAM ADVERTISING

Now that you have performed several work promoting your Instagram storefront with free equipment and techniques, it'd be sensible to invest in accelerating growth. In September 2015 Instagram developers ultimately launched Instagram sponsored commercials to all app customers and groups of all sizes. There are many reasons to be excited about this new possibility and jump in early. First, Instagram is the usage of reasonably coveted Facebook advert-targeting gear, which means that it is simple to attain an exact audience. Besides, Instagram customers have not but been inundated with a wide variety of ads in their feeds, so they are probably to be extra responsive. Lastly, Instagram is recognized to be the best social referrer amongst all different social networks, such as Facebook. Meaning good possibilities to get loads of distinctly targeted site visitors on your store for a smaller sum than anywhere else. If this sounds convincing enough, then let's get to the step-by way of-step tutorial on the way to the installation of an ad marketing campaign. (image credit Inselly Help Center) First, you have to be a Facebook Business Manager user. It isn't always obligatory, however without connecting your Instagram account to Business Manager you will now not be able to reply to any feedback at the ad. Also, rather than your Instagram handle, your Facebook page name might be displayed. It might be grayed out and now not clickable.

1. How to feature your Instagram account on the Business Manager?
Go to your Business Manager
Click Settings-> Instagram Ads. Click Add an Account.
2. Proceed to Power Editor. Do you spot this banner? If yes, then begin creating a campaign in Power Editor. If not, click Download to Power Editor, pick out your advert account and click Download.
3. Click Create Campaign, input the name of the marketing campaign and pick the Clicks to Website objective. For Instagram advert you can

choose between Clicks to Website, Mobile Apps Installs and Video Views.

4. Now let's get to marketing campaign settings. Go to the advert set level by means of clicking on the middle choice in the navigation bar at the left. Select the newly created ad set and click Edit.

Campaign settings include:

- ☐ Budget
- ☐ Schedule
- ☐ Audience
- ☐ Placement
- ☐ Optimization and Delivery
- ☐ Advanced Delivery

And precisely here, on the ad set level, you have to be capable of seeing the new placement alternative which says "Instagram".

5. The final and the maximum crucial step is to layout Instagram ad: After you created the marketing campaign and finished with the settings, circulate to the ads level and click on Edit subsequent to an ad. First, pick your Instagram account as a destination for the advert. Instagram doesn't allow the use of one of the present posts as an advert, you'll have to create a brand new one. Enter the text for your ad (max 300 characters), pick a photo (the encouraged size is 1080x1080px) or upload a video of most 30s long, and select one of the call-to-movement buttons.

6. Finally, use the preview to peer precisely how your advert will appear on Instagram: click the green Upload Changes button at the top of the page. In the Power Editor, you may see a link just below the ad preview. Click it to upload your ad inside the net model of Instagram and reply to remarks.

NB! Instagram is extremely strict about the satisfactory of commercials, so before creating advertisements on Instagram, make sure you follow the maximum essential rules:

- ☐ No use of pix that were previously used in different ads
- ☐ No heavy use of photo filters.
- ☐ No textual content is allowed on advert imagery.
- ☐ No gimmicks!
- ☐ No trademarks at the ads (until a product logo seems in an image as a natural, non-obvious part of a scene).
- ☐ Images need to be “genuine for your brand” — and no longer be tacky or shocking.
- ☐ Ads ought to take their cues from present creative community hashtags which are accessible on Instagram.
- ☐ Ads should capture “moments,” not products. Ads must not certainly be a product shot, in different words.
- ☐ Images should be clear, framed, balanced, and in high resolution.
- ☐ Advertising on Instagram isn't always a “one size fits all solution” and it might now not

work properly for some businesses or in some instances. Nevertheless, if you have already got a faithful audience on this app, your marketing budget will actually be maximized.

Chapter Seven:

INSTAGRAM'S ALGORITHM: HOW DOES IT WORK?

It is now a reality that the publicity Instagram posts get in recent times are notably lower compared to what it used to be. Sources even say that the proportion of your fans that absolutely get to study your posts from their feed best reaches approximately 10%. This is a huge source of frustration for many users, but it's even worse for businesses that might be hoping to find new customers, or influencers that use commercial enterprise fashions that rely strictly on their content material being visible through their fans. In order to assist, we are going to come up with all the statistics we've gathered regarding the new algorithm that Instagram uses this 2019. All of this is the culmination of our research and revel in, as well as conversations we've had with several managers of social media.

Additionally, we're also giving you a few very vital hints on how to make use of the new algorithm an excellent way to make it work for your gain by using growing the visibility as well as the engagement of your posts.

□ The new algorithm takes your options into consideration

Aside from the human beings you're following, one of the factors that determine which posts seem to appear in your feed is your choice. This manner that the topics you want are much more likely to reveal up on your feed.

In short, if the algorithm thinks that you're much more likely to "like" a post, the higher up it goes to your feed. The algorithm decides this with the aid of basing it for your past conduct regarding comparable content material, and perhaps even makes use of device imaginative and prescient in order to investigate the contents of the posts.

If a post gets a significant number of remarks and likes, the algorithm takes this as a sign that the publication has content that may be considered engaged and of good quality. With this information, it comes to a decision that the post is something that numerous people would love to see.

This simply explains the reason why in Instagram, viral content material can spread so quickly. However, this doesn't imply that you publish needs to have hundreds of remarks or likes as a way to have the algorithm work in your favor. Your priority needs to always be providing content material that is of high quality and is something that your target audience (each cutting-edge and future) will surely experience and find enticing.

“The order of photos and videos to your feed will be based at the likelihood you’ll be inquisitive about the content material, your relationship with the character posting and the timeliness of the post.”

This was the comment that Instagram gave when it first introduced the news of their brand-new algorithm, and it mostly boils right down to the reality that the chances of you liking a content material, the post’s timing, and the connection between you and the poster will all affect the order of your feed’s content material.

Instagram claims that this transformation came about so as to create a better consumer experience with the aid of prioritizing the posts that we just like the most.

However, these changes also bring about a ton of challenges for companies and types that need to improve their customer’s engagement or growth of their followers. If you’ve noticed a surprising drop inside the meeting of your fans, or abruptly observed that your posts don’t have the same reach as they used to, it’s in all likelihood because of the changes to the algorithm that Instagram implemented. Lucky for you, there are methods that you can use so as to get beyond this hurdle.

- Tip #1: Consistently posting on Instagram is worth investing time on.

If you take some time to put up explicit content on Instagram consistently, not only will you be rewarded with higher engagement, you'll also prove to Instagram's algorithm that your account is of genuine and high quality.

Definitely, it goes without saying that if you submit frequently as well as continually, then your target market can even be much more likely to post your content, in an effort to additionally result in a boost to engagement. If you're wondering about how often you should be posting, the solution is that it depends. Ideally, the frequency with which you publish will vary in your desires or of your commercial enterprise', in addition to how a good you could allot for your advertising and marketing efforts on Instagram.

According to a professional of social media, Neil Patel, commencing with making posts several instances on a single day simplest to transition to making just a few posts consistent with week will most natural result in a lack of followers and even a lower in the amount of engagement of every submit.

What this means in short is that just as posting regularly on Instagram is vital, it's also crucial to maintain in thoughts that your posting behavior is something you could keep always for an extended length of time (ideally for the entirety of your life). Therefore, it's far vital to ensure that your posting time table is something that suits flawlessly inside your workflow before you decide to devote on it, so that you in no way need to come to be compromising the quality of your content just to have something to post.

@GoToSkincare and different comparable huge-call brands can easily keep a schedule of two or even three posts in step with the day because of their potential to rent a committed team just for social media, in addition to the numerous outstanding content they get from their customers.

However, don't assume that this is actually important. Even if you decide to only put up once each three days or so, you may nevertheless be rewarded as long as your sample is constant, and your content

material is right. One precise way of ensuring that your posting time table is regular is by knowing the ways you may schedule your posts on Instagram.

One example is by using an Instagram scheduler. These assist you in planning out your content material inclusive of the picture, caption, and hashtags, and agenda also your post. By utilizing such apps, you can keep time in addition to mind power, which you can then devote to other, more essential aspects of your enterprise strategy for Instagram. This manner that each one you want to do is to make an agenda on your posts and the app will contend with the rest, so you can cross about your day while not having to prevent whatever it's far you're doing only so you can put up on Instagram.

- Tip#2 The new algorithm also affects the relationship between you and your followers

With the new algorithm, it's somewhat in all likelihood that Instagram takes the relationship between you and your fans into account. This relationship, in addition to the stages of engagement that your post has, can limit the exposure of your content material. This method that any interaction with humans will prove to be beneficial. Commenting on a person's photos frequently, or getting tagged in their photos, will make Instagram categorize them as your friends or own family.

Commenting on the posts of different profiles in addition to responding to remarks or DMs is each essential so one can develop your Instagram.

- Tip #3: Use Instagram's built-in capabilities consisting of Notifications or Facebook Page Manager

Remember that feedback is similar to conversations — it's critical to always respond to the comments made in your feed in order to make

the algorithm think that your relationship with the commenter is right. In cases where a reply isn't the appropriate reaction to the remark, do not forget to provide them a coronary heart instead of revealing a few love. The point is that you need to be as engaging as feasible.

indeed, we're well conscious that it's now not a smooth thing to keep track of all the comments to your Instagram. Missing feedback while using the Instagram app takes place all too frequently, mainly if the post that was being commented on is old.

Luckily, Instagram is continually seeking to improve people's experience by rolling out functions that assist in keeping the conversations you've got together with your target audience going.

One function that can help you preserve up with all the comments is with the aid of enhancing your notification setting in the Instagram settings. You can make it more centered on feedback notification with the help of going to the account settings, then to "notifications". From there, set all the options to "Off" apart from the one for the comments.

With your settings like this, you could make sure that your notifications for Instagram comments will in no way get lost some barrages of statistics. From now on, you may usually respond directly to any remarks out of your target market.

Additionally, you may also reply to Direct Messages on Instagram the use of your desktop. This is possible because of Facebook's new feature, a Pages inbox that you can use as a way to view and respond to the messages you get on both Messenger (Facebook) and Instagram.

If you're using this new characteristic, you can open the inbox for Facebook Pages and see the option to view messages for Messenger or Instagram Direct. The wide variety of words you get from Facebook and Instagram is a good indicator of the level of engagement your target market has with you and your content.

Typically, having to split your attention and time among the messaging platforms of Facebook and Instagram (no longer to mention you can add the different systems there, too) demands several time and interest.

With this new characteristic, you could just use one inbox an excellent way to reply to messages from any platform you want. This characteristic's convenience will clearly be a large assistant in improving your workflow and target market communication, so one can maximum in reality bring about greater engagement.

- Tip #4: Create precise relations by way of having an Instagram brand that is constant and aesthetic

Engaging a positive account regularly is essentially a signal to Instagram that method you want the content of that account. This common sense is the purpose why you periodically see the posts of your satisfactory friend or your favorite influencer high up your Instagram feed. This same logic additionally applies to you: every time you interact with a specific Instagram logo regularly, their posts will also end up on top of your Instagram feed, at the side of posts of your own family and friends. If you're the brand, this fundamental way that in case your target market engages together with your content regularly (either by liking, commenting, saving your posts, or watching your Stories), then chances are that your posts are excessive up their Instagram feeds as nicely.

In short, constructing a brand photo is consistent and aesthetic is of utmost importance. After all, in case your followers recognize what to expect from your content, and you maintain the correct fine of your posts, then they're more likely to come to be long-time followers.

If you may efficiently turn the photo of your Instagram account into certainly one of steady and first-rate content material, then your casual site visitors are more likely to emerge as committed fans who will interact along with your content material regularly. If you want help in locating the appearance and ambiance which you need your picture to have, you can continuously use visible planners. These will significantly assist you in achieving the image you have got in thoughts for your Instagram. Followers want to have a clear idea of what they need to anticipate from a brand, so taking the time to create a solid brand image (through designing the Instagram feed of your account) is something you have to do earlier than you start posting.

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Tip#5: Timeliness is likewise taken into consideration with the aid of the algorithm

Aside from the amount of engagement that your content receives, the algorithm additionally cares about the age of your posts. It depends on how long has it been that content has been posted. Since Instagram needs to make sure that their algorithm turns up the cutting-edge and most thrilling content material, they're started to pay extra interest to the date on which you posted. This becomes an issue remaining year during the holidays, while most people nevertheless had Christmas posts on their feeds in spite of the fact that New Year's has already come and gone.

The exact thing about this is that you may certainly use this to make the algorithm works on your advantage. If you locate the perfect time in an effort to make Instagram posts, the algorithm will assist in growing the reach of your content material, with the intention to result in extra engagement and fans. It's critical that you're aware of the time for the duration of which the majority of your target audience is online, posting round this time will assist you to rack up likes faster.

- Tip#6: What time are your followers most energetic?

With sufficient understanding, this isn't that hard to discover. All you have to do is locate Instagram Insights on the way to view Activity metrics, in order to immediately show you the days and times that your fans are active the maximum.

Hold in mind that the instances of peak activity will range most notably at the day. For example, your audience is probably greater energetic earlier than noon on weekends, at the same time as on weekdays they're most energetic during their shuttle home. For your comfort, an evaluation by means of Later (that involved the statistics of 12 million IG posts) showed that the precise time to make a publish is from 9AM to 11AM.

However, the audience conduct will continually vary depending on the brand and the business, so you should nevertheless make an effort to

discover the gold standard time slot in your specific target market.

Now we recognize that consistency of posts, relationship with fans and time of posting are elements which might be heavily considered. Aside from these three, there are different factors that could still decide the visibility of your posts.

- Frequency of the use of the app

The rate with which you open your Instagram app is also a factor. Many scrollers will have IG feeds which might be more “chronological” honestly due to the fact Instagram will always attempt to expose the most up-to-date content material that was posted for the reason that closing time you checked.

However, in case you don’t use the app regularly, then your feed is much more likely to contain the posts that Instagram believes you’ll like, which won’t seem as chronological.

- Your following

The more people you observe, the much less possible you’ll see all the posts from everybody you’re following. This is because the higher accounts you follow, the more posts there are, and the more alternatives Instagram has while seeking out what to show you.

- Tip#7: Using the mute button helps in making sure which you usually see the essential posts

If you desire to see posts of individual accounts, then it’s possibly a great concept to unfollow the account whose contents you don’t find as a great deal. If you don’t want to, there’s additionally the mute function, an excellent way to be simply as useful. The mute function can be considered as a milder “unfollow”. You still get a notification whenever you’re tagged, and of the path you could nevertheless see their posts if you visit their page. You can find the mute button by tapping the ellipsis (...) button

which you may discover within the upper-right nook of a publish. The mute button offers you a new degree of manage over your feed and its contents, which allows you to customize it even extra.

- App Usage

If you use the app more frequently, then you'll **only** see the posts that Instagram considers as highlights of the day. So how does the Algorithm **have an effect on** Stories, IGTV, and Explore?

The algorithm's **effects** aren't confined to the content material you see for your feed. It also makes a decision about what you know when you go to Explore, or the Instagram Stories, or maybe IGTV.

ALGORITHM WITHIN INSTAGRAM STORIES

The manner Instagram Stories works is that the content material that comes from the account you often have interaction with is displayed at the start. This method that the extra you engage with a statement, the closer it receives to the beginning.

Another vital aspect that IG Stories consider is timeliness — it continually tries to show you the fine and ultra-modern content material from the accounts you interact with the most (your “favorites”). This is why individual accounts' contents, if they publish often enough, continually appear excessive up your feed. In quick, Instagram assumes that you frequently need to look at the content posted with the aid of your favorite IG influencers. This also impacts the way Instagram ranks the viewers of your IG Stories, and it's additionally the reason that the account on you've got high up the “viewed” listing are additionally excessive up your IG Stories feed. Other suggestions that may assist in making sure that your Stories are usually exaggerated up the feeds of your fans are:

□ Tip#1: Post Consistently

It's important to understand that users are now spending more time on Stories than on their Feeds. This basically way that it's merely as critical (if now not more) to ensure that you continuously seem high up in your followers' stories. One manner of growing your probabilities is by using making IG Stories posts greater frequently.

Another huge plus of posting often is that the algorithm additionally ends up thinking that you're posting high pleasant content in your target market continuously.

□ Tip#2: Using new features from Instagram can be useful

Instagram takes all kinds of interactions into account, which incorporates forward or backward taps, sticker interactions (which includes ballot stickers voting or query stickers). The more exceptional interplay a person has along with your IG stories, the higher up your posts will cross on their Stories feed. This also means that the more functions you get rewarded.

In short, you could use the brandnew algorithm to your gain via taking gain of the numerous engagement possibilities to be had on IG Stories. Luckily, Instagram has brought a couple of approaches to enticing with Stories, including Stickers and new polls. These functions will even assist in improving the content material of your Stories as well as let others recognize that you are a veteran IG user.

□ Tip#3: Get your target market to “Tap and hold” even as viewing your Stories.

Other than growing captivating content material to interact with your followers, some Instagrammers are starting to share other statistics and alluring their followers to “faucet and hold” while viewing their testimonies so that they can undoubtedly digest the content material. This action also tells the algorithm that the user is engaged with viewing your put up. By tapping and holding, the person can hold on viewing your tales, which is an

indication that your follower is definitely enticing with the content material. Because of this, it's an excellent concept to locate approaches to hold the attention of your followers, inclusive of the use of GIFs or IG Stickers.

THE ALGORITHM FOR IGTV

IGTV is incredibly new, so the algorithm's mechanisms aren't yet evident. However, it must be especially just like the preceding previously shown. In IGTV, Instagram collects motion pictures that it believes you'll like based totally for your following and interest. If you go to "Popular", you can watch videos that are presently trending. If you wish to share motion pictures from IGTV, you may use Instagram Direct.

Currently, IGTV has three categories: Popular, Following, and For You.

- 'Popular' contains videos which are maximum famous
- 'Following' is filled with videos from the people you follow on Instagram.
- 'For you' combines Instagram's understanding of your posts and its own gadget studying to discover videos it believes you'll like with this in thoughts, how do you ensure that your videos are seen with the aid of your favored target audience?

□ Tip#1: Use the Preview characteristic

Previously, you need to put the link in your IGTV videos on your IG Stories or as a caption on your regular posts, and your followers must click it to visit IGTV. This changed into problems due to the fact because of the issue in engaging the visitors.

To curb this issue, Instagram made the preview function, which shows a 1-minute clip of your video to your Instagram feed. So now your videos also get to reveal up for your profile, where it's marked with an IGTV logo within the upper proper nook.

If the preview engages viewers, it'll not handiest result in more

magnificent views for your motion pictures but also shows the algorithm that your motion pictures are high and properly appreciated with the aid of your audience.

THE ALGORITHM FOR “EXPLORE”

The Explore web page’s algorithm is unique, due to Instagram’s efforts to make this web page customized for every individual.

In general, “Explore” is lots like your regular feed since it suggests you content material that Instagram believes you’re most interested in. What makes Explore specific is its personalization. Its contents are exceedingly dependent on your beyond movements on Instagram, so possibilities are that your best pals may be completely different. The intention of Instagram with this selection is to show users more excellent records and posts approximately their existing hobbies. The activity of the algorithm is to study your conduct through studying your moves: the bills you’re following, the posts you generally tend to love or remark on, the IG Stories you view, and IGTV videos you watch.

It starts with a channel, “For You”, which indicates your channels about the topics you’re in all likelihood interested by. Your aim is to get your personal posts to other people’s Explore page. Luckily, this isn’t an impossible task. All you want to do is comply with the hints stated above while formulating your advertising and marketing method so you make the high use of Instagram’s algorithm. Another characteristic you could make proper use of include hashtags.

Hashtags have their personal consequences page which additionally follows the algorithm. Searching for a specific hashtag will come up with the top posts containing that hashtag. All the elements noted before (engagement, popularity, and timeliness) still affect the hashtags.

Using hashtags to spotlight the area of interest subjects your brand covers is an excellent way of having your content to the Explore page.

□ Tip #2: Make use of Instagram Analytics device

After formulating your advertising strategy using our suggestions, the subsequent step is to screen the effects of your method by using observing the overall performance of your content on Instagram.

Instagram Analytics is right for this. But locating out which posts were most successful isn't enough, you also need to recognize the metrics that made those posts extra successful in comparison to the others. You can try this by using the usage of Instagram Insights, an analytical tool that's already built into the app. It gives you various metrics and different essential data concerning your content material and their performance. To get to Insights, just press the Menu button (the three bars), then Insights, and visit the Content tab. Remember that your account has to be a Business account, a personal statement might not be able to see this alternative. You also can select person posts so that you can gather more statistics about one's posts along with the range of likes and comments it received. While it's authentic that Instagram changes its algorithm regularly, keeping up with the changes isn't impossible. In fact, maintaining yourself informed is an excellent manner to stay in advance of the game.

The extra you strive to apprehend how the algorithm works, the higher you could make it works in your favor. With all these facts regarding this year's algorithm, you must be able to formulate an advertising strategy that ensures your super posts attain your target audience.

Chapter Eight:

WHAT IS INSTAGRAM ADVERTISING?

Instagram advertising is an approach of paying to publish sponsored content material at the Instagram platform to reach a more significant and higher centered target market. While there are numerous reasons an enterprise or person may determine to market it, Instagram marketing is regularly utilized to grow brand publicity, internet site traffic, generate new leads, and move modern-day points down the funnel (and hopefully toward converting).

Since Instagram is this sort of visual platform, text advertisements aren't an element here. Instead, you need a picture, a set of photos, or video (which may be accompanied by way of text) to attain your target audience with Instagram advertisements.

The interesting element? Instagram advertising and marketing works! In March 2017, over 120 million Instagrammers visited an internet site, were given directions, called, emailed, or direct messaged to learn about an enterprise primarily based on an Instagram advert. According to Instagram, 60% of human beings say they find out new products at the platform, and 75% of Instagrammers take action after being stimulated by a put up.

Similar to Facebook commercials, throwing a few money at the back of a post will lead to more publicity to your brand, as well as extra manipulate over who can see your post.

IS INSTAGRAM ADVERTISING RIGHT FOR YOUR BUSINESS?

This leads to the apparent query: Who is on Instagram? Is it just teens taking selfies? What approximately older populations? Are they “gramming” their grandchildren?

Unfortunately for all you entrepreneurs targeting the grandparent demographic, Instagram has a tendency to skew towards a new youthful target market, with the most significant percentage of users falling within the age variety of 18-29 (55%), then among 30-52 years-old (28%). Only 11% of Instagram customers are between a while of 53-64, and just 4% are adults over 65.

According to Hootsuite, the majority of Instagram customers stay in urban areas (32%), 28% of users live within the suburbs, and 18% of customers inside the country. While there are greater women on Instagram than men, the gender gap isn't always as massive because it once changed into.

If this doesn't sound like the audience you're concentrated on, you nevertheless need to no longer brush aside the social community as a vain opportunity. Similar to what occurred with Facebook, more and more adults over 34 will probably be hopping at the Instagram bandwagon because the platform keeps growing. Also, if you are working with 4% of adults over 65, you could continually target that demographic directly.

Similar to many different social advertising structures, Instagram gives you the granular control to target unique genders, age ranges, locations, pastimes, behaviors, and more significant. You can even target a custom or lookalike target market so you're displaying ads only to your direct listing of leads or those who have a similar makeup.

What advertisers must simply latch onto is the truth that Instagram uses Facebook's demographic records to serve up commercials to appropriate parties. This makes the device excellent treasured for advertisers looking to

goal a gap target audience, because Facebook already has a thorough history and thorough demographic targeting options. Instagram marketing may be especially powerful in case you're in a visual or creative industry, together with the restaurant business or craft marketing.

HOW MUCH DO INSTAGRAM ADS COST?

This is a problematic query to answer, as fees are based totally on a range of elements, and as you can have suspected these factors aren't all discovered to us by means of the platform. The version is based totally on CPC (cost per click) and CPM's (cost per impressions), and charges are decided in step with Instagram's advert auction.

“The fee of Instagram commercials are influenced via many factors — everything out of your target market on your advert remarks,” says Andrew Tate from AdEspresso. “There’s a lot that is going into know-how to market it on Instagram.”

AdEspresso recently dug into \$100,000,000 of Instagram advert spend in 2017, and discovered that the average cost per click (CPC) for Instagram commercials in Q3 ranged among \$0.70 and \$0.80. While that is a useful benchmark it will of route range depending upon the auction, audience, competition, time of day, day of the week, etc.

Some advertisers find that Instagram ads frequently have higher engagement, but this may cost them. According to Keith Baumwald, founder of Leverage Consulting, Instagram commercials' expenses are slightly better in cost than Facebook commercials. Braunwald claims that for the reason that businesses are so exceedingly centered you may end up paying as high as \$6 a CPM.

On the bright side, advertisers do have to say over how their budgets are allocated. For instance, you may pick out among a reasonable price range to restrict the amount spend according to today or a lifetime finances wherein you'll install your advertisements to run for a duration of time until the price range is depleted.

Other ways to govern your Instagram advert is putting your ad schedule (for instance, you could specify sure hours of the day you need your commercials to run), placing your ad delivery technique (there are 3 options: link clicks, impressions, and every day specific attain), in addition to setting your bid quantity (manual vs. Automatic).

HOW TO CREATE INSTAGRAM ADS

Once you've decided Instagram is right for you, it's vital to ensure you're growing alluring commercials that will get you the results you need.

- Native-searching Visuals

It's essential to make yourself stand-out on a visual platform like Instagram, however no longer in an overly obvious way wherein someone is aware of it's an ad instantly.

Whenever I see exceptional apparent ads in my timeline, I quick scroll beyond them because I recognize don't need to be bothered. When I see something that appears local to the platform and much like the accounts I follow, however, I take a second to research extra. It's much less jarring and creates a more organic, much less ambitious experience.

The quality option could be to have your personal images were taken and on-hand for the advert. This will produce the maximum herbal image for the advert. If you don't have the price range or resources for that, the subsequent quality step could be to search assets like Unsplash, StockSnap, or this type of sites, to discover photographs that suit together with your ad strategy.

- Minimal Text

They need to also have very little text on them, not simplest to be

visually appealing and keep away from searching spammy however to oblige by means of Facebook's rules.

Ads and sponsored testimonies in the newsfeed won't consist of photographs made up of more than 20% textual content, including trademarks and slogans, except for Book/Album Covers, Product Imagery, Games, and Event Posters.

But that is ok! Unlike person posts, Instagram commercials consist of a call-to-movement button that permits you to link visitors out to some other location.

Ideally, you'd need to be able to only submit an image and placed the facts in the caption and button, however for a few posts, like an event, you could need to add some other statistics.

- Optimized Captions

Finding stability among informative and sassy content may be difficult in any medium, however with Instagram ads not best if you want your photographs to be excellent, however your caption wishes to be on point as well. You need to ensure the caption pertains to the photo you've selected and given enough facts as to what your aim of the advert is without rambling. Ensure it relates to the picture and resonates along with your audience and logo. You want it to be informative however not give everything away in order that they click via and complete the intention you laid out earlier.

- Hashtags

Use a hashtag to get your advert shown not best to your target audience feeds, however a broader applicable target market. Start by researching a few popular hashtags related to your industry/provider and used by your target audience. Check out what form of posts is proven in that hashtag and ensure it makes meaning to your advert to feature the hashtag in the caption. The hashtag no longer only encourages people to share their experiences using it but also highlights the brand's emphasis on excellent body image and real

beauty.

HOW TO SETUP YOUR FIRST INSTAGRAM AD

- Strategy

Before you set up your first ad, it's essential to construct the approach behind it. Start with the intention of the ad; what are you looking to accomplish? Are you looking to get 50 demo requests from this advert? Get 1000 internet site visits? You need to understand where you're going before you can start a movement; otherwise, you won't understand if what you're doing is without a doubt operating.

- Audience

Now that you have a purpose, who needs to view this ad?

Return to your purchaser personas and pull all the demographics of the persona that might be interested in this offer. On Instagram, you have got access to the identical audience options you have got with Facebook; age, job titles, interests, etc. Plan all of this out earlier than you head into the actual device so you have even extra information about who you're looking to appeal to.

- Budget

Once you've laid out an intention and audience it's time to set your price range. How plenty can you find the money for to spend on the ad? If you need a certain amount of demo requests, what do you suppose this is going to amount to?

This component is where you're going to need to do a little testing. The finances rely upon on how targeted your ad is, whether it's a video or a single photo and whether you pick out to do a daily or lifetime price range.

For your first ad, I suggest beginning with a \$ 50-lifetime finances. This manner you could see how quickly you run through the price and

what number of conversions you get with it. It's an important baseline to judge budgets later on down the road.

Now that you have everything laid out and ready, head into your company's Facebook Ad manager. Since Facebook owns Instagram, they've saved the ad manager within Facebook so it keeps things quite smooth. Once you're inside the ad manager, you set up an Instagram ad the same manner you'll with a Facebook advert.

1. Go to ad creation.
2. Choose a goal from the list that works closer to your purpose
3. Add a name to your campaign
4. Create an audience for your advert that you already specified in your method.
5. Choose finances and set your ad's schedule.
6. Add a call in your advert set
7. Choose the type of innovative you want your ad to encompass.
8. Choose a Facebook Page to represent your business
9. Choose an Instagram account to broadcast this ad from.
10. Fill in the content material for your head
11. Choose your advert placement (Facebook, Instagram, or Both)
12. Place your ad order for review

- 'Gram it!

If Instagram advertisements are proper to your company, logo, and target audience then it's time to get started! These ads are a space in which you can get really creative so don't be afraid to test out some of your wildest ideas, as long as they work towards your overall purpose which is why you need to ensure you begin with a method and then go into developing the ad to make the process less stressful. Don't forget to move, returned and file at the outcomes of the advert to make modifications if vital the next time around.

Chapter Nine:

HOW TO BECOME TOP INFLUENCER ON INSTAGRAM FOR YOUR NICHE

- Step 1: Define Your Niche

Instagram has over 800 MILLION month-to-month users. If you want a slice of the influencer pie, you need to face out. You want to speak to ONE unique man or woman and create a tribe around one predominant topic. By dominating a spot on Instagram, it won't matter, it won't matter when you have 3,000 or 300,000 fans. What you'll have is a fantastically engaged target audience that trusts your opinion – and that's the type of influencer brands need to work with.

- Step 2: Create High-Quality Instagram Posts

I understand it sounds simple but the excellent of the content material you placed available will decide if people like, remark and observe your account. A blurry selfie or a dimly lit food image doesn't usually attract to droves of raving fans. But in case you share super quality (examine: non-pixelated, aesthetically-pleasing) pictures that inspire, educate or entertain people? Now we're talking. If you need your account to grow, you want to spend money on a respectable smartphone or DSLR camera, and spend time taking photos that have a stable composition, top lighting and are in attention in all of the right places. But your works don't forestall there. You additionally need to make sure that you write enticing captions and use the right hashtags to draw your ideal follower.

- Step 3: Stick to a Particular Design Theme for Your Feed

The number one component that defines influencer account apart from the general loads is via having a steady aesthetic. A cohesive feed enables your audience to realize what to anticipate from your account with a short glance. It additionally will increase engagement by means of keeping people in your feed longer as they'll sense compelled to like additional photographs As they scroll down your feed. When you start working with brands, your engagement records play an essential detail in you landing that paying gig. Find a feed design that works for you (meaning, you could hold on with it regularly) and begin popularity out from the rest.

- Step 4: Have a Consistent Posting Schedule

Instagram's algorithm rewards money owed that post always. Why? Because Instagram needs humans to be always the use of the app, and accounts that help it achieve this aim get pushed up higher in the newsfeed. Whether you decide to post a couple of instances a day or every day, you want to paste on your schedule.

- Instagram rewards consistency.

Use equipment like Later or Planoly to plot out your feed for the week. By taking an hour out of your day to curate content for the week, write your captions and pick your hashtags, you'll start to see a boom in engagement and fans.

- Step 5: Engage, Engage, Engage

The most successful Instagram influencers don't submit a picture and log off of the app.

Instead, there's commonly a question in their caption, and they spend time replying to remarks, DMs and tasty with other users.

This enables to create a stronger sense of network round your logo and turns casual swipers into brilliant fans. Posting a poll on your Instagram Stories is any other way to increase engagement along with your followers. Ask their opinion on where you have to travel next, what you must wear, or what photograph they like.

Instagram rewards you for developing content that gets replies, DMs and comments out of your followers!

Asking for remarks from your followers is an excellent way to recognize what entices them and strengthening their relationship with you and your logo.

- Step 6: Collaborate with Other Influencers

“It’s not what you possess, however it’s who you know”? This also applies to Instagram. While it’s possible to grow an account all by yourself, participating with different humans will make the method easier and faster. You’ll also be capable of community within your area of interest and come across opportunities you may no longer have heard of otherwise. Spend a while going through your preferred hashtags and finding similar accounts. Engage with their content material, begin a conversation and who is aware of—you may even grow to be assembly and taking part in actual life.

- Step 7: Reach Out to Brands Within Your Nook

Once you’ve nurtured your account to 1,000+ fans, it’s time to begin accomplishing out to brands on your area of interest. Don’t be scared to start pitching in case you still growing. If you possess an engaged following and it’s the brand’s target audience, you can withstand a fantastic danger of landing the opportunity. Spend a while crafting the best pitch and detailing what you can provide for them. I understand it may be awkward at first, however the extra you do it, the less intricate it receives. And at the top of the day, the worst issue they could say is no, right?

HOW TO CREATE A STEADY FLOW OF HIGH-QUALITY, ENGAGING CONTENTS DAILY

Now that you realize the importance of posting high-quality content on a daily basis and possess a foundation for your content method, you need to figure out the way to create it. What you probably don't realize is that it doesn't have to be a problematic manner. The reality is, it will only take you a couple of minutes to create a superb publish that you could share along with your fans to add value to their lives and similarly engage with them. This can be done by the EFFICIENT content material introduction. You don't need to spend more considerable time than necessary to create content, especially while the content material should be introduced as consistently as possible on Instagram. When you develop in size and you need to put up more often throughout the day, you'll don't have any choice however to be as efficient as feasible. There are three software program packages that you can use to create first-rate content material in just a few seconds.

There are numerous tutorials online on how you can use these applications, however they're spotless to pick out up and it only takes a couple of minutes to learn how to use them.

The first software is WordSwag, a free cellular app that you could download for your cellphone. You can take a high-resolution background photo, overlay a few custom text on top of it, or even add the watermark of your brand in your picture as nicely. For your brand, ensure that it's far a preloaded picture with a transparent background. This lets in your logo to fit on any photograph irrespective of color. You can change its brightness within the software application if you want your brand to have a softer feel in your posts.

The next application is Adobe Post. Like WordSwag, it's free to download. This one is a long way heavier in design and comes with several pre-loaded templates that you may upload textual content too. There is a lot more flexibility but there is a steeper knowledge gaining curve if you need to take full advantage of all of its functionality.

The last application is Photo. This is my personal favorite. And in case you sign up for my Instagram web class: www.FreeIGTraining.Com you will get immediate get right of entry to a video tutorial wherein you will but put you through step-by-step the way to create eye-catching pictures with this app in just a few seconds. Since you may be sharing awesome photos on an ordinary foundation, I extraordinarily advise you get the app Phonto.

You can take a photo in which you are about to post and modify numerous features: Sharpness, temperature, lightness, saturation, and a lot more. You can mess around with the settings until you get the re-adjusted photograph that looks right enough which you will submit on your Instagram web page.

NOTE: If you are a non-public brand, you want to focus on maintaining your snapshots very private. Your personal life, your business lifestyles – everything should be focused around your each day activities. Garyvee is a brilliant instance of someone who manages to get his non-public brand down and create massive influence.

I would also like to share a few resources that I use to locate royalty-free photos. These are snapshots that you can repurpose into content material that you may proportion on your Instagram page. These assets are useful for individuals who are in niches where it's tough to get their personal authentic pictures without excessive labor (e.g.Travel, luxury).

Pexels.Com, Unsplash.Com and FreeImages.Com are 3 resources that provide you with exquisite royalty-free images. You can download these pictures on your smartphone and contact them up using the apps I just talked approximately.

Here's a brief seasoned tip to help you subtly brand your Instagram web page – when using these apps to create posts you want to make sure you're using a few types of the logo to brand them efficiently without “over-branding” to the point in which humans will assume twice about sharing them. I like to apply an easy type based totally brand within all of my pictures and to do this efficaciously, I use an easy font to spell out my

Instagram page when developing my posts. This allows me to maintain my photographs excellent without over-branding them with a brand that may additionally save you people from sharing my content (e.g. Taking a screenshot of my post and sharing it on Facebook).

When I started out doing this I saw my content being shared at a far higher fee and it's so clean to put in force that it nearly seems like cheating. If you go along with a similar method just make sure you are using only ONE font for this to ensure the uniqueness of your design is steady and those can start associating your branded logo without difficulty. Having too many fonts will dilute your emblem and reason confusion. Here are the following steps to create the best contents:

- REUSING CONTENT

Let's do a few easy math: Let's say you follow my advice and publish three times a day. That's 270 posts over a three-month length. I don't know about you; however, that seems like a lot of content. Way too much, in truth. With the high-quality pages on Instagram, you'll be aware that the maximum of them do now not have hundreds upon hundreds of posts. There are merely some hundred or a few thousand that get repurposed (i.e. Posted again) from time to time. This is a substantial remedy for people who overwhelm themselves from the very beginning with all the work that has to be done. Don't get the wrong idea—there are lots of hard work worried behind putting in place a successful Instagram page, however at the equal time you don't need to make things more robust than they have to be. As your following starts to develop and you begin posting pictures on your Instagram web page, it will no longer take you very lengthy to discern out what's working and what isn't running. You'll see the posts that your followers don't like within the form of low engagement through a lack of likes and comments. When you figure out what followers want, that's when you can repurpose the content that offers you excellent engagement. After a length of approximately 6-8 weeks, you may browse through your old content and repurpose the posts that received a unique engagement.

Here's why: When you shared that content 6 to 8 weeks ago, that was with your followers at that particular factor in time. Now, you have got a large organization of new followers that haven't view what you posted a month or a few months ago. Simply put, what the majority of your community hasn't seen and they haven't had the opportunity to gain from it or engage with it. It's nearly like a new post made from scratch. Also chances are the original organization of fans that preferred or commented on that post initially won't apprehend the fact you're reusing that photograph and most possibly will like or touch upon it again. Even though I showed you a way to effectively create terrific content, it doesn't remove from the truth that it nonetheless takes numerous time at 20 plus posts per week. Reposting photos or movies allow you to submit content that engages along with your followers at a high level since you are repurposing content that has been tested to generate likes and feedback. This is an impressive manner to work smart in preference to hard.

It's a win-win scenario for you and your fans. You take cognizance on the excessive-value content material to make sure that your engagement fees progressively improve, and you have got fresh content for your new followers which you understand will experience and have interaction with that particular publication. This will preserve your followers targeted and engaged along with your Instagram posts on a regular basis. You will see your engagement gradually boom with this method. It's sparkling content for brand spanking new and antique fans and its content material you already know they'll all love. You're now beginning to pass towards a steady direction of studying how you can monetize your Instagram page while not having to publish 3 -6 instances a day and spend hours designing images.

- SHORT TERM SACRIFICES PRODUCE LONG TERM SUCCESS

Understand, while you are starting off, the manner of gaining organic followers is hugely labor-intensive. It will take quite a lot of dedication and will power earlier than you could gradually slow down. Don't

listen to the hype from a success Instagram Influencers who try to sell you on how enjoyable and cushty their lifestyles when they were constructing their massive followings. Unless they bought an Instagram web page (which I do now not recommend everybody does) I guarantee you they installed the first-rate quantity of work and went via a ton of trial and error earlier than they noticed their efforts pay off.

In reality, your first 10,000 fans are going to be the most difficult to obtain. You will locate that constructing your Instagram following cuts into other activities which might be a part of your each day time table. Giving up at the perception of stability is essential to developing a massive following in a brief quantity of time. I informed you within the introduction of this book that this was going to require difficult work, however the message is worth repeating. All the notifications and pings you will get on your smartphone are going to drain your battery like nothing else. It could be smart to preserve your telephone connected to a charger at all times, or put money into a charging dock or a portable battery that you could use. This permits you to go away your cellphone by means of your laptop so that you can stay up to date with interest on your Instagram web page.

For many human beings, developing and monetizing an Instagram web page begins as only an aspect hustle, but you must take it critical from the onset. While you can work on your Instagram page from everywhere inside the globe, the start will be rough. Only in destiny will you be capable of loosening up while managing and making money off your Instagram web page. You might even reduce your meals quick and reduce the amount of sleep you are accustomed to getting at the same time so you can live engaged with your followers. The more you can create a connection with your community, the better your engagement costs may be. Growing an Instagram following requires a significant investment of some time, however fortunately, Instagram maintains to make it simpler for us to have interaction with our followers: We can now 'like' the comments they leave on our posts.

Personally, I spend a top-notch quantity of time replying to remarks, answering direct messages and liking the majority of comments I

acquire on my posts. I do this (and you have to too) as it allows me to enlarge the number of touchpoints and interactions I actually have with my fans. My favorite strategy is liking each of the comments I get on my posts, especially as it calls for practically no effort and the commenter will acquire a notification that I appreciated their comment therefore growing another touchpoint or notification they can partner to me and my brand.

Ignore the individuals who sell you the dream of “handy prosperity”. Growing your following and making money on Instagram calls for higher than merely posting and remaining the app. Your free time is now your Instagram time. Eventually, you’ll attain the point in which you only should publish for a couple of minutes a day, however proper now you're probably not at that point. The only thing you could do is progress forward and pay attention to what you'll do within the second and the near future. After 6-8months of hard work and earnest attempt, you can look lower back and bask in all the exceptional progress you've made. By then you may be able to relish within the self-delight which you succeeded and proved the naysayers wrong (trust me...There will be naysayers and they may attempt to talk you out of succeeding regardless of what road you pursue in existence). Building a successful Instagram page that generates predictable profits is filled with setbacks and bumps inside the way, especially when you’re just starting out. There have been numerous instances I desired to quit. But looking to actually doing it is what makes all the difference. The fulfillment I currently have on Instagram became earned through sheer hard works and constant persistence.

I would now not alternate what I actually have presently for something else inside the world. And I want you to feel the exact same way after a period from the moment in which you examine this book.

HOW TO TIME YOUR INSTAGRAM POSTS & SHOUTOUTS FOR MAXIMUM ENGAGEMENT, FOLLOWERS & BUYERS

You won't have discovered this but, the time of day when you post on your very own Instagram web page in addition to while you post shoutouts on Instagram Influencer's pages will make a significant difference to your engagement and conversions. Many of the considerable pages have global reputations. They have followers from all over the globe which implies that they've to take cognizance of the unique time zones. When you're setting up your shoutout agenda, you want to think worldwide. To be extra particular, at the time I am scripting this I have over 200,000 fans and 57% of them are international, so this factor cannot be emphasized enough.

If you post a shoutout on the early morning hour of 3am US EST, your promotion could be seen through a specific group of people. Post that same shoutout about 6 hours later, and you'll have got the right of entry to a completely exclusive group of human beings. When you're putting in a timetable for posting your shoutouts, you need to target to post on 2 to 3 pages a day (make sure you are tracking each shoutout individually), every at an exceptional time. Not solely do you permit the majority of people on other pages to look at your posts, however after they see it enough times on separate pages they may be more enticed to go to your internet site. If your income replica is compelling enough and you have a reliable product, you'll have a buyer!

If you're posting commercials on your very own web page, you may place them in-among your everyday content but make sure to post them after approximately 6 hours. Remember the guideline from the previous chapter – the vast majority of the time you want to be displaying price-based totally content that is in the form of excessive first-rate pictures and probable movies. As for posting private content material on your personal web page, you'll eventually create a content agenda that works nicely for you and your page. People will know what to expect and while expecting it. The higher you meet that expectation, the more dependable your fans could be and the more you will entice new followers. This is the way you build and integrity with the network you are constructing on Instagram. You don't even need to leave your fans hanging! You additionally want to be consistent on how often you publish but additionally within the volume which you are posting.

If you're posting several bulk photographs at once, you're harming your Instagram brand in several methods.

firstly, you'll acquire lower engagement on every person post as it's too much for your followers to check out. Secondly, you are giving off the impression of a spam web page that is not run via a real person. Thirdly, you might come across as an advertisement heavy page so as to flip your followers off. People aren't naive on social media will quick trap directly to this and unfollow you.

The pleasant manner to go about it is to post 2 to 4 times a day, with the posts being spaced out evenly. Posts should be at least 4 hours apart. I actually have noticed that publishing two pictures at the same time, advertisement or unique content, leads to decrease engagement and a decrease variety of followers gained, if any. You will need to experiment with the time of day you post so as to acquire new followers and get a social engagement with your pictures. The right balance could have humans excited to learn exquisite content from you without believing that you are spamming them or overwhelming them. If you put up an excessive amount of, you're getting in the manner of posts that they need to look from their friends and other pages that they follow on their personal newsfeed. Excess posting is an extraordinary manner to encourage your fans to click on the 'Unfollow' button! All of that is absolutely dependent on your niche and the sort of followers you entice. Even then, you may need to do a few men or women checking out to figure this out for yourself. Once your page becomes more substantial, you can slowly however carefully experiment with posting higher frequently. You can publish unique content and advertisements/shoutouts. Here are the following tools to assist you in this cause:

- **ICONOSQUARE**

What I want to inspire you to do is find a device like Iconosquare to decide the satisfactory times of the day to post for your demographic. You can be able to see how engaged your target market is and mainly while that engagement is occurring. The app records your posting times and indicates your audience

engagement over a 24-hour period. You can see which days are vital and which times of the day are great for posting. If you have got your Facebook web page attached on your Instagram page you may get analytics directly from your Instagram web page, however I still like to apply Iconosquare. You need to use analytical tools to get the best data considering that you may not be able to infer this via virtually looking at your man or woman pieces of content on your Instagram page. Once you've got this setup, you can create a pipeline in which posts are delivered at a preset schedule. It has to be done manually on the grounds that Instagram's API does not allow third-celebration apps to publish content on your vicinity. (Note: There are third-party apps that do this however they violate Instagram's Terms of Service and are probably able to get your account banned so proceed with intense caution if you are searching into this sort of automation.)

- **INFOGRAPHICS**

Don't bother losing your time with infographics that let you know the satisfactory instances of the day and the times while you should be posting. There are too many variables to put into consideration which is an excellent way to absolutely change what works best for your Instagram page. To begin posting, trying out and monitoring and soon than expected you will recognize the proper times to display in your own web page to increase engagement in addition to the optimal times to post shout outs to increase your traffic in your income funnel and ultimately generate predictable income from your Instagram web page.

Over the previous couple of years, thousands of marketers, photographers, bloggers, writers and types had been experimenting and advertising and marketing their brands on Instagram.

MARKET ON INSTAGRAM IN 13 EASY STEPS

- BE SPECIFIC

Top Instagram Influencers best use centered hashtags or ones specific to their brand. You want to model that same technique. Using general and spam hashtags (something with a '4' in it) will hurt engagement in the end because you'll be unfollowed for not reciprocating via commenting or following them.

Similarly, your fans aren't going for your page in order that they can be spammed with endless hashtags in each picture. It appears out of the region and some of your fans will get the impact that you are a bot-run spam web page.

- Optimize Your Instagram Account.

The top quality brand Instagram accounts have a compelling bio, memorable profile photograph and a connected website that drives to their homepage. It's one of the first matters you have to set up on your account however it's additionally one of the first matters people take a look at before deciding to comply with you or now not. Make your bio descriptive, compelling and don't be afraid to use emojis.

- Follow Industry Relevant Accounts.

Think about the styles of brands, media groups or people on your industry that are already familiar with the use of Instagram and go discover them. Follow their accounts and interact with their previous couple of posts by means of urgency or leaving a remark. These bills might follow you again and assist you in getting started out with your primary audience.

- Find Popular Hashtags In Your Industry.

“Many people on Instagram use hashtags as a manner of locating new

images and new people to follow.” stated Jason Quey in a recent piece on Instagram Marketing.

Each day, thousands of hashtags shared on Instagram. At first glance it may appear overwhelming however Jason offers a few superb recommendations on the topic: “Look through the pics posted through influencers on your area of interest. What hashtags do they use? Write these down as capability hashtags to apply.”

- Get Shout Outs from Others.

Nathan Chan who co-founded an online magazine for entrepreneurs called Foundr indicates that manufacturers leverage the power of influencers to grow their account. Nathan became able to develop his account from 0 to 110k followers in 5 months through constructing relationships with more significant accounts and having them sell his web page on theirs.

Chan suggests that you “research the popular accounts which can be relevant for your field, reach out to them to look if they’ll be willing to do an Instagram shoutout for you, and how much to be able to cost.” As you carry out this outreach, build a spreadsheet that highlights the particular bills you’ve reached out to, their follower matter and the price they’re trying to charge.

- Share Your Posts On Instagram Regularly.

Johnathan Long of Domination Media makes a notable point when speaking about Instagram on Entrepreneur stating “you want to post sufficiently so that your brand stays relevant” at the same time as also warning, “you don’t need to post so often which you overwhelm your followers and that they unfollow your account.”

One of the most regularly asked questions about Instagram is how frequently a brand ought to submit. While many brands attempt to put a range of on it, the fact is that what works best for one brand doesn't always work for the next. Run your own experiments and decide the best frequency in your target audience.

- Use Hashtags In The Comment Section.

One of the maximum underrated tricks within this book for the Instagram marketplace is the use of hashtags within the remarks in preference to the predominant post. Rather than stuffing your post's caption with a handful of hashtags and giving the belief of desperation remark with the hashtags after pressing share. The effect is the same besides your caption doesn't appear as bad!

- Run Instagram Contests.

“A dope contest can definitely be one of the exceptional ways to pressure new followers & activity in your Instagram account.” says Stuart McKeown one of the co-founders of Glean.io. “Instagram has the ability to can help you simply run your contest on your feed, the gain of that is that it's easy to set up & encourages participation through Instagram.” The downside to contests on Instagram is that it could be quite challenging to check. That's why Stuart also emphasizes you operate the link on your bio as an area to send your followers and have them enter another contest. Sites like Glean.io offer a smooth to construct contest form in an effort to serve all your wishes for a random draw with a social sharing component.

- Tell Your Followers To Like Your Content.

“Tell People to Double Tap If They love it,” is the recommendation I gave when sharing some Instagram Tips on Jay Baer's Convince & Convert blog. It's an easy concept that asks your followers to tap a

picture twice which ends up in like a post. That manner the put up can be proven to extra people because of the Instagram Algorithm and show within the hobby feed.

- Build Relationships With Other Influential Accounts.

The fastest way to develop an Instagram account is by using enticing accounts with a more significant following than you and having them advertise your account. If you're already growing excellent content, you might not need to pay them to present you a shout out. You might be able to get natural shout outs via building a unique relationship with an influencer.

- Comment on Photos From Other Accounts.

When speaking of his very own Instagram Experiment, Neil Patel shared an assumption proved false. "I thought it would be sufficient simply to like different peoples' photographs so as for them to follow me and like my pictures. As it turned out, I got greater interaction after I commented on different users' pictures then when I merely liked them."

As Instagram has grown in popularity, people have emerged as much less surprised and flattered through likes. As a result, manufacturers who are looking to truly stand out will want to take it a step in addition by leaving feedback.

- Use Instagram Stories On The Regular.

There are lots of beautiful ways to sell your brand with Instagram Stories. If you're not acquainted with Instagram Stories, it's a segment on Instagram wherein you may share short videos or images that all of your followers can see but the content material disappears in 24 hours. The method is a direct spin-off of Snapchat Stories.

When using Instagram stories, do not forget blending static content material that you can locate for your camera roll with content happening inside the moment. Don't neglect to also use strategies like participating with different Instagram money owed and taking up their tales to reach an even broader target market.

- Use Both Images & Video Content.

Dara Fontein of Hootsuite shows that both video and photographs when sharing content on Instagram are a compelling content advertising and marketing mix. She shared that "Instagram motion pictures see two times the engagement fee of photographs" showing that video content is a fantastic investment for brands looking to trap the attention of their audience.

When thinking about your Instagram video content material, she additionally shows that you "create clear, fun, and enticing videos that people are going to need to tag their buddies in." Creating pictures or motion pictures that inspire people to tag their buddies is an elegant way to pressure virility to your account. As friends tag different pals, the content officially starts to evolve like wildfire and tackle an existence of its own!

- Run Instagram Ads.

One of the quality components of Instagram is the truth that it shares records with Facebook. As a result, you have got the capacity to apply the advanced psychographic & demographic targeting offered on Facebook with Instagram as well. If you want to target people who live in specific united states and follow a particular band, you may do precisely that the usage of Facebook Ads Manager.

Instagram marketing gives photo primarily based marketing in a rectangular or vertical format and video advertisements in a square or landscape format. Most recently, Instagram also launched a carousel

feature which gives an excellent more dynamic advertising and marketing feeling on Instagram.

- Do Some Hashtag Research

Of course, all the points above are predicated on doing all your due diligence in locating the right hashtags to use. A super tool to apply is: SocialRank.Com. It's free of fee and allows you to investigate the key hashtags being utilized by your competitors. You also can locate the customers that identify exceptionally with key terms and the most regularly used hashtags inside each of these terms. There are other matters you can do with Social Rank, but it only stands out as a fantastic hashtag study tool.

Another excellent place to discover ways to expand in your hashtags is: Hashtagify.Me. Visit this internet site and research how you could reach a broader audience on Instagram by locating hashtags that can be similar to the ones you're currently using.

- Geotag Your Photos

Here, you're geotagging your Instagram pictures as a manner to feature location in your Instagram posts. I can see where this will be mainly beneficial if you are a local enterprise seeking out exposure in your area or town, or operating in a niche involving a couple of locations around the city. It turns out that extra and extra Instagram customers are using "Places -> Near Current Location" in the search function. If your post is geotagged and they may be trying to find something to your area of interest, you've just unfolded the door to acquiring local organic traffic.

- Rotate Between Sets Of Hashtags

Let's say that you have a number of hashtags that have worked properly for you, however you already know that spamming your content material again and again with them won't help. Within your niche, you could have a fixed of hashtags that you sparingly use for particular scenarios. You can have hashtags for posts about your private life, any other set of hashtags for inspirational posts, and perhaps for an ad shoutout. This enables you faucet into audiences based totally on the sort after results and you may deliver in other engagement in your page.

Conclusively, As Instagram continues to grow in advertising globally, brands are starting to take advantage. If you are yet to begin leveraging on Instagram, its high time you get started. Take those 16 hints on How To Market On Instagram as a place to start and use them to stand out in your business.

CONCLUSION

I've provided you with a variety of points, techniques and actionable advice in this book. It may seem like lots initially in case you examine through this entire book in a single sitting, so I want to encourage you to go again, review every chapter cautiously and implement each strategy you found out. Master a particular technique at a time, then move directly to the next. As I cited at the start of this book, you can't do the fancy stuff without learning the fundamentals first. When it comes to getting to know the basics on Instagram, everybody may have their own strengths and weaknesses. Maybe you need to work on networking with Instagram Influencers to building up a relationship where they sense snug personally endorsing your products and services. Perhaps you want to work on creating eye-catching photos that stop an Instagram consumer from scrolling through their newsfeed and engages together with your post. It is critical that you recognize regions that require development because the best way you may have massive achievement on Instagram is if you combine each of the strategies you discovered in this book and consistently follow them.

Never forget that Instagram recreation is a continuous hustle. At the beginning you will have to put in an incredible amount of attempt to gain momentum. You will have to promote the same objective on a particular Instagram page a couple of times a week. I've discovered that it takes several exposures for people to be satisfied that they want to shop for your product, download your book or likely observe your web page. The essential thing here is to not permit the shortage of initial outcomes to discourage you. Keep going and hold to test as many techniques as you in all likelihood can. Test exclusive pictures for the identical promotion, test extraordinary captions, take a look at the usage of particular hashtags, check extraordinary Instagram Influencers. Keep checking out all viable combinations until you hit the hotspot. You'll start to see things kick into overdrive while you are always reaching a minimum of 2 million people

with your ad shoutouts. I recognize it might also sound high priced to attain that quantity of a target audience, however it's certainly no longer. It's effortless and lower priced to get your products and services in front of thousands and thousands of people on Instagram. I can effortlessly accomplish this for most effective \$200.

One of the most beautiful things of being capable of attaining that sort of big audience so fast is being able to get quick remarks to your advertising and marketing strategies. That's why it's by no means been simpler to rapidly take a look at numerous strategies until you discover what works for you. Adaptations may be made immediately and you never need to worry about having to wait several weeks until you may attempt something new. You understand how your promotion performs right away, which allows you to make modifications instantaneously.

Instagram has opened up a world of opportunity that I didn't assume was possible.

And no matter is a lifelong entrepreneur, I had to relearn many classes on fulfillment and persistence due to all the obstacles and demanding situations I went through after I became constructing my business on Instagram. It changed me and taught me many a lot of things about the sector of online advertising and marketing.

I'm definitely grateful for all the setbacks, and there isn't a single moment that I'd trade. Now I won't forget the treasured training I've discovered as a blessing, that I felt it became my obligation, and obligation to share them with you. Understand that despite the fact that I've done everything possible to reduce the quantity of trial and mistakes you will go through, as you begin to put into effect the steps I've mentioned in this book you can encounter a number of the equal setbacks as I did. There may be instances while specific strategies do not work out as opposed to training session the way you anticipate them to. For example, there might be a shoutout that does not generate the number of followers or visitors you expected or maybe there can be some Instagram posts that do not get you the extent of engagement you would have liked.

Do not let temporary setbacks stifle your momentum. Stay centered on your goal, the purpose of using Instagram, and hold in thoughts that failed promotions are nothing more significant than instructions learned. Continue to take action, analyze and modify the results you get and continuously follow the strategies you found out all through this book. If you're capable of doing that, I have the total self-belief that you will be able to triumph over any barriers that come your way as you're developing your following and finding approaches to make a profit on Instagram.

Always take into account that Instagram is a platform that is continuously increasing and a lot of things will inevitably change as they continue to develop. Stay aware of the latest possibilities that stand up and always look to extend on the techniques that you discovered during this book. The extra time and energy you invest in studying and finally mastering Instagram, the sooner you will see results and find out new and additional powerful approaches to develop your business correctly on this superb social media platform.

Kill with advertising strategies, scale your small business on top!
Use this beginner's guide step by step to generate passive income
by **SOCIAL MEDIA** and **MAKE MONEY ONLINE FROM HOME**

FACEBOOK MARKETING 2021



ALLAN KANE

FACEBOOK MARKETING 2021

kill with advertising strategies to scale your small business on top, use this step by step beginners guide for passive income on social media to make money online from home

Allan Kane

INTRODUCTION

Welcome to the wonderful world of Facebook, where you can relatively easily connect with long-lost friends and promote your own company with just 10/20 minutes a day.

We are seeing a significant revolution around the social graph online — that is, every person's chart on the internet and how they are linked. It is the Worldwide People's Internet, a mirror and continuation of the offline social graph — the friend's, family members, peers, parents, teachers, neighbors, and associates that are essential to us, who help shape us, and for whom we reside.

The online social network empowers us to be stronger, more effective, more productive, and more content in doing what is innate in our nature — to express who we are and to transact and engage with others across the Internet. Information from social networks, such as where people come from, what they are interested in, and who their friends are, can then be implicitly or explicitly extracted to make business connections more tailormade, private, and precise.

For the sake of succinctness, I call this "the Facebook 2021," but I am referring to the general phenomenon of social networking that emerges over the Web. We are living in a very different world with the fast pace of technology than we did a couple of years ago. College students now only use email except with teachers and potential employers—they talk about what they had for breakfast and send Facebook messages. But it is not just students at the college

While Facebook may have launched after office hours, its reach reaches into our professional ones far beyond our personal identities. Over the last year, Facebook figures have steadily shown the biggest growth in audience numbers among people aged 35-49.

260 Million and Counting

More than 260 million people around the world are logging in at this very moment on Facebook alone, checking their profile, engaging with peers, communicating with companies, providing valuable knowledge for you to better understand them and learning about yourself in exchange. As a businessperson, you need to be where your clients are, and consumers are constantly spending time on social networking sites like Facebook and Twitter.

Facebook has come a long way from being a simple, online directory for students at Harvard college. It now boasts 1.11 billion users from around the world, a vast market of potential customers and customers that can pander to businesses of all sizes.

Have you ever considered incorporating Facebook ads to your overall marketing strategy as a business owner? If you do, you're on the right track.

After all, according to a Syncapse survey, "85 percent of brand fans on Facebook are promoting products to others."

With the launch of the social networking site Facebook, which now has more than a billion active users, Internet marketing took a new direction. It is now the most sought-after marketing platform by all types of companies. Facebook marketing owes the success to its versatility and ability to reach out to a broad audience, according to marketing experts. Facebook gives marketers the opportunity to create brand awareness among the millions of registered users and potential customers who can become theirs. It's 2020, and Facebook is still the largest social network on the earth.

A decade ago, no more than a hundred million participants used a social network campaign by Mark Zuckerberg. No one predicted Facebook to be a global success a decade ago.

Is there anything going to stop it rising at an even faster rate? Over the last 5 years, with the traction that Facebook has had, do you believe anything will hinder this? The surprising answer is "almost certainly no," because Facebook is here to live. Any social network or online platform with a user base that is probably never going to go down big but just adapt instead.

Several digital marketers use Facebook to promote their products to the global population, and there is no easier place to advertise than Facebook

because it is used 24/7 for everybody's perfect audience. But you may wonder how does one target marketing to Facebook users?

One of the best things about Facebook ads is that their approved advertising platform helps you to concentrate on just who you are searching for, by age, place, ethnicity, interests, and so much more! Facebook marketing fundamentals are very easy, so I took guidance from an online Facebook marketing expert to offer you the details of how to take advantage of Facebook.

With 13 being Facebook's minimum age threshold, it is used by almost all age groups. There are no currently publicly available statistics on their most popular age groups from Facebook, but hundreds of studies have shown that the 18-29 age group is the category you're most likely to stumble into. Consequently, citizens 65 and older are barely interested in regular use of it.

Convinced yet? The next big question that you should ask right now is, "how can I get started?" For you, I have the answer.

How to Use Your Facebook 2021: Ultimate Guide to Facebook Marketing

We've already established that marketing on Facebook is (very) good for your company, no matter how big. Hold these points in mind now before proceeding with the rest of this guide to improve your Facebook marketing success:

Why you're Reading This Book

This book is meant to help you understand online social networking and what it entails for your business. Maybe these situations sound familiar:

- You know social networking online is important, but you don't know what to do about it.
- In your personal life, you use Facebook, but you're not sure how it fits your professional life.
- You've been told by your manager to build a Facebook page for your ASAP business, but you don't know how or what.

- You're the boss, and you want to understand the phenomenon of social networking and what that means to your bottom line.
- You want to hear how real businesses succeed in hiring leads, engaging new audiences, and turning customers into a sales force on social networking sites.
- You realize that whether you're looking for a job, turning down a deal, or progressing your future, a lot depends on who you meet in your social networks.

- You are constantly being challenged to do more with less and to leverage the power of your networks, the networks of your peers and the networks of your clients to get the job done easier, faster and cheaper.

This book is inspired by three primary assumptions. First, organizations are social inherently because organizations are only as good as their people, and people are social inherently. Whether it's partnerships between a sales representative and client, recruiter and nominee, vendor and recruitment workers, or other associates, business success has always been down to personal connections.

Furthermore, suggestions and feedback from those you know and trust are important purchasing decision influencers. Last but not least, research shows that poor links tend to carry the largest amount of social capital in the business context, rather than the most close circle of friends and family.

To create and implement a successful Facebook marketing strategy, you don't need to know every Facebook feature. All you'll need to know about using Facebook for marketing purposes is provided in this book. So if you're worried about not knowing enough about the features of Facebook, you'll learn all you'll need to know in later chapters.

Although learning how to use Facebook is useful information for your company, you also need to learn your clients and the audience you want to target. Facebook is known to make changes to its layout and regulations, but as long as you know whose attention you are interested in, you will find

it easier to adjust to these developments to guarantee that the rest of your fans still see their news streams for notifications.

The approaches you're going to see in this book are the same techniques I'm using for great success. I removed the guesswork for you to ensure that the strategies you'll study were used, tested, and proven successful.

Chapter One

GETTING AROUND FACEBOOK: THE BASICS

Getting Started

Firstly Congratulations. If you're considering joining or being an active member, you're part of one of history's fastest growing and biggest social networks. Millions of people share the same interests, hobbies, career goals and just about anything else you might think of. You have to learn how and where to look to find all those mates, networking opportunities, and parties. You also need to take the time to spend in developing your profile on Facebook, so let's get you up and running as quickly as possible so you can get to enjoy all the great benefits Facebook has to bring.

0–60 on Facebook in 11 Steps

Let's get you on Facebook. These 11 stages will help you get your personal profile up and running in approximately one hour:

1. Take a Few Minutes to Familiarize Yourself

This is either a new world you are entering or a familiar social network on which you are determined to spend more time hanging out. It has lots of features that we are discussing many of.

2. Upload a Self-picture

We would like to see who you are. When someone looks for you, if they're met with a nice picture, they're far more likely to engage and remember you. Furthermore, if they do not have a photo posted, particularly if it's a common name, it can be difficult to identify individuals you're searching for. For this reason, it's a must to upload a profile photo. Nevertheless, one of the reasons you're actually hanging out on Facebook is to have positive personal relationships, nevertheless using it for your networking purposes.

Pictures do help with that really well. A photo on the marketing side allows the name to be humanized. It helps the clients, buyers and supporters to communicate with you specifically and to know exactly with whom they are communicating.

Please don't post offensive stuff. Facebook is not the best place to leave disrespectful photos, and Facebook vigorously pursues network policies. Why would you even want to upload an offensive picture to a network you don't control in a world where everything you do becomes a permanent record?

Please add yourself a picture showing your personality. The most favored sort of photo to post as your profile picture is by yourself a beautiful one of you, either a head shot or a full body selfie. This helps you to concentrate on yourself, so people don't have to speculate who you might be.

Note also that the profile image is even smaller in search results and other parts of the network. If there are other people, animals, or objects in the photo, it will make it harder to distinguish what is going on and which person you are in the photo. But some people don't want to be identified or recognized in quest, so instead, have fun uploading a shot of an animal or a location.

It should be a no to post group pictures as your profile picture because it will be almost hard to see you in it, particularly if someone has never seen a photo of you or met you before.

3. Fill Out Your Profile

We realize that seems time consuming, but this is one of the main ways you can find people. It's the fastest way I can get to meet you when you are welcoming my invitation for friendship. In fact, some ever increasing Facebook apps will use some of this information to help hold contact lists up to date, such as on the ios, Palm Pre, and Android devices.

Now, you don't have to fill out all of this; you should only answer questions you feel comfortable about posting. If you don't want to have your full contact information displayed, that's reasonable. If you prefer not to mention your preferences for politics, don't. Yet take the time to discuss with you as much as you feel comfortable.

You are currently having a week to play with your Timeline before it's released, or you can post it where you want it as soon as you have it.

The first thing you choose is your cover, a large masthead photo that is a unique moment in your life. Swipe over the cover photo to change your cover, and click on change cover. You will then get a pop-up of pictures, and you can choose to plunge into your galleries and scan for the right picture. Once you find out which picture works best at that scale and how you want to portray yourself, you may want to try some. The problem is, is this a professional moment? Your relatives? Your wedding? It really depends on how you regular make use of your profile.

Since your first activity on Facebook, the Show Event button takes you to a secret list of all your messages and events. For any article or story, you will adjust the privacy setting, delete posts and more.

4. Start Finding Some Friends

The main way you get in touch with people on Facebook is by making friends with them. Such individuals can be families, acquaintances, employers, business partners, or people who, for a variety of other reasons, want to interact. For the overall number of friends you should have, there's no "correct" figure. You shouldn't dwell on number.

Stay focused on finding and communicating with interesting people, many of whom you already meet, as often as possible. Facebook provides a perfect forum for the creation of partnerships, personal and professional networking, and communicating with old friends, family, and colleagues.

One of Facebook's biggest challenges is the loss of new users who cannot easily communicate with other participants. However, there are a number of ways you can find people to connect to on Facebook.

5. Import Your AOL Instant Messenger (AIM) or Windows Live Buddies

Facebook creates saved searches based on the educational and work information you input into your profile. You can, for example, click to run a search with you for anyone who graduated from high school or college.

Instead, to run the search, you can also go straight to your profile and click on the name of your school or business.

When your friends start accepting requests from your peers, Facebook encourages them to come forward with ideas for friends to help you expand your network. This can only happen at the start before Facebook thinks you've developed a strong network.

Facebook provides you with friend recommendations based on mutual connections you can have, similar interests, and so on as you continue to grow your network. This can be a great way to connect with others. You may be following on other networks and through the approaches listed above when you haven't found one another yet.

6. Upload More Photos

It's not enough to upload a profile photo or two. We want to get to know you more. We would like to see more than just that headshot and the basic information you sent. Another way to do that is by making galleries and uploading photos on Facebook.

Pick up a handful of your favorite pictures and build your first Facebook photo albums. Most people go straight to the photos of people, including us ourselves, as the easiest way to learn more about them. We like to see where you live, have fun with your kids, laugh at the workplace, or whatever else you're willing to share.

Facebook makes it easy to post a lot of pictures at once by allowing you to browse the hard drive of your computer and select all pictures or grab a particular selection. Facebook also helps you to upload directly from your phone, or you can also use iPhoto if you are a Mac user.

7. Upload a Video or Two

Have you got a really good video that you took during the holidays or last Friday evening when you were out with friends? Put one up over there. Because we might never have met in real life, uploading photos and videos is the way we can connect with you and match the words on the screen to your personality.

Don't have a single video? Start to create 'em. Use a webcam, iSight (if you're a Mac owner), phone, digital camera or Flip camera, and start capturing some of the mayhem you're causing. Just like photos, you can also add your mates in images.

Try to keep the video under 3–5 minutes, as a piece of advice. Everyone is really busy, and the longer you make the video, the less likely it is to be watched, shared or perhaps even blogged about by people. Hold it short and have fun!

8. Send Your First Status Using the Publisher Tool

Updating your status is how we know what you're up to, what you're talking about, and how you're going to share what you find interesting, like thoughts, connections, images, videos and queries. Of reality, you do not need to change your record 487 times a day. In reality, while updating 20 + times a day on Twitter is considered ideal, a few times a day is great for Facebook. Updating your status will help you stay top of mind with friends when your status hops into the News Feed, give your buddies the chance to leave feedback and like or retweet the stuff you placed in.

9. Download a Facebook Mobile Application

Are you part of the growing community using a mobile like an iPhone, a BlackBerry, or an Android device? If so, catch the Facebook app that was developed for your smartphone.

Additionally, you can use Facebook's mobile version by going over to m.facebook.com. This allows you to easily add new material, such as photos and videos, check your profile, see what your friends are up to, and browse a variety of other apps while you're on the go. If it weren't for the mobile app, our use of Facebook would be far below what it is. This helps us to continually create content and communicate what we are up to, even if we are away from a device or connection to the Internet.

10. Start Interacting with Your Friends

Facebook helps us to continually create content to communicate what we are up to, and this offers you the perfect opportunity to connect with

buddies, family, and people you meet. Take advantage. Cruise around and watch your mates share the photos and videos. Find out some links you can exchange with your colleagues. Yet, a word of caution — certainly don't take "personal" Facebook accounts of your friends. No need to reply or Like everything they write. Not only will this become irritating, but it can also tend to seem disingenuous. Write on a few things a day and you will be on the road to success.

11. Have Fun and Explore!

What you can do most is try to have fun. If you don't have fun, then you're not inclined to use it. That is certainly not what any one of us wants to do. You're reading this book to work out how you can make better personal and professional use of Facebook. If you're not having fun with the basic steps, all that follows will make you want to run around with scissors.

Take some time, get used to how things work, and have fun on Facebook. If you want it to, it can eat up a lot of your time, but that's all right. Remember, it's all about connecting, interacting, and building or strengthening confidence. If you put in time, have fun, and are genuine throughout the entire process, that is the only way any of that can happen. On top of that, it's not really "eating up your time" as much as making an investment in your future by allowing you to develop personal and professional relationships with others.

While those 11 measures obviously don't encompass everything you'll find yourself doing when you sign up for the first time, they will help you feel right at home sooner than later.

Pages and Groups

Facebook offers the option of building, finding, and being part of communities built around topics, products, brands, celebrities, and just about anything else you might think about. Do a search for your favorite hobbies, bands, or businesses. If you have a Facebook profile, suggest becoming a follower. You will not only enter a group of likeminded people with whom you can connect in a variety of ways, but it will also be linked

to your profile so that other individuals can see where you enjoy hanging out on Facebook and what you're involved in.

Notes

Another application that some people take advantage of is called Notes. Facebook says, "You will express your life with friends by written entries using Facebook Notes. You can add your mates in posts, and they can leave comments. "This might sound similar to the blog functionality of MySpace that a lot of people used but never resonated quite the way the MySpace developers expected. You can see the notes from your friends by going to www.facebook.com / notes/. If you haven't used Notes very much, you may need to press more to find it in the left menu.

Many users use Facebook Notes as an alternative to a blogging platform, though it's not suggested because there are far better professional sites like WordPress, MoveableType, and TypePad.

Search

As more and more people began earning from Facebook, it became obvious that the standard search option would not be enough. Initially, Facebook Search allowed you to search only by name for individuals, classes, or sites. For eg, any of the details entered during status updates was not searchable. This has been Twitter's greatest advantage over Facebook.

The search engine optimization (SEO) industry is a \$19 billion dollar industry in 2011, and hardcore folks who write the SEO blogs and speak at SEO conferences have started talking seriously about Facebook Search optimization. The field will only keep on growing.

Some other websites might help you search for Facebook. Greplin (greplin.com) does a wonderful job of being your personal, private social search utility after giving it access to your social streams. To demonstrate how few people realized their status updates were public, OpenBook was originally created. It can also be helpful when studying products.

Managing Friends and Friend Lists

The Friends tool helps you to divide your friends into different lists. This is especially helpful when you're past a handful of friends. In addition to some of the simple lists / searches that Facebook has already set up for you, you

can sort your friends into any category which you decide. This is especially useful with the enhanced privacy features for status updates and information sharing. If you have built segmented lists, you can choose to share with a specific list only certain notifications, images, or facts.

Which ensures your college buddies need not see the business news that you want to discuss with your professional contacts if you don't want them to. It also means that your boss won't be able to see your photos of Vegas.

A lot of people like to decide who their family is, and what you can do by heading to Profile and pressing Edit Profile. You can even add the planned kid now if you want. Make sure you configure who can see your family relationship in your Privacy Settings preferences.

Messages

Like many other social networks, Facebook has its own private messaging program. You may do this via the Inbox tab at the top of your computer. From there, you can give Facebook messages to any of your mates. Facebook also allows you to attach links, photos, videos, or other updates to your application (depending on the actual application), similar to the Publisher tool.

This messaging is now being merged with Chat. You will find that when you talk with someone, the conversations will also show in your Conversations section. There's also another mailbox that few people have ever glanced at. This is where the Pages notifications go.

That's good and bad; if you're a Page Manager, you're best off sending News Feed to your followers, but the good news is that as an user, you see less spam than usual emails. You can also add emails to your messages if you like.

There has been some debate in the blogosphere as to whether Facebook's messaging system would make regular email redundant. We think this is unlikely, because many companies won't want to give up domain branded email, and because even in countries where Facebook is the most famous, not everyone who's online is on Facebook.

Account Settings

In Account Settings, you monitor other facets of your Facebook account (see Figure 1.26): you will pick and post what you want from your profile. There are a number of settings in this area, and you should take some time to change these settings to your liking.

- Set the URL of your username.
- Specify the kinds of updates that you want to get and how you want to receive them.
- Change the number of applications that have access to your account or uninstall devices.

Set up mobile messaging systems.

- Spend on Facebook shares.
- Monitor how marketers can use the details on your profile.

Chapter Two:

ESTABLISHING A BUSINESS PRESENCE

A company can develop a strong profile on Facebook in a number of ways. If you're a corporate executive, you might be curious why any organization would want to have a platform on a social network that seems so personal in nature. If you don't want to fish in a pond packed with about 800,000 new fish every single day, have fun somewhere else. We say that with some sarcasm, of course. We do understand that some companies resist using Facebook for business purposes.

Personal or Professional?

For much of its existence, Facebook has been seen as an essentially personal social network. On Facebook, you can let your hair down a bit and connect with your bosses, relatives, and close friends. You share photos and videos of recent vacations or the first steps of your child. You share your personal opinions on random topics, such as your favorite pizza toppings, or who / what's troubling you today.

When you had to do some kind of business networking, there was LinkedIn. On LinkedIn, you can submit your resume, make recommendations, and set up a group for your client, product, service or industry and a variety of other business-related activities.

The problem is that Facebook is rising at such a fast pace that it is impossible to ignore. And more and more professionals are also networking through Facebook.

Some companies provide their employees with Internet access from the workplace to LinkedIn but deny access to Facebook, Twitter and other social networks.

You might be curious why we're thinking about personal and professional people. Doesn't everyone keep their personal and professional lives separate? You're a different person on the weekends around your family and friends than you are when you're sitting across the boardroom from your boss, customers, or vendors. Right? Right?

With this method, we can all connect on a personal level, which could contribute to a collaboration that is professional. After all, we choose to do business with friends at our professional heart. We are trusting our friends and we expect our friends can support us. We would never want to do anything to offend, place our mates at risk or damage them. So when we're doing business with friends, we tend to work harder. Generally, it's more fun and also simpler. Facebook provides the perfect opportunity to tie together connections and company.

Remember that the rules on Facebook recommend that you do business exclusively by Sites, not Profiles. If you have set up your business as a profile before, you can now turn it to a page. A Good Notice before you do: Friends will become your fans, but none of your content can withstand the transition—including all of your photos, images, and posts. However, it does not upgrade the vanity URL or email, and the old URL will no longer work.

Developing a Corporate Facebook Presence Aside from choosing individually whether to join Facebook and mix your personal and professional lives, consider setting up a brand presence on Facebook because it helps humanize your brand. Facebook is a social network with a very personal feeling to it. Users love users and appreciate brands that have a personal feeling to them in a social context.

Through the types of content that you choose to share on a Facebook Page or Group, you can show that your company is a lot more than a logo. You can peel back that logo to expose all the great personalities that make up your company.

Facebook is a thriving community sure to contain fans of your company, executives, product, or service. If you're shaking your head and yelling loudly that you don't have any fans, realize that your prospects, customers, and future fans are hanging out on Facebook. Developing a presence on

Facebook gives you the opportunity to find these fans and activate them by providing them with a community in which they can interact with one another and with your company. You need to realize that the days of forcing your prospects, customers, and fans of your brand to go to a website of your choosing is gone. Sure, you can still drive traffic to your website and convert people through a contact or informational form. There is still a lot of value in corporate websites.

With Facebook continuing to grow in popularity, it makes sense to develop a corporate presence. At the very least, establishing even a basic presence on Facebook can make it more difficult for others to claim your brand on Facebook—anyone could start a Page named after your brand and represent your brand in a way you wouldn't like. Because there are hundreds of millions of pages on Facebook, it can't effectively monitor all new pages. If you need more convincing about the importance of creating a Page, realize that Facebook is now the top driver of traffic, over Google, to large sites.

Now that we have convinced you to establish a corporate image, how do you start? What should you know? What about anyone taking your brand name? Is it possible? What if someone on Facebook says something bad about your page? Is that going to show up? What is the ROI of our efforts? How long do we need to make this useful?

All of these questions arise when businesses consider starting on Facebook. If you have any of those questions running through your head, you are not alone.

Facebook Pages

Facebook defines Pages as "a forum for any public figure or group to enter a dialogue with Facebook users... a public profile that helps users to connect to what they care for. "Facebook Pages are used by musicians, artists, sports teams, companies, media, nonprofit organisation, etc.

It had few options as Facebook initially launched Fan Pages, which appeared different than regular accounts. As more people flocked to Fan Pages, Facebook renamed Fan Pages to Pages and revamped them to resemble a standard profile instead. Pages require the user to configure the menus, attach basic information, and test if fans are able to post on the site,

upload photos and videos and other security controls. They even send you metrics (information, fans, and posts) called Insights that are not available for personal profiles.

One of the largest changes to the Pages occurred when the Facebook Markup Language (FBML) was created. In addition to FBML's other features, one way it can be used is to alter Pages ' look, feel, and behaviour. Using iFrame apps, you can do this now. Create Your Facebook Page
Creating and classifying your Facebook Page is the first step. Begin by clicking on the Pages link in the Facebook home page navigation on the left.

This brings you to portion of your Pages. After you have built Pages or become Pages Admin, you will see a collection of them here. This view of the dashboard tells you about notifications, total likes, and the number of active fans every day.

Choose the best classification for your page:

- Local business or place
- Company, organization or institution
- Brand or product
- Artist, band or public figure
- Entertainment
- Community

In any case, when you click, you will have to enter more specific information. The local business or location, for example, requests for details about the address.

Next, enter your organization's name. Make sure this is the name you want to show up as your Facebook Page. You can not change the name after it has been filled out. Your only option will be to delete it and start over again (trust me, from experience many businesses know that). Through creating an electronic signature, you will prove that you have the authority to construct the Page when you have carefully selected and typed it in your name.

You are ready to start setting up your page now. Until putting your page out to the rest of the world, you can spend time naming your Site, configuring all the tools, and tuning to your tastes.

Customize settings

Also, Facebook helps you to customize other preferences close to the personal profiles. Take some time and change to your taste to run through each of the pages. The first view of your new Page lets you complete six steps:

1. Add an image.
2. Invite your friends from Facebook.
3. Tell your fans by importing contact information.
4. Post status updates.
5. Promote the page on your website with a Like box.
6. Set up your mobile phone so you can update the page from anywhere.

Upload Your Logo

Because your page is set up on Facebook as an extension of your company, you must use your corporate logo (or headshot if you're a lone entrepreneur) as your default image. This logo can be width 200 pixels and high 600. Carefully select the thumbnail as this version of the thumbnail will be displayed next to all your status updates.

Upload Pictures

Do you have photos of your offices, your workers, or anything else connected to your business? Build a few photo albums and post the photos for everyone to enjoy. Note, you're not only trying to establish a brand identity on Facebook but also trying to humanize your company. One of the easiest ways to do this is to demonstrate the staff and physical office environments that make the company work every day. If your office space needs to be changed, it might also be a good motivation to shake things up a bit.

In fact, if you have images of your products, or screenshots of your softwares, then build an archive for them. A brief summary of every picture or screenshot can be given.

Submit Content

Do you have customer testimonials, product samples, content of your projects, ads, or interviews behind the scenes? Use the publisher tool to post them to your Facebook Page. It takes more time to upload videos than to upload photos. But you can share another form of media with your clients, buyers, fans, and even employees. If you don't show all of these videos on your corporate website now, your Facebook page is a perfect place to bring together your images from all over the Internet. Many sites do not view the Videos option immediately in their left navigation, so you might need to go to Edit Video Page, Applications, Edit Video Settings, and then choose (add) next to Open.

Tools for Pages

Some of what used to be Tab windows are now called apps. Even the connections you see in your left navigation to the Photos and Videos are called applications. There're thousands more apps on Facebook to choose from. Each specific Page form comes preloaded with a collection of applications. A band website, for example, would come with a music player, video player, discography, ratings, competition dates and discussion forum.

Previously, an approved list of applications existed but Facebook shut down this. Now Facebook needs you to be able to find applications using the search feature. You can use a variety of applications to better optimize your Facebook page, such as:

- If you own a restaurant, you can incorporate OpenTable or Zagat
- If you or someone else from your organization does a lot of public speaking, you can submit your slide decks to Slideshare.net and then add their Facebook app on your account.
- If your business is active on Twitter, you will find apps that allow you to build a dedicated Twitter stream tab on your Site.

There are also applications for picture services like Flickr, video services like YouTube, polling like Poll Daddy, calendar publishing software and thousands of other tools that can help you configure your Site.

Notes and your blog

While editing your account, press Edit Account, then select Settings, and if you want to write notes or drag your RSS feed into the site of your business, you should attach the Notes tab.

If your organization does not have a blog, suggest immediately taking steps to change it. Second, you can pull in any other RSS your company might have on your website, such as a Corporate News section.

Events

Set up the Events tab — If your company hosts events, puts on webinars, meetups, or any other online or offline event, you should create a Facebook event to ensure your Facebook page is classified as the organizer.

This allows Facebook users to register for the event and share it in their news streams to help broaden the event's reach. If you are using an online registration tool such as Eventbrite (eventbrite.com). This helps you to directly create a Facebook Event from Eventbrite so you don't have to spend time duplicating the details.

What's next for your company, you've decided to start a Facebook page; you've spent some time customizing it; and you've published it. Not even the world's biggest brands and most popular celebrities are suddenly found on Facebook because they've published their Page; unless you're just Justin Timberlake, Beyonce or the new teen group of the year, of course. This raises the question: "How do I get my page to people?"

To create an easy to remember URL that redirects to your Facebook page is one of the first things you should do. You will generate a custom URL from Facebook, often called a "vanity URL," so that the URL is <http://facebook.com/YourBrand>. But, first, you have to have 25 fans. Most people have that first 25 make up their employees, friends, and family. You can either build a URL that is a subdomain of your website, such as <http://facebook.mysite.com> (which you configured to link to the FB page), or you can use a URL shortening tool to generate a personalized shortened URL,

such as: [http:// bit.ly/brandfb](http://bit.ly/brandfb), when waiting to meet 25 + fans. The next thing you should do is get your Facebook page advertised. There are a number of ways you can continue.

Twitter

Commence promoting on Twitter your Facebook account. Don't annoy your followers on Twitter, but sometimes let them realize, just a couple days a week, that they can also talk to you on Facebook. This will help drive your Page attention further.

Email Marketing

If your company sends out email marketing such as emails, business alerts or anything like that, in every email campaign you should have a call to action that invites people to interact with you on your Facebook page. You will reveal it in an article in your newsletter when you first launch your Website, and encourage people to like it. You should have that information afterwards in a static sidebar or in your email creatives ' signature section.

Company website

As with your email marketing, you can show off the different social networks in which you are involved, like your Facebook page. This can be done by creating a separate tab and/or toolbar button on all the website pages where tourists can connect to it (see Figure 3.19).

Additionally, you should attach a Like Box to your page if you want to point out your Facebook Page a little bit further. The Like Box will allow people directly from your website or blog to like your Facebook page, see the other people who are fans of your Facebook page, and connect with the page.

Facebook Advertising

You will run tailored Facebook ads that surface with a link in the correct sidebar section of Facebook user profiles to invite them to like your post such as "Facebook Advertising: How and Why You Should Use It." However, it's enough to know that running a Facebook ad as a promotion of your Page is a cheap way to get your Page in front of a targeted group of Facebook users

Google AdWords

Just like purchasing a Facebook ad, by using Google AdWords, you can attract fans to the Site. Include a call to action demanding that individuals like your Facebook page. You may be giving some sort of special prize, contest or something else to capture the attention of the customer.

Various Facebook Page Marketing Concepts

There are many other approaches you can advertise your Facebook Page. They can also endorse by commercials, tv ads, promotions for newspapers or magazines, or other traditional forms of advertising. It all depends on what the business does when it comes to advertising, selling and communicating with your customers and clients. At the end of the day, just try to promote your Facebook Page wherever it makes sense in your marketing and advertising strategies. You can do this in much the same manner as marketing the website or other contact information. Many people laugh at grocery stores placing Facebook icons in one of their circulars — there's no place to access it and no URL — but it's still a perfect way to let people know that your company is up to date, and some consumers will go home to check for Facebook.

Facebook Pages are designed to enable businesses, celebrities, or other public figures to establish a presence and help them to connect with their followers, opportunities, or clients in general. Occasionally, though, you want a private area where you can serve a small group of customers, or just a specific place for your staff. It is here that Facebook Groups come into play.

Facebook group can be described as "a real life connection or network with people and things... you are building a community of people and acquaintances to support, connect and address relevant topics."

- Each time someone posts or comments in the group, everyone is notified via email or "red alert warning."
- Such emails might seem spammy to anyone new to the group, so be sure to tell new members to turn off email notifications if they don't want them.

- There is now also a chat option, exclusively for communicating with Group members only.
- You can set up an email address for the Group so that people can post via email while they are on the move. Note, however, that people with a mobile app from Facebook can also directly access groups through these apps. Emailed posts can be irritating as people sometimes leave the previous email they sent in their email signature and reply details. You can not remove it after you set up an email address for a Group.

Group configuration options are limited.

- ☐ Select Group name and image.
- ☐ Pick your desired Privacy choice.
- ☐ Write down a description and you're done!
- ☐ You might also want to build a Report to clarify practices within the group.

Facebook Group or Pages: Which one?

It's understandable that after reading this chapter you might be somewhat frustrated and are trying to figure out how to better market your business on Facebook so you can start engaging with your clients, buyers, staff and supporters. Inside Facebook, the functionality of both the Pages and Groups have many advantages. Which one to choose and why?

Generally speaking, if you're a brand, organization, celebrity, politician, or other public figure and want to get involved with your prospects, customers, and fans, you want to set up a Facebook page. Pages are open to the public. That means you can see all features of the Page without having to become a fan of it. Everyone is able to join your Page and support it in their News Feed.

This is not because it was agreed by Facebook to ignore groups. Facebook Pages was designed to encourage the creation of public presences on the network for companies, celebrities and other public figures. That is why Facebook decided in March 2009 to convert Pages into a similar look, feel and functionality of personal profiles. In comparison to your company

website, Facebook needs this to be another spot for your label. It can prove beneficial for those who choose to accept it.

A brand is equal to a person on Facebook, in all intents and purposes. These are also available to search engines as Pages are public.

Groups can be private, and you must ask to join a group, unless a friend first invites you. A Group can also be a great solution for brands to create a private community if they lack the funds to develop a community at the enterprise level. A Group is also good for companies that want their team to have a quick, private community or a select group of customers. Although on Facebook you should be vigilant with sharing sensitive data because you don't know what anyone with that stuff is, it's a simple way to quickly set up a private group. You can start a group that allows you to pick consumers for input purposes and explore a potential product or sale, or you may allow direct access within the company to specific individuals. This is an easy way to communicate with your employees if you choose to set up a Group.

Chapter Three:

FACEBOOK ADVERTISING

Any time you log in to Facebook, you see them. You go over to your profile or check your Facebook page or group and are welcomed with advertisements in the right sidebar. Have you ever wondered how they should get there? How do they always know some bits of personal information about you, like your age or name? Or how the names of your friends end up on some of the ads? Want to learn how to put up your own ad?

Welcome to Facebook Ads.

Facebook provides a huge number of tools, some of which you may not see incorporated into your marketing campaign, but Facebook Advertising is one of the simplest and most common platforms to incorporate into your campaign marketing.

Facebook has built an advertising platform that is comparable to Google AdWords in many respects but maybe more effective. If you're comfortable with how the self-serve site of Google AdWords operates, then it won't take long for you to learn Facebook Ads to.

The difference between Facebook ads and Google AdWords is that you can tailor your promotions based on all the details we mentioned in the Introduction

Recall all the personal information you provided Facebook when you set up your account? You can use the data from other users to target them for ads.

In this chapter we're talking about common reasons for denial, a step-by-step ad production method, how to measure performance of your ads, and creative ways you can use the advertising platform.

Different reasons for an ad to be refused

Before we go through the measures, you need to take to build a Facebook ad, it's useful to consider the common reasons your ad might be denied for. Make sure you don't use any of these tactics and your ad should pass with colors that fly.

The below are, according to Facebook, the 12 most popular explanations for rejecting an ad:

1. Capitalization of each word—Capitalization of each word can give you an unfair advantage over the ads that run. It's not the correct grammar, though.
2. Capitalizing Whole Words—one of the easiest ways to scream "SPAM" to your target audience is by capitalizing whole words. We've all seen those messages, and most of us are usually, if not always, turned off by messages like LEARN HOW TO IMPROVE YOUR SALARY. Even if the message is useful to you, capitalizing every word makes it look spammy.
3. Incorrect grammar—Do yourself a favor and use proper grammar. If you don't use proper grammar and spelling, you and your company won't be seen as qualified. The only exception is if you feel smart about terminology or grammar simply and it suits the target audience. Take the time before sending your ad to Facebook for review.
4. Inaccurate ad text — Facebook is likely to reject ads that do not clearly state the name of the company, product or offer.
5. Deceptive deals and offers — This should come under the ' don't be dumb' statute, but unfortunately some people try to deceive by having one deal that draws customers and then give them something completely different when they click on it. This will get your ad thrown by Facebook and might hurt your credibility online.
6. Irrelevant or unacceptable pictures Use photos relevant to your advertising. Ensure your pictures are clean too. Just like deceitful deals, don't be dumb. Help ensure Facebook is a safe and fun place to hang out for users. Facebook has cracked down on the use of trivial, scantily clad women in ads, so it's possible that they will also be disappointed.

7. Inappropriate targeting — Why would you like to spend money aiming at one group while talking to another? Target the ones you want to reach in your ad — bottom line.

8. Destination—Facebook has developed some specific guidelines regarding where you can send your audience. Per Facebook: "When an ad is clicked, all users must be sent to the same landing page. The aim may not include fake close behavior, pop-ups. Ads may be redirected to a website or iTunes only. The text will mention it clearly while connecting to iTunes. Ads may not be guided to other software resources such as PDF, PowerPoint, or Word."

9. Sentence structure—Never mind using full sentences. Proper grammar, spelling and sentence structure will make your ad appear professional, and therefore your company.

10. Unacceptable choice of language—Words in no form can be derogatory, derogative, offensive, obscene or profane.

11. Incorrect punctuation—As with other areas, this is yet another explanation that the ad can make the business look unprofessional. Make sure someone rereads the advertisements for analysis before uploading them to Facebook.

12. Symbols and numbers instead of words — The 140 character sublanguage of speaking has changed how many people's word a sentence. Instead of full words like "for," many are now instead replacing it with the number "4." This is cause for Facebook's refusal. Don't replace the words with symbols or numbers.

Step-by-Step Guide on creating an Ad

One of the great things about Facebook Ads is that you can quickly play with a few Facebook marketing ads. Because you can decide just how much you want to invest, any amount of money you feel comfortable playing with can be checked.

Now that you have determined that you would like to play with running an ad, designing and publishing your ad is a simple process. Just four measures

are needed for your ad to appear for your demographic target.

1. Create The Ad

Upon signing in to Facebook, you can view the advertising section either by clicking the Advertising link at the bottom of your screen (you may need to navigate again if Facebook sends you more newsfeed posts) or by entering <http://facebook.com/advertisement> into your window address bar. Choose the create an Ad option from the ad platform to get to the ad editor. The first segment is where your ad is produced. Choose which URL will be the endpoint for the ad. It can be an external website or landing page, or you can choose a Facebook page, party, or program to have your ad point. Select Name, Body Text (up to 135 characters) and, if you want, upload a file.

Based on whether you are utilizing cost per impression (CPM) or cost per click (CPC), you need to make sure that your ad is designed in a way that maximizes the promotional budget to achieve the goal of either moving the consumer to a website or brand awareness raising. The way you craft your Facebook ad can have a big impact on its effectiveness. You'll also want to ensure the ad is specifically designed for your target audience. You will focus your attention on that target audience with the options available in Facebook Ads.

Be careful not to get too wordy as you select the title and body text of your ad. You don't have to grab the attention of your viewers for long, so keep it focused, quick, succinct, and to the point. If your aim is to convince viewers to do something, such as clicking on the ad to go to an internal or external page, you need to make sure that you have a clear call to action and that your advertisement guides them to complete the action, such as "Click here to register." Photos are your direct shot into the limbic system of people (the seat of emotions). Photos help catch the attention of the public and express the word. Without a pic, you can't run an ad so make the most of it. Use your company logo, shot of your product or other related illustration. Facebook Ad images are really small—only 110 pixels wide by 80 pixels tall is the size limit. (Hint: It's not very big.)

If you want to build an ad that shows one of the posts on your Facebook page, choose Sponsored Page Post under Story Form, and then choose which of your recent posts you would like to use, or simply allow the ad to show the most recent posts. If you choose the above, every time you create a new post on your blog, the ad must automatically update (and go through the approval process)

Tip

Try using a landing page: If you convince users to stop what they're doing and take time to connect with you online, make sure you guide them to the landing page that's most important. That could be an individual Facebook page like a community or forum. If you are directing your viewers to an outside website, consider creating a different Facebook Ad landing page.

2. Target an audience

Use your ad to determine who you want to measure. Facebook lets you access 11 different filters, such as place, age, gender, race, keywords, school, etc.

As you go through these various filters, make sure you spend quality time thinking about who you want to attract and how the filters will help to narrow the ad to that particular audience. Together with Google AdWords, this is one of the best features within the Facebook Ad network. Make sure you use this function and add the correct filters. For starters, if you're only servicing clients in the Northeast, make sure you're implementing some filters. Don't just leave the location open to all in the USA.

Tip

Use "precise value" targeting can be a very effective way to narrow the ad to the scale of the potential audience. Because some of the other targeting options may not limit your search as much as you would like or need, this may help to narrow the search. Facebook also allows the targeting of topics (topic targets are distinguished by a number sign) if you need to expand a precise interest to a broader, yet still related public.

Facebook provides you with an estimate of the number of Facebook users your ad will reach, as you set different targeting criteria. For starters, if you

want to run an ad targeting 22 to 27 year olds who are college graduates and Massachusetts graduates, Facebook predicts that the ad could hit 509,420.

The smaller the population you reach the more criteria you select. Although you may be inclined to keep your targeting broader at first so you can reach more of the millions on Facebook, don't follow that instinct. Strictly target your customers. Even though fewer people will watch your ad, you'll probably have a higher conversion rate because you'll hit your demographic goal.

One potential targeting problem is that it is based on the fields you and others choose to fill in. Therefore, if your location is not visible, or you have relocated without updating your location, the ad estimating method may be off. Nevertheless, Facebook has become very smart when it comes to places for apps. Even if you don't disclose where you live, Facebook uses the IP location where you normally use the Internet to guess at your location—and on that basis, it serves ads.

3. Build an advertisement campaign and set pricing The next step you need to do when you build the ad and determine who you want to advertise is to make the actual campaign and set your pricing.

Facebook gives you the option of establishing a daily budget and choosing whether you want the ad to run continuously or whether you only want to promote the ad between certain dates and times. This can be incredibly useful, based on why the ad is being run. While deciding how much you want to spend each day and how long you want the ad to run, you have to choose what you want to pay for.

Facebook allows you to choose between paying for one thousand ad impressions (CPM) or paying for each ad click. Since both choices depend on what others offer for the same goals, you need to determine the maximum offer. Facebook provides a suggested range of bids based on the other offers it currently has. If you're not offering the max, Facebook may alert you that it's just the entrance fee.

If you are trying to push traffic to either an internal or external website and the progress is dependent on clicks, you may want to select CPC. You pay per click; thus, you just pay for every click that people actually make. It is

then the job to set up your internal or external landing page correctly to catch their interest and convert them depending on what the conversion idea is. If you want Facebook Ads to assist with promotion and visibility and don't want as many clicks as possible, you can use CPM because what you really care about is getting that ad as many users as you can. Keep in mind, however, that on clicks, Facebook makes money, and advertisements that don't get clicks will stop showing up faster.

Whatever option you choose, CPC or CPM, be sure to test with both to see how each of them converts to you. The way to do this is to create a one campaign CPC version, click Create a Similar Ad, switch the new ad to CPM offering, and save it in a separate campaign.

4. Review and Send

Now that you have created your ad, you need to check it out. When you're pleased with the ad, click place Your Order so as to get your ad reviewed by Facebook.

Advertisers and marketers often get so wrapped up in the process that they worry about the user experience take a walk through as a customer from the ad to the landing page to maintain a good user experience. Ask colleagues, friends, or spouses to run through the steps, and then get their opinions together.

It goes through a quality review after you send the ad to Facebook to ensure that the ad meets the quality guidelines of Facebook. Once your ad has been approved, it will be published according to the targeting and pricing options that you selected during the ad creation process.

Facebook offers robust metrics of your campaign results. Use the analytics. Don't forget anything. Dive in and determine how the plan works. To gain knowledge, remove the analytics and make necessary changes to ensure that the money you spend is put to its best use.

Analyzing Performance of your ad

Facebook offers an excellent reporting tool for analyzing the ad campaign performance. It is essential to assess results so that you can make

adjustments, not only after the campaign but also during the campaign. You can make immediate improvements by tracking your results in real time, or near real time, that can transform the fortunes of a lagging campaign that only drains your bank account.

You are immediately greeted with a dashboard as you go into a specific campaign where you get a quick glance at the results of your campaign. You may edit your campaign from here, the role, the regular budget or period. You can also see a rollup report of your campaign's major key performance indicators including the following:

- Status—Active, Paused, or Removed
- Reach—Unique number of people who saw the ad in this time frame
- Frequency—Average number of times each person saw the ad
- Social Reach—Number of people who saw that one of their friends had already liked what you were adverting.

If you offer CPM, you might find it difficult to figure out what your cost per click is. Only click Full Report and for each ad you will see the CPM and CPC. That's the real cost. Viewing CPM costs when you offer CPC may be confusing and irrelevant, but it is enlightening to see CPC cost when you offer CPM. In that time period you can also see the total spending per ad. And seeing reactions will help you find out if one of your advertisements is not properly showing.

Facebook also provides three campaign reports:

- Advertising Performance — This report shows the same types of data that you see on the dashboard, but you can better control the reporting parameters and export the data to Excel or a CSV file.
- Demographics Responder — This report provides demographic data, helping you to see who is clicking on your ads. This allows you to adjust goals, automate email, or consider who's being drawn to your advertising. Now, this detail can be interpreted and distributed by reporting criteria.
- Impression Time conversions — This report shows the number of conversions organized by the Facebook print time to which a conversion is

attributed, categorized by the length of time between the user's view or click on the ad, and the conversion (i.e., 024 hours, 17 days, 828 days).

By using Facebook's three reports and the main dashboard, you can measure and adjust your campaigns on the go, making better use of the money you invest and enabling you to hit your target audience more effectively.

Why and when you should use Facebook ads

It may seem easy to understand why or how you want to incorporate Facebook Ads as part of your marketing campaign; nevertheless, there are several forms you can use Facebook Ads. Let's review a few of them:

- Product launches
- Webinars
- Recruitment
- Branding / awareness
- Event marketing
- Social campaigns

While each uses the same basic elements, they can have different impacts depending on your goal. If many of these ideas suit your market, you can play with them to see what seems to resonate with your target audience. As you can see, Facebook Ads has many applications that can fit into your current online marketing strategy.

The advertising platform, like other apps across Facebook, will continue to evolve with new features and better analytics. Until then, use this as a guide to navigate and begin experimenting with Facebook Ads platform. Consider CPC vs CPM, A / B check commercials with the same goals, change target audiences and track all your practices.

Facebook Ads can be a powerful tool when used properly, and provides any company that uses it with a significant advantage.

Facebook Page Analytics: Tracking Your Success

How effective is your marketing and communication activities on Facebook? How many fans are viewing your posts? Why do some posts get more engagement? What can you do to improve results? Facebook provides a wealth of statistics and insights into your Page and post performance. Through analyzing this, you will discover what your fans are listening to and not doing, what is stopping you from having further feedback and how to change. Over the past decade, Internet marketers have found the use of analytics to be essential to success, and Facebook marketing is no exception.

Quantify and enhance the performance of your page

online marketing, which includes social media, search marketing, email marketing and more, is a diverse profession. You may or may not have been exposed to the idea of Web analytics, depending on your background. Analytics is the discipline which aims to measure output. If you want to achieve better results and remain competitive in an ever-evolving marketplace, it is essential for any marketing system. Even if all you want to do is socialize with your fans, analytics insights will help you calibrate your messaging, topics and approach to get your audience more interested and engaged.

As a Facebook Page administrator, the first metrics you will see are impressions and feedback rates. These will show up right above the date and time of the article on each of the links. This data won't show up immediately—it can take up to 24 hours to wait. Impressions are the number of times the article gets to people. Feedback rating is the total number of interactions separated by the likes and comments.

Facebook Page Insights

You have access to some pretty in-depth analytics, called Insights, if you have a Facebook Page. Go to your Page, then look for the View Insights link in the rightmost column. Clicking it will introduce you to the updates on Facebook.

The Page overview is the first item you will see. Each page shows a description of details about your User and Interaction. For some strange reason, under the Users category, Facebook Insights reveals much of the contact detail, and not much under Interactions.

What you see in the overview is originally for the most recent 30 days, but if you want, you can adjust the date range.

- New Likes is the number of people that have liked your Page (become fans) during that time. There is also an up or down indicator that indicates a difference in percentage compared with the previous time period. Lifetime Likes is your total, all time, number of likes.
- Monthly Active Users, including nonfans, is how many Facebook users have engaged with the post material of your Site or updated the Post. This measure also shows a trend in percentage compared to the last time period.

In the first table, participating Users are further broken down into time periods. It makes sense that on a single day fewer people visit or engage with your Site than they do over a week or month.

You get even more stats in the Interactions section:

- Post Views is the number of times people have seen the posts in News Feeds. Fans will see multiple posts, hence this number is much higher than your number of fans.
- Post Feedback is the number of like and comment on your News Feed. This is less than the Monthly Active Users because Web views are not included.

Let's go deeper and look at more details and maps by clicking in the left navigation on the Users link (under Site Overview).

Facebook Page Insights Users section

There are six more charts on the Users page and a lot more metrics.

Active Users — this is the same chart as the one on the Overview Page.

Breakdown of Daily Active Users—this chart shows posts interactions for each day. Unselecting the Post Viewer box is a good idea because that amount is often much higher than the others and does not enable you to see variance between the other measures.

Post likes are more common in this example than post comments, and this is typical of most pages. More likes than unique Page views are also common. In their News Feed, your fans will see posts much more often

than they do on your actual Page. This review page gets a higher percentage of Page views than the norm.

New Likes and Like Sources –This chart shows how many new people likes your post on the page every day.

The chart shows the standard weekly cycle popular to most web analytics — people behave differently on different days but each week in a consistent way.

You might want to consider fresh and more direct sales strategies, including Facebook ads, when you see a drop in new followers, as in this case.

Next to the table of New Likes you will see a sample of those fans ' top outlets.

Facebook is not always able to track all the origins, so some are undisclosed.

Demographics —Facebook Page Insights offers you two sections of the numerical insights— the age and gender map, and the lists below.

Age and gender chart can be used in a number of ways. For example, determine if this demographic fits other data that you have about your target audience. If not, either you may need to approach other examples more effectively with Facebook ads, or it may be that the other sources of information are wrong. Because Facebook has a huge amount of information given by users voluntarily, this demographic information is very likely to be highly accurate.

The lists of countries, cities, and languages may be expanded to show more, but you can't see all countries, cities, or languages unfortunately. To arrive at penetration figures, you might want to compare the number of fans you have in different cities to their overall populations. Do you need to focus more on the cities? Create some ads that focus on people in those cities to get your penetration even out.

Page Views—this chart shows how many users the Facebook page regularly receives. Only one to six per cent of fans visit your Facebook page on a

daily basis in a PageLever report on this subject (published on AllFacebook.com). The rest look through their News Feeds at your posts.

Below the map, you can see which portion of the users viewed on your Site, including the Wall and other tabs on your site. The typically low number of Page visitors and even fewer visits to custom tabs is why I recommend advertising and posting as your main Facebook marketing strategies. Custom tabs are good but their effect is minimal.

Search engines are yet another major source of referrals. When you send people from your marketing emails to your Facebook page, you might see web mail domains and sub-domains in this chart as well.

Media Usage—this map measures photo, video, and audio usage by the followers. After you post videos, photos, or audio, it is tracked here when people click on them. This can be useful when you wonder how effective your types of posts are.

Facebook Page Insights Interactions Tab

When we turn to the Interactions tab, the first map, Daily story feedback is identical to its equivalent on the overview Site, but this one contains Unsubscribes as well. Unsubscribe is not when audiences choose to remove the links but instead press the down arrow on the articles on your profile in their News Feed.

In this situation, if you see more unsubscribes than views, and most of the response levels of your articles are below 0.5%, there is a good chance that your posts will not connect with your fans.

I recommend you try to get a feedback rate of 1.0 percent on your posts. Feedback numbers are a representation of how people find the items they liked. Even if you don't actually reach a high percentage of your fans (impressions separated by user count), you can still achieve a 1.0 percent or higher engagement threshold through interesting posts and calls for action, such as "Press Like If..." or "Tell us in the comments below..."

Use Web Analytics to determine Facebook Effect

Most companies want to see what Facebook fans want on the main website and what does not work in terms of actions taken. Do fans buy? Are they as interested in the content of the website as people originating from search

engines? What can we do to get more Facebook fans to buy or take some other target action on the website?

My advice is to make sure that your system helps you to test:

- What type of posts your various fans want on your website
- Which viewers of specific Facebook ads do on your website

Armed with that knowledge, you may change your strategy to get more of the effects you want on your website.

Chapter Four:

THE INFLUENCE OF LOCAL: FACEBOOK SPACES AND SALES

There has been a variety of strategies to advertising local businesses and franchises in the context of online marketing:

- Retailers using telephone book ads, local TV advertisements, magazines, and the majority of what is called mainstream marketing before the Internet.
- Craigslist began large-scale development of its online classifieds in 2000.
- Search marketing marketers (AdWords, Yahoo! and related PPC services) were able to target their ads to specific locations from 1998 to 2002.
- Google Maps (previously Google Local) was introduced to Google Search in 2005. Local businesses started showing results in search results in 2006. Instead, based on the search phrase, they're strongly mixed with search results.
- Groupon founded in 2008, together with Living Social and BuyWithMe, is the best known neighborhood day-to-day aggregator.

- Spaces began on Facebook in 2010 and Deals opened in 2011.

Yet local online advertisement is a big business:

- Google puts the local advertising potential in 2012 at \$16 billion.

Check-in offers on Facebook are joining the big market to support millions of local business.

Facebook deals were initiated in early 2011 in Canada and Europe, in August 2011 in Australia and South Africa, and in September 2011 in Israel.

How does Groupon compare to Facebook check-in deals?

Facebook initially tested a daily deal product in a number of cities, but decided in August 2011 to end that test. Despite its vast network, Facebook has not felt that the model was viable. Likewise, whether the Groupon platform is viable needs to be seen. Contrary to the fact that Facebook is moving towards check-in deals created by individual businesses and away from everyday deals, here we may be talking about apples and oranges. But let's consider the two major players in the field of local marketing.

Groupon type of companies have been said to have most influence through their email list—that is how they sell small businesses to consumers. Groupon has over 115 million subscribers and their thousands of salespeople contact companies every day. But Groupon must keep on advertising and calling, as do other companies using that model, which creates significant overhead. Facebook already has 706 million active users and thus has an unparalleled network to access and sell companies to consumers—at no extra cost to Facebook.

Facebook has several other benefits over Groupon:

- Facebook has a social interaction network, many of which are local, meaning that check-in offers are important. Groupon sends email inboxes per offer; most are meaningless to most email users and there is no social evidence or confidence in them.
- In the future, Facebook Credits could be connected to Check-in Deals to allow Facebook or local marketing companies to get users to take such action in return for a discount or free credit.

- Groupon's model requires companies to offer steep discounts which reduce profitability and can cost them money. The pledge of consumer lifetime value may be a hollow one, because the kind of bargain seekers who purchase only at these profound discounts can be on to the next offer without any commitment to your company. Facebook can offer more relevant deals of moderate discounts that both allow a margin for businesses and weed out unfair deal seekers.

What is Facebook Places

Check-in Deals and their other location tagging apps are built on the back of Places. Facebook users can post their travel locations and upload information from past journeys.

Facebook added the ability to tag virtually anything in August 2011, including images, status updates, videos, and a venue. Places can be business locations and Facebook allows you to claim or create your business / place. You will have more ways to promote and grow your business by creating or controlling a Place on Facebook. If your potential customers can stop in at your company, they will tell their friends about it—you enjoy free word-of-mouth marketing!

There are endless, creative ways of using Facebook Places. For starters, MasterCard collaborated with Facebook Places and distributed 20 seats across New York City from old Yankee Stadium. Customers may check a QR code for entering to win Yankees tickets on each seat.

Facebook now also provides a form of location data on almost everything on the network:

- People will tag their pictures with the place displayed.
- If they are posting whilst traveling, users should add their statuses.

As the location capabilities of Facebook grow, Places would eventually blend into a variety of types of location information that users will connect to almost all Facebook posts.

You can monitor What Tags Function in your privacy settings. You can also turn on Profile Check to accept any post that you are listed in before they go to your profile. When you have the new Timeline, you become more

conscious of your profile as a reflection of your life and beliefs, so you won't want to be included in that portrayal with everything your associations could add you with.

How Facebook places work

Mobile users on Facebook can log in to a Spot, find out which of their friends are close by and find nearby places and offers. As users move around their subway area, if a particular retail store offers a Checkin Deal, users may see signs (provided the store alerts shoppers) about it. As users log in (through phone or daily computer), an alert may show on their Facebook, in the News Feeds of their peers, and on the Place tab. When logging in, users may choose to add the friends they are with. Facebook users can also tag photos, videos, and other Facebook content to their related location.

Through pressing the Sharing icon users will sharing locations with their mates. The pop-up window helps them to connect with a limited number of friends on their Facebook, on the Wall of a relative, in a community they are a part of, or in a private message.

How to name your business as a Facebook Place

First, search for your business to see if it is already a Facebook Place. If you don't find it, it probably isn't a Facebook Place yet. Please note that place pages are not identical to Facebook pages or Community Pages.

True Place pages show you a location map, a check in list of friends and a stream of activity from friends who have checked in there in the past. And just to make it more complicated, you might tie the two together by having Facebook realize that both apply to the same item when you list your company as a Location, if you already have a Facebook Page for it.

How to build a place

To establish a position, first sign in with a Facebook app on a mobile or some other web enabled device at that site, if Facebook Places are accessible there. Click Locations, pull up your Facebook app, and then Sign In. You'll be required to share your current location. A summary of the location and tag mates can also be provided. Then again, press Log In.

If it's your company, look for the Position when you go back to Facebook and list it as your business.

Multiple Location businesses

Facebook uses a relationship called parent-child to structure everything when your businesses have multiple locations. Parent pages are the main page of the business and child pages are place pages for specific branches or locations. Store managers and franchisees may be required to play a part in monitoring and moderating these children's pages for businesses with hundreds of locations.

Note that establishing a parent-child relationship between pages at this time can only be done with the help of a representative on Facebook. Only businesses with significant Facebook advertising budgets are granted this form of one on one support. However, public features are likely on the way for smaller multiple location enterprises in the future.

Facebook Check-in Deals

Facebook Deals are digital promotions that are digitally accessible and you can build them for free for now. As a business owner, this gives you the opportunity to inspire consumers to come in when they shop, raise their friends' knowledge of your company, boost returns to the store and create loyalty. Because of the social aspect found in all of Facebook, the shop can become a part of interactions between customers and their mates. Most companies are grappling with how to get more exposure and followers after initially getting on Facebook. Though many organizations utilize Facebook ads to build the base of recognition and followers, others don't have the money. Deals on Facebook is a tactic that bridges the void.

How do I find Facebook deals?

You can find deals when using a Facebook app on your smartphone. A yellow ticket can display nearby places that have sales. Many stores can have posters on Facebook's Checkin Offer. Facebook users often find deals as their friends share them, when they're promoted by businesses or when they go to <https://www.facebook.com/Checkin/Deals>. You can check in at a store which offers a discount.

What check-in deals Could You Offer?

Four forms of check-in Deals are available:

1. Personal Deal — You may sell new or existing clients a onetime deal.
2. Friend Deal—A deal requiring the check-in of multiple people at once. This can be offered to groups of up to eight.
3. Loyalty Deal — A deal that requires a minimum number of check-ins per customer (between 2 and 20) before it can be claimed.
4. Charity Deal — A deal donated to charity through your client.

How do I create a Facebook deal?

There is a shortcut you can use at the bottom of the Deals page, or go directly to [http:// www.facebook.com / deals / business/](http://www.facebook.com/deals/business/). To get started, click Contact Us and enter some contact form information. A representative from Facebook will follow up with you to help you establish the deal. There is no self serve choice to build deals at this time.

Few ideas to remember while making a deal:

- To get people to act, you'll need to offer at least 10 percent –20 percent, or give a gift with purchasing that's worth more than they purchased. You can deliver bigger discounts like 50%, but keep in mind the margin. Facebook Deals has advantages over Groupon, which might not necessitate giving the farm away.
- Keep it simple where, and when planning the contract. If customers are unable to quickly understand your offer they will probably not take advantage of it. That's not because people are dumb it's because most people are so busy and distracted. The watchwords are easy and appealing.
- Get your workers to stock the offers ready for redeeming. See to it that everyone is updated.

If you're running deals too long, people will get bored and may no longer check back on your deals. They are going to assume you're never updating them.

And you shouldn't run too many offers at once; they don't pick any of them when customers have too many choices. If you have too many similar deals, customers might get frustrated and give up on the differences.

Deal Ideas

Sales are only constrained by the imagination. But here are some suggestions to inspire you:

- A hotel with a masseuse might set up incentives for spaces that are not filled up. Lately, are profits in the guest shop down but this weekend you've got a big crowd? How about doing a one hour discount sale of just 20 percent? Or if you're a hotel that serves mainly business travelers but you have a new feature or offer, create a deal so that customers are aware of it and try it out. Does the kitchen contain too much of a certain food? Offer special Room Service. The rapid formation and implementation of transactions, of course, needs a structure and workers control, because they might have to happen at odd times when not all management is available.
- Casinos and resorts have a range of deals, so they can target people already checked in. Massage, performances and food deals are something other casinos and resorts are able to offer promotions for.
- An Australian bank offered free film tickets to anyone who opened a new account.

How do you prepare your business for a deal?

It takes planning and preparation to launch, promote, and support a deal.

Here are a few things to consider:

- Make sure your workers are mindful of the contract and be precise. What's the deal? Is there a limit on the number of redemptions overall? Can the same client make more than one use of the deal? When is the deal due to expire? If customers redeem the deal by showing their phone screen to employees, how will employees keep track of the deals claimed?

If the contract is out, do you inform both applicants or will you continue to honor it? Communicate all this to shop owners if you have hundreds of locations and send them your cell phone number. Be available to answer any questions until you have all the information you need.

- Clearly communicate to consumers everything surrounding it. Do you have a handout or sign with all the information, requirements and terms?
- Ensure you have sufficient supply on hand to meet the demand. Do you have enough staff ready to handle traffic bubbles and service customers?
- Make sure the logos, pictures and posts look good on your Place account.

Consider running Facebook ads. Summarize the offer in your commercial and submit it to the Site, Location, or tab that describes the sale.

So negotiate with all the buyers and cash in on the contract!

Chapter Five

SOCIALIZE YOUR WEBSITE AND BUSINESS WITH FACEBOOK CONNECT AND SOCIAL PLUGINS

When we keep discussing Facebook, most of the attention is on the forms you can use Facebook. Facebook knows that the more value it provides, the more you're going to come back, the longer you're going to stay and the more people you're going to tell you how great it is. Facebook has spent a lot of time developing a set of features designed to suck you into its business. It's a formidable engagement loop.

Yet Facebook is also involved in expanding the reach to the rest of the Web, increasing the circle of interaction to every platform on the Internet.

Facebook's social plugins, which extend Facebook to the rest of the web, provide you as a marketer with more opportunities, because they increase your ability to connect with new prospects, current customers and your brand fans.

Facebook Connect is much more than just a blue "Connect with Facebook" box that allows you to sign in with your Facebook credentials instead of registering for the site. Facebook provides a basic and geeky definition of Facebook Connect, calling it "a powerful set of developerfriendly APIs that enables users to bring their identity and connections anywhere." Facebook Connect is a powerful tool with a complex set of features that can be integrated into websites.

Integrating Facebook Connect allows advertisers to attract more users to your page, helping you to connect and sell more opportunities, as well as incorporate certain apps inside Facebook Link. It also provides the user who visits your website with more resources, and does not need to create a new login just to leave a comment or interact with your website in some other way. Keep in mind that the website that uses these social plugins does not receive any of the information that people provide — it all goes to Facebook, and people see a personalized experience using the social graph of Facebook (the relationship between you and friends).

Social plugins include:

- Like button—Enable users to share their web pages with their friends from their Facebook profile
- Send button—Allow users to share their posts to their friends
- Feedback—Allow users to set up a comment feature for Facebook users on their website
- Event Tracker — Tell users what their friends are doing on their website
- Suggestions — Give users personalized suggestions.

Let us first consider how all these plugins can work with your website. You will need to copy and paste the code into your website in every case. Which means you need a basic understanding of HTML and a level of comfort with updating the template. It's just a bit of code but you have to know

where to put it. In a few cases, there are even easier options—for example, if your website uses the WordPress platform, you might find a custom-made WordPress plugin for the social plugin on Facebook. If your head is already spinning out of this paragraph, it would be better to hand over those tasks to your web developer.

Some benefits of using Facebook Connect and its social plugins:

- Easy login to the site—Users already logged into Facebook can join your site with one click, authenticating their accounts using Facebook credentials.
- Socializing — Makes your website social, personalized and familiar. Show new visitors their trusted friends already like your website. Connected users can view, comment, or review what their friends saw on your site. Social proof quickly builds trust.
- Stay up to date — Social networking has become so popular that your website can seem outdated and uninteresting without it. With the added social element, people have the emotional, familiar experience to which they have become accustomed during the last few years.

Adding the Like button to your Web site

Note that the Like button takes over the use of what used to be named the Sharing button. Did you notice that things like to change on Facebook?

The Like button helps people to share your web page with others. When someone hits the Like button on your page, a story appears with a link back to your website in the News Feed of the user. Additionally, if you provide details about your web page when you build the Like button, this may appear in the profile of your friend's Likes and Interests portion, your page may appear in Facebook Search, and marketers that target those who like your web page.

You can also add a Send button when you create the Like button with a handy wizard from Facebook.

If you choose to show the number of Likes in your button, note that this number is not just the number of people that clicked the button; it includes

shares, likes, and comments on posts about the URL, and the number of private Inbox messages that contain the URL.

Tap Get code to get the code you need to integrate into your website, when you're ready.

The ability to share stories in your stream is a feature of some more socially forward looking websites like Yelp On Yelp, after you rate a restaurant, as a status update you can push that review and restaurant information into your Wall. While the Like Button can share an article from a website or blog, this functionality of storysharing automatically pushes information to your Facebook Wall while you interact on other websites. This is beneficial for websites that can integrate it, because the stream story usually carries some website's branding, such as a logo, bringing increased brand awareness.

Timeline.

This social interface is now used by several websites to allow you to post your activities on Facebook. Usually you'll see this alternative in social networks and games that focus on consumers sharing information to make their resources conscious.

Facebook connects a live stream to your peers about what you like by referencing the different places you enjoy hanging out on the internet. You may be worried that people would start covering your status updates or unfriend you if they see too much. Fear not, News feeds from your mates will only see what they are involved in. Everything they neglect passes away without taking any move on them.

The Send button allows you to send your website to specific friends, Facebook groups, and email addresses. You will need to type in every contact or email address, so the Like button will often hit more of their mates than the Send button.

This one can be found at [http://developers.facebook.com / docs / reference / plugins /send/](http://developers.facebook.com/docs/reference/plugins/send/).

The Like Box social plugin uses your fan base to help you get more fans and customers from your website. Have you ever been operating a restaurant or bar that has a long line of people waiting outside? We say, "It

has got to be a good spot! Also, we should go!" This is organizational social testimony. If you are not acquainted with social proof, it is the theory that when people see how much many people like you or your company are more likely to put their cynicism aside and try you out. They initially give you a bit of trust.

The Like box offers you several options. The simplest implementation is simply to show the number of people who Like your page, along with their faces. But if you want to, you can screen a selection of recent posts too.

This is one of our favorite social plugins, but not everybody wants it. The first question you ought to ask yourself (and ask as many other people as you can, too) is whether the number of fans that you have seems impressive. Sure, not every page needs 10,000 or 100,000 fans—in fact, only a few thousand might be needed for a local niche business.

But if you think the number seems too low, this indicates that showing off could lead to social disproof, instead of social facts. "Why doesn't they have more fans? They're probably not that good!"

One of the most common Facebook Connect integrations is adding Facebook Commenting to Your Website Commenting. This feature allows users to optin to post comments on a blog or webpage using their Facebook account credentials (if you're not even logging in to Facebook, and most people are logged in unless you signed out deliberately).

Many forums and commenting services have incorporated Facebook Connect into their systems (such as Mashable.com, which ensures that blog and comment program users can easily attach Facebook Connect to their pages. This has contributed to increase Facebook Connect interaction to vote on. It has seen over one-third of new writers come from Twitter, according to one of the world's most popular websites, The Huffington Post.

- A WordPress plugin, if your account is on the WordPress website
- Disqus, a free web feedback and debate program used by outlets such as CNN, Newsweek, Fox News and Engadget
- The Facebook Comments networking plugin itself at <http://developers.facebook.com/doc/reference/plugins/comments/comments/>

Integrating Chat Using the Live Stream option

The Live Stream allows users to chat side by side on your website with either streaming or static content. Users access their Facebook accounts and use the status update feature for conversations to continue.

At the presidential inauguration of Barack Obama, the Live Stream was first implemented and made Uber famous. CNN streamed the events live on CNN.com during the inauguration and, using Facebook Connect, allowed you to chat with your friends who were watching on CNN.com too.

Nobody could ever have anticipated how many people would decide to take to CNN. Com and start chatting away and share this encounter with your mates once in a lifetime.

- CNN generated more than 136 million views of the pages, according to Mashable.com.

More than 600,000 Facebook status messages shared through CNN.com.

- Over 4,000 status updates were made per minute sent to Facebook from CNN.com during the broadcast.
- 8,500 status updates from CNN.com took place during the first minute of President Obama's inaugural speech.

This mind blowing success has led other event planners to turn to Facebook to allow for conversations around their event. The Live Feed has so far been used for, among others, the NBA All-star game, the Michael Jackson Memorial, and a live viewing party of Bravo's "Real Housewives of New York City" finale.

We might see even larger events incorporating the Facebook Live Stream into their platforms in the future. Imagine watching the Olympics, attending a concert, watching the World Series, or watching a film, chatting LIVE with all your friends who enjoy the same experience as well.

The Live Stream draws emotion and connects us to something to which we may relate. It connects us over a major event with our friends. Through adding this function, the network believes we can stay longer on their

website and Facebook makes sure we connect more with their app. Unlike Facebook hashtags for activities, it also has the spinoff benefit in that the majority of your network can see the status updates, ask what you're up to and eventually get in on the activity.

Using Facebook for the Registration and Login System of your Website

The concept of single sign in is something that has continued to float around the Internet as users are becoming increasingly frustrated with the many different websites they have to sign up for to access content. Such concepts like OpenID have tried to create a single sign in that would be used by people on all the websites they visit. Once Facebook produced Facebook Connect, 400 + million people were immediately able to have a single sign in.

Facebook often profits by becoming a single sign on platform, as people become more dependent on the social network. Because you can use Facebook to sign into all of your favorite websites, you are more likely to interact with Facebook more often.

Another beneficial feature of using Facebook Connect as a single sign in is that when you log in directly to Facebook or connect to any website using Facebook Connect, Facebook signs in to all the websites you use Connect to. Which ensures you will not be forced to reenter your login credentials multiple times if you visit five places that use Facebook Connect. Additionally, Facebook can sign you off of all platforms when you sign out of any particular account. This can be useful if you are using a public computer to prevent signing in and out of all the pages you may be accessing during a browsing session.

While Facebook continues to grow, registration could become one of Facebook Connect's most popular features.

The easy part is setting up the database. It has a code, just as other social plugins do. Once the programmer takes over—reading the details you get from user signups and translating that into the website—is where it gets more complicated.

Creation of a Customized Experience with Facebook Connect

We only saw glimpses of Facebook Connect's ability to create a personalized experience. Facebook Connect has the potential to use some of the details you have posted to Facebook, such as age, gender, location, or material, to help create a story for you alone. You can go as far as your creativity and you can be taken by your programmers.

For fully understand what building a customized Facebook Connect experience means, it's best for read about how some users have decided to use this tool.

The Discovery Channel found ways to pull people in to see the exclusive programs during Shark Week 2009. The Discovery Channel discovered that branching out into communities where people are already hanging out would be one way to accomplish that. Instead of thinking they can turn in and enjoy Shark Week related commercials, the Discovery Channel, with the aid of C.C. At Campfire (formerly known as the Advance Guard), Chapman and his team decided to use Twitter as a digital channel to find potential audiences.

The easy way would be to use a call to action Facebook Ad. So what if you could make users feel like they are in a shark attacked boat?

What if you'd be able to make their heart race look real to them? That'd be great, would it? That's exactly what an application named Frenzied Waters created using Facebook Connect for Shark Week. By using the details you have already made available to Facebook, such as biographical information and photos, the Frenzied Waters software created an environment that made you feel as if you were part of the shark attack.

Intel's 2011 Museum of Me (www.intel.com/museumofme/) was universally praised as one of the best examples of personalization on Facebook Connect yet. Once you connect, you're brought through a museum of imagination that highlights your images, sentences, videos and mates. A Museum of Friends could be more powerful in exploring your connections with them.

What these two apps do is evoke empathy and put you into the world. This tends to hook you up and makes you want to run around and share it with friends because it's so cool. This word-of-mouth marketing is the best type of marketing any brand or product might request.

Not Just for the Internet

Although much of the focus in this chapter has been about brands website and pages, some of Facebook Connect's apps still show on the iPhone. Facebook Connect has become increasingly popular, notably among apps that provide entertainment and dining options reviews such as movies, music, restaurants, bars, and hotels.

Applications like Flixster, a popular application for film sharing and reviews, have implemented Facebook Connect so you can see how your friends review a film on Facebook. Today, UrbanSpoon, another famous iPhone program, has almost 6,000 active users per day.

While they are remarkable, the significance of this is not in the numbers. UrbanSpoon uses people on Facebook as trustworthy sources. People trust friends to referrals more than from any other source. This is the secret sauce for apps like Flixster and UrbanSpoon when they implement Facebook Connect.

In a world where we are swamped with an average 35 GB of data every day, we need to find ways through all that knowledge to weed away. One approach is to do just what we'd be doing in our offline lives: for details, switch to peers, family and colleagues. Instead of hearing what the food critic in the New York Times feels about the Italian place throughout the region, you can now turn and UrbanSpoon to see what your buddies, relatives or coworkers felt about it. Was the Parmigiana Chicken fantastic? Easy to find a car park? Horrible Service? You'll be informed immediately by your friends on Facebook. Where the reward for the application lies through is that you will continue to come back because it provides useful and trustworthy knowledge. When you realize you can turn to Flixster to stream movie trailers, find the nearest movie theater and show times, and hear what your friends think of the expected hit of the summer, why wouldn't you keep coming back to Flixster?

Summary

Facebook Connect and its social plugins are powerful tools to integrate into your website, blog, or application as you can see from the examples in this chapter. It has proven time and time again to fuel increased traffic and interaction. What's nice about Facebook Connect is that you can choose a breadth of integration options. You can start by implementing content sharing on your website immediately while working on ways to integrate social filtering into your application and create a personalized experience for your visitors.

One of Facebook Connect's most interesting aspects is that it offers you a social graph of your website, website, or operation. You can identify exactly who interacts with your website because of the information that Facebook knows about each user. Armed with that information, you can create content, offers, and demographic oriented options. Facebook is likely to embrace growing Facebook Connect to include more choices and versatility.

Chapter Six:

USING FACEBOOK TO DEVELOP COMMUNITIES

People are forming communities around their interests, hobbies, events, businesses, products, services, celebrities, schools—even their favorite foods! In these online communities we create and participate just like we do in the real world. We engage, bond, share articles, upload photographs and videos, and invite others with similar interests to join in. At the same moment, several old style blogs are taking up the place of modern communication channels. Some firms opt to build these independent communities with services like Jive and Lithium. These communities at the enterprise level offer expanded features and more customization, but they are also expensive and more suitable for larger companies and organizations.

You also have to work harder to bring people to the party because these premium communities are set up on a different domain or a sub-domain of your website.

On the other side, Facebook lets you create communities easily and at a reasonable price. For people with similar interests or hobbies, Facebook is an ocean where community builders can fish for.

One advantage of using Facebook to create communities is that, by breaking down regional barriers, it offers greater scope. Some traditional communities are growing large enough to break throughout the world into local chapters and community groups. For Facebook, division into regional groups is not possible, until users decide they want to. Instead, they can all interact and benefit from each other, no matter where they are.

You need to determine who will be your Community Manager when you develop your group. Ideally, you or someone in your team should be that

person. As the community manager, you need to give people reasons to keep coming back to your community.

Nowadays, we all have too many issues that are taking up our time. Those who get our attention and are important, beneficial, valuable, or otherwise necessary should stay in the spotlight. Furthermore, you need to involve your community to continue growing an engaged and increasing community on Facebook; but, you can't just engage them by merely changing your profile or group status every day. You need to provide material in different formats, because all participants of your group would require different ways to access their details and knowledge. Some of us prefer video, while others love photographs, and some may want links to thought provoking content.

Let's explore some different types of communities that can be formed on Facebook, how users use them, and along the way, some tips that will help you maximize your community involvement. We will address several styles of communities in this segment:

- Customer Community are formed around businesses, goods, and services
- Business communities for private internal discussion
- Private communities for networking and company

In the rest of the chapter, we will explore how to expand participation and engagement within Facebook communities.

Building a Community for Your Company, Product or Service

More and more of your prospects and customers are on Facebook; therefore, Facebook should not be ignored as a viable way to form a community. Even if you've created a private community at the enterprise level, still make sure your brand is properly represented on Facebook. For your private community, Facebook could even be a source of new community members, whether through a Facebook page, Facebook ads, or both.

Developing an active community on Facebook around your company, product, or service can be beneficial, especially if you're successful in

encouraging converts. Why is Facebook so powerful in engagement? First, Facebook can notify the member's friends whenever a community member likes or comments on one of your posts, and is more likely to show that interaction in the News Feeds of other fans. If you create a regular engagement, with clients, buyers, and followers, you have the company top of mind. Couple that with daily advertising and adding new material on Facebook and other places around the Web and improving the name.

Create more Community by pages or groups?

Earlier, we covered the differences between Page and Groups. If you recall, Pages offer more options for marketing and analytics, while Groups provide more options for notification and privacy. Neither really builds more culture, per se, but here's what each one is really strong at:

- Pages—People rarely go back to the actual Page after becoming fans. Fans will see updates from your Page but not other fans on the Web.

Users will cease to see the posts if they don't like them or make comments. As a result, the discussion must be led and stimulated. Ask for comments and likes.

- Groups—Everyone in a Group is notified when other member Group posts or comments are received, so people often go back. You need not do the same to keep people engaged. The members help keep people involved. Those who don't want that much action will leave the group, so in membership they'll actually never be as high as Pages. So these are great for your customer subgroups who are extremely enthusiastic about specific topics.

How does your community affect your ROI?

Sometimes in-depth community or engagement discussions raise latent questions about ROI in the social media. The best way to respond is that building community does the following:

- Increases awareness of your brand through fan friends
- Increases the confidence of fans and customers in your brand
- Increases customer loyalty to your brand
- Decreases customer acquisition costs

All these things can increase the profits of your company.

Building Private Corporate Communities

Facebook offers you the opportunity to build private communities using Groups. This is great for companies that may have distributed workers or a growing workforce and want their team to hang out and engage with each other in a common area. Large corporations tend to have private communities at the enterprise level built up for them using a professional community platform. But companies that don't need a lot of features or may not have a budget for a costly platform can turn to Facebook to fill that void communications.

Many companies have realized their employees are all on Facebook and are already spending a lot of time on the platform interacting. So they decide to use Facebook as an internal communications platform for their community instead of forcing them to log in to another website.

One of the downsides of using Facebook instead of a private community is that you don't control the data although the group may be private. Be cautious therefore when sharing anything private or proprietary. You don't monitor the data and you're not privy to Facebook's choices about the site, and you wouldn't want to wake up one day to find out that, although it's impossible, Facebook has decided to make groups fully available, thus exposing confidential data that could be counterproductive to your company and a gain to your competitor. If you have those requirements, you're best placed to approach one of the many group networks at private enterprise level or a private network like Yammer.

Using Facebook as a Focus Group

Continuing the concept of using Facebook as your company's private community, what about creating a Facebook Group as a private focus group for your business, product or service?

You can invite specific prospects or customers to join this Facebook Group and use it as a platform to

- Provide demos and exclusive access
- Show pictures of upcoming products or releases of software

- Ask for candid feedback

You may not want to show anything you are worried about leaking out. However, if you're engaged in any type of blogger or PR relationship, that's a risk that you always run when showing early releases of a version of a product or software—and leaks aren't always bad, are they? They sometimes feed the buzz and increase the anticipation of customers the same way a new film trailer does.

Building Social Networking Communities

Facebook gives us the ability to build our own social communities. Such communities are developed around us. Most of the time, such specific communities emerge on the personal profile of the user; but, when these communities expand to be big, the user needs to create a page to avoid hitting Facebook setting compatible limitations. These communities can sometimes grow to be larger and stronger than a traditional organisation. How could this be? As Chris Brogan and Julien Smith coined, the social web allows us to become "trust agents." Brogan and Smith define trust agents as "Digital savvy people using the web to humanize businesses through transparency, honesty and genuine relationships. As a consequence, they have enough power online to build up or break the credibility of a company.

- Be Helpful

One of the easiest ways to start building a strong community is, as often as possible, to be as helpful. Be a Community resource. Through consistently providing assistance to your fans, they will begin to come to you with concerns. Because of your resourcefulness, your community can also begin to recommend you to others, and that can allow your community to continue growing bigger and tighter.

- Use Lists

Using the Facebook List feature can help you build small communities for yourself based on interests, location, school, work, or whatever else you want to create a list around. While this will not help build a community in the sense that you are inviting people into a private area where you are connecting, it can help you to connect with members of your personal community frequently. It can help to make an increasing personal network

more manageable by setting up lists and checking in with those lists regularly. It can also help you organize your personal community around your many different life segments.

List suggestions include place of school, work, interest, or geographic location.

This can help you segment your information sharing, especially if you have a wide array of tastes. For starters, you might be a foodie, and you like to share recipes, interesting articles, chat about TV food shows, and leave status notes about the various restaurants you're visiting. You may determine this knowledge would not be of interest to people with whom you interact. Through including those members of your circle who are foodies, you'll make sure you share the information with them only.

They will appreciate the targeted information for your foodie community, even if they don't realize you created a foodie list. (People on your list are currently not notified that you have put them on the list.) Although all of these suggestions can help you grow a community, develop related relationships, build influence and reputation, you need to make sure everything you do is genuine. Please, do not be dishonest when trying to make a community grow.

Don't do it for the figures or the perceived power you might create. It ruins the trust of people and doesn't bode as a positive start to building a community around a hobby or interest for both customer communities and personal networks, you can sometimes be more efficient by building the community around a hobby or a particular interest. For years, there have been those niche communities around. Many of us spent time doing research on a forum board, or engaged in a debate that was of interest to us.

These topics can range from a love of vehicles, music, exercise, a city or just about anything else you might think of. Individuals in their personal and professional lives continue to belong to multiple groups; thus online communities act as great areas for them to stay engaged with others.

Does your business support one of these activities, or provide products and services?

If so, you might get involved with other communities that have already been created on Facebook, or you could create your own Page or Group to build a community. It could be built around the hobby or pleasure your business, product or service offers, instead of designing it around your product or service. This community would not be used to promote your company, product or service alone, but instead would be used to have conversations about the specific industry in which your company is engaged.

Building Community membership for Facebook ads

While big companies may already have millions of fans and may not need to use Facebook ads, small and medium-sized businesses may have trouble growing a group of the scale they want. Even though you could easily get lots of free fans in the earlier days of Facebook, now it's harder to do so. Facebook has removed some features that enabled free fan growth, and Page owners are more sensitive to what they see as spam promoting other Pages and Groups. Facebook ads address this void and can be used in an inexpensive manner to create a substantial fan base or community.

There is one reason why even pages with millions of fans might want to start a new group or page: invisibility to existing fans. The EdgeRank algorithm on Facebook determines which fans see posts on your Page.

Through time fans who haven't enjoyed or posted on articles don't see updates on your community page anymore. One study found that only 2.79 percent of their fans viewed posts with pages containing more than a million fans daily. That means they didn't really have millions to reach, they only had tens of thousands to reach. The upshot is that fans and members give you an opportunity to keep people interested and you lose them if you fail in that task.

How to get affordable fans and group members With Facebook Ads

There are two main ways to target potential community members:

- Use the targeting criteria on the Facebook ad creation page
- Target with headline and ad copy

The cheapest clicks usually come from targeting no brainer precise interests. If your business sells items related to cooking, for example, target

cooking or the name of a popular cooking show.

But if you can't get those targeted ads cheaper than \$1.00 a button, leave the targeting wide open and in your headline reach out to the crowd. For example, in the United States you might target everyone and use a headline that asks, "Do you love cooking?" This will only be selected by your potential fans, and because the targeting is so broad, the price is small and the cost per click will also remain low.

How to Build Interaction within Your Community

Provide Exclusives Is there anything you can share on Facebook with your community that is not yet shared elsewhere?

This is particularly important if you interact in other online communities like Twitter, MySpace, LinkedIn, or a private social network with some of those same people.

Try to announce a new product, a tech update or company news through Facebook first if you have a medium to strong community. If your community finds you are likely to disclose information about the company via Facebook, it will continually check in and be an active part of the community.

Instead of always posting videos in your YouTube, or uploading videos you have posted to other video services, how about making those videos directly in Facebook?

Submit any new product concepts and post them exclusively first on Facebook. Maybe leave them there for about a week, before you upload them to other photo services as well.

- Tell them what they want

These are just a few places you can create different pieces of content and keep the audience involved. The most important aspect of keeping your community engaged around your company, product, or service is figuring out what your community wants and needs to get from spending its precious time on your Facebook page or group. This might be your vision to offer. Instead, repeatedly and consistently provide the community with that level of engagement and style of information.

Regularly check in with the fans to see if you are achieving what they want. Measure success by tracking the engagement when you do decide to experiment. Look at the response levels for each article and its experiences. Is it rising? If so, you're getting more visibility and engagement.

Nurturing the community

Now that you've determined which sort of community you want to create, either a Facebook page, group or both, and you've spent some time adjusting the settings and building up your community, you need to start to cultivate it. What is it you should be doing? Occasionally, just post some status updates? It seems kind of boring, isn't it? That seems to be one of the top questions these businesses have answered since setting up a Facebook page or group. Comprehensible. Try a few of the following observations.

Run Competitions

A surefire way to get your clients involved is to run competitions which are only open to your Facebook group. The easiest and quickest way to do this is by seeking solutions to a particular question or topic of discussion. You can sell your online shop, a free month of operation, a coupon, and more. Note that the terms of Facebook require you to run contests through an app, and Wildfire is the best known platform of this kind.

Always Engage

One of the best steps you can take is to get the Facebook audience involved. Don't just waste all this time creating this wonderful network, and then leaving it to focus on getting just automatic updates from RSS feeds, YouTube, or Flickr apps. Come and hang out within the community. Get your ranking changed once or twice a day. Use a status update to ask the audience how they're getting through their day or their opinions on an issue. To some people who took the time out of their busy day to engage with you, make a few comments back. Again, this sounds simple but is ignored and forgotten so often. Just being there sets you well ahead of many other businesses, perhaps even your rival.

These are just a few of the many ideas you can use to help you stay engaged in your community. In fact, the societies don't control themselves. We need someone around to continue to prod them by interaction, exciting conversations, and different forms of material. The more you can do that

with your fans, the more you will have on Facebook a nurtured, thriving, active community. This becomes even more relevant if you decide to set up a Facebook page instead of a group, as all this engagement will be made public to everyone, not just the community members.

I can feel some hesitation starting to build up as we start talking about all this engagement. I know exactly what worries you. You are worried about somebody posting something negative about you on your Wall. You're afraid that for one excuse or another you'll be insulted, ridiculed or spat on. You want to learn how to do it.

How do you know if you are doing a good job?

1. Look at 5 to 10 posts on the page.
3. Count how many likes and comments on each one and do the total on a rough average.
3. Is this number about 1/100 of the fan count (1.0 percent)? If so, they do incredibly well.

If you look at the Coca Cola Page, on the other hand, it has 33 million fans but only around 10,000 likes and comments per post. That's just 3/10 percent of its fan base.

Which means Pepsi is only seen by a percentage of those 33 million fans. We've seen large sites like that still receive 0.1 percent–0.3 percent response levels, suggesting Coke's going to be accessible to only 1 million to 5 million followers. That's still many people, but not almost as much as you'd imagined when you saw the 33 million number. And the takeaway is that if a 10 million fans competing page does a better job at engagement, it could be more visible to Facebook users than Coke is.

With Edge Rank, the only way to win is to get more likes and comments on each post.

By now you might feel this commitment can be time consuming! Even a small business has to spend at least fifteen minutes a day. And the bigger the goals for your community or social media, the more it can become a full-time work. There might be a whole social media team at Fortune 500 firms.

Are you supposed to monitor your Community?

The issue of negative comments is one that must be addressed by every brand that signs up for a Facebook page. While this might be a problem for Groups, especially those with controversial topics, you may be more concerned about Facebook Pages because the comments and content are always public. But keep in mind that because few people go back to the actual Pages and because fans in their News Feeds don't receive Pages posts from other fans, only the biggest brands are really vulnerable here. I

If you're a big business with the hundreds of millions of users, certain people probably have had a bad experience with your business. Although only good things would be openly spoken about by others in an ideal world, this is certainly not the case. What you don't know will do you no good. Exactly right? Incorrect. Such discussions take place 24 hours a day and is vital to your ability to find them and react.

Okay, let's say someone shares something offensive on your Wall—what are you doing? Simple, huh? Just remove it and proceed. You only want the good and entertaining stuff on your page.

There'll be people, online and offline, who for one reason or another are not happy with your brand, product, or service. They will leave the comments online inside your various online posts, like your Facebook page or group. If the comment isn't violent, excessively disruptive or continuous, leave it alone. You then have to decide whether to reply to the comment.

Both decisions have both positive and negative consequences. If you do respond, on the one hand, it could spark a never ending back and forth that could add fuel to a smoldering fire that would otherwise have put itself out. On the other side of the coin, though, if you don't respond, you appear to be ignoring the person or the complaint that the person is bringing to your attention. This might have an adverse effect as well. The best advice is to judge on a case-by-case basis every comment. Others you're going to respond to, while you're going to decide it's best to leave them alone for others.

Facebook and social media tracking

You obviously need to track any comments regarding your management, company, industry or competitors. Make sure that what you are writing suits with your PR plans and social media practices before you respond. However, consider that the response could be better until you agree to reply. Don't let people who try to threaten you trap themselves, and never react if you're emotionally disturbed by the emotions of a consumer.

Facebook Pages themselves provide group administrators with some degree of warning, and other free resources are available, such as HyperAlerts (www.hyperalerts.no). There are plenty of professionalgrade tools available, including Radian6 (www.radian6.com). We suggest you set up a listening and monitoring tool, like Radian6. Just keep in mind that monitoring social media can be complicated, and you can keep track of dozens of metrics there. Make sure that the tool you choose can provide insight into activity in your space with the data you need.

Chapter Seven:

ADVANCED FACEBOOK MARKETING STRATEGIES

1. Affiliate Marketing

Affiliate marketing is one of the most effective and enjoyable ways to make money online, because it involves a lot of discovery on your part, especially when you start to find out what kinds of affiliate offers work on your affiliate sites.

What good affiliates enjoy most about affiliate marketing is the idea that by selling things you will make lots of money without actually producing something. Merchants will provide you with the products to promote, and affiliate networks will provide logistics and ad units, leaving you to use your preferred channel of marketing.

The vast majority of affiliates promote their affiliate offers through websites, which continues to be the most popular affiliate channel and the one most openly supported by most affiliate networks to date. Many affiliates, including video streaming platforms and social networks, use alternative channels to promote their affiliate offers.

Since Facebook is the world's largest social network, members rush in there hoping to break it high.

However, locating a single affiliate that has succeeded in making Facebook a successful platform for selling affiliate goods is challenging, and that's because you can't promote affiliate deals on Facebook the same way you do on a website.

Begin By Sharing Quality Content

If you use Facebook to coldly advertise affiliate deals, you can fail badly as an affiliate marketer as Facebook users will spot posts made affiliate marketers from a mile away, and have learned to simply ignore them.

In fact, the Facebook algorithm is incredibly good at keeping sales-related posts outside the news feed for a good user interface to retain. You will focus on producing quality posts that bring value to leads.

The easiest way to add value to leads is by sharing information that can help them respond to their questions about the type of products you are selling and then quickly attaching links to your partner after one or two useful updates!

Use Groups and Pages to Promote Your Affiliate Offers

Now I can't advise you from your own profile to do affiliate marketing on Facebook because you can easily get flagged as a spammer. Instead, create pages and groups that promote your brand as an affiliate.

Groups work particularly well, because groups are mostly considered as communities, and the people who join will appreciate the content that you promote there. The best strategy is to create a group based around an extremely popular market, and then start posting your content first and then connects to your affiliate later!

Do not be cautious about posting links to your partner on groups other than yours, but be mindful about where and when you are doing so. For eg, exchanging affiliate links during the holidays is mostly good, and also on deal centered groups.

Shorten the Affiliate Links

Facebook has stringent anti-spam guidelines and content URL limits. At the very least, the posts ' value will be diminished by a poorly placed referral connection, and at worst you will get marked. The easiest way of avoiding bans or irrelevance is to shorten the product URLs.

Keep in mind though that not all contact shortening programs are affiliate compliant, so I suggest using "tinyurl.com" to shorten your affiliate links.

Use Images in affiliate posts

Image posts always convert infinitely better than just posts in text. When marketing a product focus on a single product illustration, or a clear background and text image. Remove shiny pictures, as they are deemed spam automatically.

Use Facebook video to post product reviews

Were you aware that the Facebook algorithm gives Facebook video posts a great deal of relevance? That's correct, by posting a video made for Facebook live to advertise your items, you can get lots of clicks and sales and people just love review videos!

Use Facebook Sidebar Adverts to Return The Leads To A Landing Page

First Facebook doesn't like it when marketers use Facebook commercials to support partner deals, but a solution does exist! Just build sidebar advertisements and attract consumers who are fans of the brand or items you support.

Now, when you send out leads straight from an ad to a product page, neither Facebook nor partner networks like that, but take your time to build an enticing landing page for people to send to when they click on your Facebook ads!

How to dramatically increase the ROI Remarketing on Facebook

ROI, or Return on Investment, is imperative for any marketing campaign to be effective.

If you want a company or corporation to make a net profit, your savings can't outweigh your profits.

One of the best ways of preventing this is by remarketing.

What precisely is Remarketing?

Remarketing is, as the name might suggest, a fairly simple concept. Actually, it is the method of marketing and selling products to customers that you have already purchased from.

This can be accomplished by accessing email lists, contact lists, or any other folder that you hold on or close to your website.

Remarketing is an excellent strategy once you've been on Facebook and created a personalized following.

What is a custom audience?

A custom audience is the same as a target audience, in that it is a specific demographic of people more likely to be involved in your brand. It's not just people of a certain age or gender; it can be as broad as "people reading a lot of books."

You don't want to target people who haven't picked up a bestseller since high school, if you're a bookseller.

Creation of a unique audience Just like the Facebook Advertising app, Facebook arrives with its own maker of viewers.

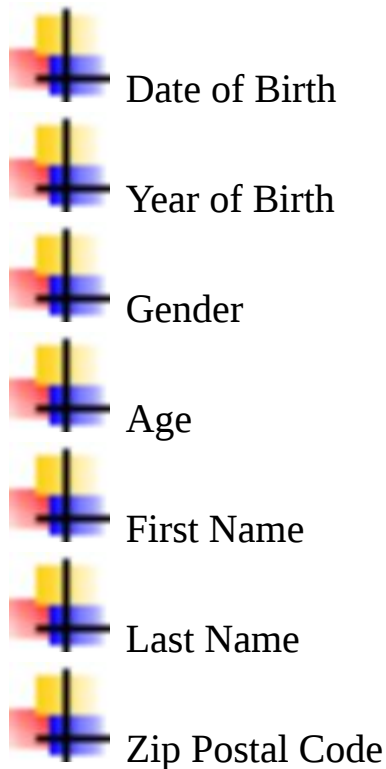
You may start by creating an account on Facebook Ads. You're more than welcome to get going if you already have one.

Start by going to the Facebook website's custom audience page, or go to the Facebook Advertising page, and pick the "Audiences" tab at the page corner.

Uploading Customer Information: You will be welcomed with a short pop-up as you reach the production page of the user, enabling you to upload a file containing customer data.

If you don't have an organized list of customer emails or ID numbers, don't worry, Facebook has you covered. There are a range of qualities to locate consumers on Facebook that you can send to the viewer maker. Some of these include, but are not restricted to:

-  City
-  State/Province
-  Phone Number



Once you have uploaded a file containing one or more of these pieces of information, you can go ahead and name the audience for future purposes.

The first step in building a targeted group is to decide what you want to be on the lookout for. At the top of the Custom Audience tab you can press on three buttons:

- Build a Custom Audience
- Create a Lookalike Audience
- Create a Saved Audience

For the most part, you'll only need to use a saved audience if you've already been through the process of creating a custom audience. Look at the first two push-buttons. More definitely, the first one, called "Building a Custom Audience," is the first page you reach. It's better to build a Lookalike audience once you've already built a Custom Audience to base it off.

Create a custom audience

After clicking on 'Building a custom audience,' you will be taken to the same pop-up screen you were provided after selecting from one of four styles of general lists: General traffic / Internet traffic / Mobile operation / Facebook interaction Once you have selected to build one of these lists, you will be able to provide names or pieces of information to construct a custom audience.

Build a Lookalike Audience

If you already have a saved custom audience or a Facebook page with some traffic, you can go ahead and create a quick lookalike audience based on people who have already shown an interest in your company.

Select the Facebook page on which you would like to base your audience. Choose a general location from the given search bar and choose a range of 1 to 10 percent of the population at that place to also base the audience around.

For a given location, you will build up to six lookalike crowds, so be sure to take advantage of different locations around your nation during your ad campaign.

Using the Facebook Search Bar for Market Research

On Facebook, it is important to be aware of what people are interested in and posted about a particular topic in the conglomerate of content and media.

You may think finding out about the market is complicated, but it's less than easy with Facebook; it's all about knowing how to search.

Knowing your audience

You have to know a lot about your target audience in order to do market research. You should understand a great deal about your viewers and the kinds of people that they are at this point in the marketing campaign process.

Having Common Interests

Suppose you're a retailer specialized in supplying office equipment. A comparable interest based quest would be something along the lines of

heading to the search bar and putting in "posts enjoyed by people enjoying fountain pens." There's a lot of critical thinking going into this phase, but it's an ability that can be acquired like any other.

Check Similar Pages There's nothing wrong with going to a vendor's Facebook which also operates in your particular niche. Competition is good for business and looking for other products in detail is a good way to see what they're doing. What are their decisions? Are they decisions which are good or bad? Which sorts of people are pages fans?

Category analysis

If your fan base is vast or has a large age spectrum, take a swing while looking for a particular age group or category. If more than half of your demographic is under the age of eighteen, then it is time for you to start talking about how to cater to them more intensely.

Keywords

Knowing how to use a search engine is a big part of knowing the ins and outs of SEO, or optimizing the search engine.

What SEO means is how important a certain brand or piece of text is to a specific quest. SEO plays a big part in the branding phase, because some keywords will always be more relevant than others.

It's important to know what words are most searched in your niche, and to create content that will improve your SEO ranking in relation to such keywords.

What do others say?

Think of it like this, not everyone viewing your Facebook page is going to be convinced they will join you on their first meeting. It needs a few trips for many people to truly connect to your company.

Yet many people will forget the name of your company. Think about how someone would describe your brands in a few words when conducting market research, if they couldn't remember the name.

Sometimes using the search engine with the right keyword combinations on the front page will not yield great results. Many Google or Facebook users

tend not to look beyond the first page they are given, but that doesn't imply you shouldn't.

Perhaps the third or fourth page down the line may be what you're searching for. It does not mean that these pieces of information are not relevant. Sometimes, some brands or keywords are pushed behind others with Facebook algorithms.

Localizing the searches: Looking up a general subject is one issue. While that may be a good starting strategy, you'll want your queries to be regional. Recent studies have shown more than half of Facebook's mobile searches have a regional purpose.

It does make sense. If a person is looking to get a haircut for a new salon, they don't want to yield results that show salons dozens of miles away.

One of the strongest and most valuable skills you will choose to use is use keywords that include the term "near me" or "in my field."

Facebook is also a profitable location for all kinds of developers, especially those looking to create new apps.

By heading to developers.facebook.com, you can also see how Facebook seeks to expand into the scene of app development.

What's Facebook Like for Developers?

There's a wide array of stuff you can do when you build a Facebook Developers page. Some of these include the ability to: / Promote your account organically / Optimize and analyze customer behavior / Monetize your mobile app or website using advertisements / Create a Facebook messenger platform for your app to get more users There are quick links to get you started on both Android and IOS products, so there's no confusion about how to start as a developer.

How do you build a developer account on Facebook?

If you find yourself on the Facebook Developers page, a quick link will appear at the top of the screen to get started on Android or IOS. Click on one of these programs and you will be taken to a complex page providing

the various types of features that come with the Facebook Development program.

If you like, you can read through all of this but let's get right into the main event for the sake of time and get you registered as a developer.

Heading to the bottom of the page, there'll be something waiting for you along the lines of a green button. On it it'll say "Fast Start." Go ahead and click on this to begin the process of creating an account.

A pop-up window will then show telling you to approve the account's Terms of Service. As always, it is advised that if you have the opportunity; you take a brief glance and go through some important details. Go ahead and accept the Terms of Service, which will get you one step closer to the next download.

You'll then be asked to make a name for the display. Once you've done, you'll need to verify that you're not a Captcha machine but don't worry, it's not hard.

The Main Menu

The developer's home page design will provide you with a variety of menu options to choose from, including: Dashboard Preferences Close to Settings Close to Roles Alerts Close to User Analysis Most of these will not mean anything to you unless you've already built an user, so look at the process of actually creating an item for the time being.

Creating an app

The first thing you need to do is get the app's name. Once a name is given, before selecting the application, you will have to complete another Captcha.

Once this is done, choose from one of the four platforms that you've been given. You'll be able to upload your SDK from there (you'll have to download the creation of software for the App) and upload it to the interface.

From there, you can add additional SDKs to your device, provide the app with metadata, any user events you want to provide, and you'll all be done

with the fast initialization.

Useful Guidelines for Facebook Developers

Make sure to follow some of these guidelines and bits of guidance while collaborating on app development for Facebook.

- Making changes to a good-looking device based on the framework you use. If you're creating a cross platform app then you're not going to want it to look exactly the same on an iPhone as on an Android.

Know your target platforms; be aware of the Android and IOS interface application guidelines.

Don't just create an app which you think looks attractive. Make an app which appeals visually to the platform you are using. When added to a single system, what you think is appealing may not be appealing.

Testing, testing and testing again. The best way to hammer out glitches on your device is to run multiple tests to make sure all the settings, windows, and features work as they should. Simply because something works once, does not mean that it will work the next time you open the app.

Chapter Eight:

MONETIZING FACEBOOK

Facebook is a powerful tool to use when sharing photos and thoughts, to reach the customers. You can initiate discussions and derive valuable customer feedback. This involvement is an indirect way many businesses make money on Facebook.

Additionally, Facebook can be an effective means of generating direct revenue for your product or service. You will reach hundreds, hundreds of thousands or even millions of potential customers through advertising on Facebook.

Making money on Facebook is simple but it's much more successful if you know some best practices.

It's relatively easy to sell online, whether through a website, blog, or email newsletter. You simply display your goods, market them to your targeted customers and then encourage those customers to purchase. By whatever form you want, your clients will pay for your product or service, whether it gives you a pound of apples to your doorstep in exchange for 30 minutes of consultation, charging you via PayPal or just giving you a check. Nonetheless, you need to go beyond the fundamentals and learn the art and science of selling online to boost your online sales.

The use of Facebook for online selling is no different from any of the more typical methods.

All you have to do is list your products or services, wait for payments and have a living. Or you can take things a step further and learn how Facebook can really increase your online sales and raise your e-commerce revenue. This chapter deals with how Facebook can be leveraged to sell products or services online.

Instead of a company or personal profile Site, your business will build a business page. Do not use your personal Facebook profile as a Business Page.

Make sure you have a personal Facebook profile that is fully set up before you create your Facebook Page for your business. Use a great photo, fill in all the information and carefully review and determine the privacy options with which you are at ease.

Business Pages allow multiple managers. This is great for growing businesses with turnover—you can rest assured that if an administrator leaves the business, someone else is still able to control the Page.

By default, business pages are public so they appear on the results of search engines.

Business pages are divided into different categories, such as brand, local business, or musician, so the search results appear more relevant.

You're required to accept friendship requests with a personal profile. By contrast, anyone without the approval of an administrator can become a fan of your Business Page.

Once you create your Facebook page, it's very important that you monitor the Page's success on a regular basis. At the very basic level, it is possible to measure performance by how many people like your Facebook page, how many users are involved and which posts are shared most.

All these things can be checked using the analytics tools on your Facebook page.

So to recap, one of the first steps to selling online is to build your Facebook Page. You will post information about the products or services you offer using your Facebook page. You can use analytics to evaluate how your Page is doing, how effective your content is, and what the most important items are producing. I get more into Facebook analytics (and more generally), but next I look at Facebook's algorithm.

The Facebook Algorithm

Keep in mind the algorithm used to view posts when looking to improve interaction on Facebook. The Facebook algorithm determines how prominent a shared post on a person's News Feed is. Its principle, this is similar to the well-known PageRank algorithm from Google, but it is applied to Facebook rather than Google, and is different in the data it considers. A search engine algorithm focuses on the basic processes and website design that can alter but the algorithm processes those changes over time. The number of reference links to a website is a consideration in the PageRank algorithm, but those links must be picked up by search engines to be integrated into its calculation (and these reference links may be affected by other variables of a website).

The Facebook algorithm, on the other hand, is dependent on human behavior and the novelty of that activity. It is therefore imperative that you consider your ability not only to monitor Facebook data more frequently than a web analytics tool but also to consider the quality of your followers interactions. The content influences how followers interpret your messages, which is necessary if your goal is to draw people to your Page repeatedly.

Increases in affinity and weight raise your algorithm ranking, whereas older posts are considered less important than new posts. Affinity is based on likes, messages, links, timeline posts, and comments exchanges. The more exchanges that take place around those functions, the more you can impact your algorithm ranking.

There is no model package, or combination of posts and interactions. However, there are steps you can take to grow a higher affinity and weight: Encourage people by directly asking for posts to like. Energize your customers by asking them to take part on your List of Fans.

Post photos, videos and slides with interesting content to promote feedback and variety from those who respond to sight and sound.

Instead of using a close statement when posting to your blog, format your post so that it poses an open-ended question and invites your followers to connect. The interaction will be clarified by the algorithm, and how it introduces the post to a larger audience.

Gain a sense of when the most likely view of your posts is. Some networking platform tools, such as Crowdbooster, recommend times that are focused on posts from past.

Insights

If you take the time to follow the steps you think the algorithm will increase your affinity and weight, you'll certainly want to know if it has any effect. This can be done using analytical dashboards like Facebook Insights. These dashboards are intended to assist you in managing your communication efforts. The Facebook Insights dashboard provides a single view of all the Facebook insights related to the following properties: Websites that display and use social plug-ins on Facebook, such as the Like button.

Apps including test apps, mobile devices, and apps for desktops.

Facebook pages, including pages created on Facebook.com and those included in the Open Graph protocol, which allows connectivity to Facebook by third parties (such as websites and mobile phones).

For example, you can show statistics of individual stories that people enjoyed on your website, or how many people commented on the articles on your Blog. This data tells you what is most important to your audience, so you can capitalize on that content.

On the Information dashboard, accessing your Facebook page you can see a range of metrics and information about the traffic (or users). There are four pages that you can pick at the top of the Facebook Insights Page: Description, Likes, Reach and Thinking About This.

The Summary section gives you a quick snapshot of total likes, friends of friends (which is how many friends the people who liked your page had), people talking about it (which is the number of people who communicated with your page by posting to your Timeline, commenting or other actions), and total weekly reach (which shows how many people have seen any content related to your Facebook page)

One of the most important parts of the Overview section is that it shows you the posts on your Page and includes their reach, number of engaged

users, number of users talking about this (talking, commenting, or otherwise engaging with a post), and virality (the percentage of people who have engaged with your post versus someone who has just seen it and not engaged with it).

What I like to do with this segment is to filter the posts by one of the criteria (reach, engage users, talk about this, or virality) and see which posts have received the highest rankings. This is important so you know what content your audience was most interesting (or valuable). For example, one of my posts, which contained video, had 342 reaches while a few other posts had less than 200 reaches. My audience (and yours probably too) loves videos.

Clicking on the Facebook Insights dashboard's Likes feature will show you the gender and age, and the countries, towns, and languages of people who like your post. From this place you can also see where your preferences come in — from your Timeline, or from a Like box or Like click.

Meet is the next metric in Facebook Insights, and it offers you metrics close to the Likes tab but linked not only to who likes your Page but also to who you meet. This segment also provides insights into how people view your content. Such approaches include organic (such as who saw your content in a News Feed), paid (advertising), and viral (someone saw a friend's content or Page). The overall effect of all three of these approaches can be seen as well.

The last part of the Facebook Insights tool is Talking About This feature, where you can see user-related data that reviews, answers questions, and other interaction with your Facebook page. This data occurs only if more than 30 people talk about your Site in seven days.

In the top-right corner of the Page you can pick whether you want to display monthly or weekly results. If you select monthly data, the dashboard defaults automatically to the final full month. When you pick weekly data the dashboard defaults automatically to the last full week. You can opt to refine the date range as well.

Facebook Insights Page to the top left is a drop-down list with start and end dates. When you click on this menu, a date range list will appear where you

can enter the dates you want to see (e.g. JANUARY 3, 2020-JANUARY 30, 2020).

If you are unsure at any point about which date range you are looking at, you can hover your mouse pointer over the question mark next to the metric and see the available options.

To export the data, press Export data in the top-right corner of the dashboard. A dialog box asks you to define the date range on which you want to export data, as well as whether you want the data to be accessed as an Excel file or as a CSV file.

Facebook has other analytical tools that allow social media teams to concentrate their scarce resources on creating great customer interactions, rather than jumping from tool to tool. Many of these provide a means to download data into an Excel spreadsheet, with communication centering on their range of analytical capabilities. Keep in mind that these tools, unlike Facebook Insights, do not primarily focus on Facebook comparison sources, so their reach may differ slightly from what you are searching for. If you're interested in learning more about how the Like button is contributing to your Account, Insights might be the most direct way to go. Yet others, including PageLever, provide a more visual bundle with the same metrics.

Each of these analytical approaches provides assessment tools that can help guide the social media moves, and all provide incorporation into the Facebook page. This is important if you're interested, for example, in comparing Twitter activity versus Facebook. On many of these devices, pricing varies, but most have either a free preview, or a free trial. Some of the available analytical instruments are discussed in the following sections.

HOOTSUITE PRO The Twitter desktop application available on www.hootsuite.com, Hootsuite, provides a dashboard that allows you to view Facebook and Google Analytics and Twitter analytics.

Hootsuite allows you to customize the look and feel of this data from the different social networks to show as much or as little of it as you want. The analytics dashboard is part of the advanced Hootsuite Pro package upgrade, which has a low monthly cost.

CROWDBOOSTER Crowdboster (www.crowdboster.com) is usually used as a dashboard analytics tool for tracking Twitter interaction. It also tests communication on Facebook pages. In Crowdboster, the impressions of a message define commitment. Crowdboster charts impressions total with the number of likes.

It offers a graphical view of messages that might have received the most popularity and answer, allowing you to suggest deleting messages that don't have any impact with followers. Crowdboster also provides recommendations for fans to comment on your Profile, recommending who you should follow up with to strengthen your affinity and your weight. The dashboard is better than most others like Hootsuite because it doesn't have a daily data summary, and the free version of data downloads isn't. The graphs and information provided on your fan page can be of immediate help to take action.

PAGELEVER PageLever (www.pagelever.com) was launched in 2011 and offers a dashboard to control several Facebook Pages. Its dashboard metrics are broken into three levels: fan metrics, visibility, and engagement. It highlights key data, for example the most sensitive demographic of your Sites. It also measures percentages such as commitment rate, and shows multiple dynamic graphs. This tool provides an additional layer of metrics that appear in Facebook Insights, adding a number of interesting graphs and info.

For example, reference sources indicate how visitors came to your fan Page.

POSTLING Postling (www.postling.com) incorporates a range of Hootsuite and TweetDeck share-cross-platform features and introduces overview message delivery to your account, blog post access from within the user interface, and Twitter user impact evaluation.

As for Twitter, Postling will overlay visit data and provide a review of your analytics via e-mail. This site is more appropriate for Twitter than for

Facebook but it offers an overview.

Google Analytics (www.google.com/analytics) is often used by small and medium-sized companies. As a business intelligence tool, it has helped websites understand their traffic sources and allowed companies to change their campaigns, whether from search engine optimization, banner ads, pay-per-click ads, content marketing or offline sources. But there is one unique obstacle to its implementation which has troubled Facebook business owners.

Google has changed the approach to best suit the way people find sites online in order to respond to this segmentation problem. In version five of Google Analytics Google introduced a social plug-in feature. The feature includes reports on social engagement to measure how people share content on your site through social actions. Among these social actions are Facebook Like button clicks, as well as Google+1 button clicks and Delicious bookmarks. The reports show analysis of three types of social media-related activity: a comparison of the number of pages visited per day, on-site average time, bounce rate, and other visit metrics. Such segments give data between those who have used social actions that are available on your platform and those that have not.

A reference of the number of social actions (+ 1 clicks, likes, and so on) for each social source and social source–action combination.

A comparison of the number of actions on each Page of your site with information

displayed by social source or by social source–action combination.

The advantage for your company, especially if a website is its key digital presence, is the

capability to assess the successful social media channels worthy of increased investment

of interaction and time.

WEBTRENDS SOCIAL

Webtrends (www.webtrends.com) is well known for its enterprise-level web analytics.

To small businesses, it has launched Webtrends Social, a dashboard specific to

Facebook. It offers a social media management framework to allow marketers to execute,

manage, and develop their social media activities across teams. On Webtrends Social,

you can monitor your Facebook Timeline, create shareable applications, assign responses to

team members, and review your productive efforts. The free version permits one Page,

but several Pages can be controlled for a low monthly charge.

Facebook has a range of advertisement styles, depending on what you want to advertise: a

Page, a case, an application on Facebook, or your own website. These ad types are

determined when you first create your ad and when you choose the destination of your ad.

To start advertising on Facebook, go to www.facebook.com/advertising or click the

Create an Ad link at the very bottom of your Facebook Page.

From here you can select what you want to advertise. This could be an external website

address or a Facebook destination ID (such as a Page, app, or event).

You also have the choice to directly pick a Page or Place to advertise or an application or

event. In this example, I am going to choose a Page.

You are now given three options: Get More Page Likes. That allows you to build a larger audience.

Promote posts on the Page. That helps you get people to see and engage with an important post.

See Radical Options. Some more sophisticated advertising solutions like cost per click can be worked on.

For now, just focus on building your current Facebook page to a larger audience.

DETERMINING COST AND BUDGETING There are many important promotional elements you need to get right to make sure your Facebook advertisement is more than just a pretty icon on a computer screen and contributes to sales. When determining the profitability of your advertising campaign, the amount you pay for your advertising is important. For example, if you pay \$5 per click for an ad and you get 10,000 clicks, your ad would cost \$50,000. When you bought a \$10 item from just 100 of those who clicked, then your advertising revenue is \$1,000. You lose \$49,000 for every package of advertisements. It is crucial that you calculate your advertising in order to know the best price to pay for it so that you can make the most profit per click on it.

DAILY BUDGET, DAILY SPEND LIMIT, AND LIFETIME BUDGET You are totally in control of how much you spend every day. Your daily budget is the ad budget which you set for a new campaign. This reflects the maximum amount you wish to spend on that advertisement every day you advertise. When your budget has been reached for the day your advertisements will automatically stop appearing. You can change your daily campaign budget, or at any time pause or remove your ads from within your Ads Manager.

Scroll to the bottom of the page when you sign in to Facebook and click the advertisement button to go to the campaign manager for Facebook. I found

it a little difficult to click this button, because some Facebook pages are very long. Another solution is to go to the advertising / www.facebook.com and click the advertising link at the bottom of this page.

Note your monthly budget is different from your daily spending cap. The daily spending limit is the limit set by Facebook for managing payments, and it increases automatically as you successfully make payments at previous limits. It is equivalent to a credit rating.

Impressions available are the number of impressions or views the commercial has at its fingertips depending on your targeting. The average cost per click you agree to pay is the winning offer, which determines how often the ads are shown. Every day the cap is reset at midnight in your chosen time zone. Your daily spending cap will automatically increase when you make the payments successfully. You'll never pay more than the amount of your daily maximum budgets though.

Compared to your daily budget, your lifetime budget is the amount you're willing to spend on Facebook throughout the full life of your advertising campaign. The total amount you spend on your ad campaign for Facebook won't exceed that.

After you set your ad live, you may also change those settings in your Ads Manager.

You will note that in your campaign settings, the Period is editable. Depending on those settings, each ad within a campaign is delivered.

Tap on the campaign you want to edit in the Facebook Ads Manager (which is evolving as from this writing). At the top of the Page is a budget column. To view change budget and schedule, press the pen icon next to the dollar amount. Here you can use the dropdown list to change the daily budget of your advertisement campaign and the lifetime budget of the campaign. In this area too you can edit the campaign schedule.

AUCTION SYSTEM Facebook ads operate on an auction-based bidding system which means that your ad's price is set by the market. When you make a maximum bid you say you are willing to pay up to that price per click or per thousand views of your advertisement.

Here's how it works: your maximum bid competes with offers from other advertisers to decide which advertising is shown to the target audience and how much you ultimately pay (up to your maximum bid, never reaching your daily budget).

If during a particularly popular part of the day you're trying to reach a highly desirable audience, you're more likely to have to pay the maximum bid for every click or impression.

Facebook can help you select the right bid amount for your advertising, or by choosing advanced mode you can make your own bid choices (see the Advanced Mode link in the Campaigns, Pricing and Scheduling section of the advertisement-creation tool).

The suggested range of bids shows you the range of bids currently winning the auction from similar ads to yours. A bid price should be set within or above the suggested price range offered for your ad. Based on whether you choose to pay per click (CPC) or per thousand impressions (CPM), the maximum bid is the most you can pay for a click on your ad or per thousand impressions generated. Facebook only charges the amount required to win the auction for your ad, which could be lower than your maximum bid.

You will start refining the wording, photos, and deals after running these advertisements for a while to see what works best with each group of customers. You can also start reaching out, trying to reach new audiences.

THE LIKE BUTTON IN FACEBOOK ADVERTISEMENTS Most types of Facebook ads have a Like button on them. Like is a common gesture that people use Facebook to assign meaning to different objects on the web — images, timeline messages, status updates, and comments. Users express their feelings about your company or organization by clicking Like, and share this expression with their peers. If users like your company or organization see that behavior in their ad edition, their friends may see it. The Like button only appears in your ad if you are endorsing an item like a website, program, or event on Facebook.

When you swing over an ad that appears in Facebook, an X appears at the top right of the ad. You have two options when you click on this advertisement: hide the advertisement, or hide all advertisements related to this advertisement.

The X is a way for users to provide quick and easy feedback on the advertisements that they see on Facebook.

This feedback is taken into account by Facebook since it enhances the advertisement program for all advertisers and users.

How To Evaluate Your Advertisement Success

As with any advertising, you can measure your Facebook ads using a variety of metrics.

Through Facebook, you can calculate how many people your ad has the potential to reach according to your target audience. For your campaign, you can also check survey figures and the number of people who have seen your advertising. This section investigates some ways of measuring your audience.

The ads manager's metrics can help you figure out how well your ad campaign is doing. If you've used Google AdWords or Microsoft adCenter, you're in luck-the mechanics of running a Facebook CPC campaign will be second nature with just a few changes.

Facebook ads work a little different from most other cost-per-click advertising. The major difference is the keyword algorithm which determines when an ad will appear. Many cost-per-click networks base their ad placement on keywords that the user uses in a search query. Therefore, the visitor's mind-set is focused on removing a task, finding information, or solving some problem. If your ad is designed to attract consumers who are searching for apples, then your ad has to cover apples as a keyword, whether Red Delicious or Edith Smith. If you make your ad for the first time (www.facebook.com/advertising) or use the Ads Manager after your advertisement has been made, you can edit keywords that attract people and activate how your advertisement is seen. Tap on the campaign which you want to edit in Ads Manager. Click on the campaign in the resulting tab,

which has more information about the campaign, and the screen opens to offer more specific editing choices.

Facebook ads are tailored to the users' profiles based on the likes and interests listed. That means advertisements are not shown from a search, but are focused on viewer engagement.

Using the example of an apple (if you're not too hungry by now), a Facebook ad for your apples would display bakery contests, cookouts, and recipe tips, rather than content or user profiles that are interested in ice hockey, watch collections, or scuba diving. This makes Facebook ads a more interesting marketing tactic for your business—you have to consider how and why someone would use your offer. If you've developed a good business model, then you should be able to think about those events and prepare to include those keywords in your Facebook ad.

One impression is the number of times your ad is displayed as an aggregate. Impressions are part of the CPM measure (cost per thousand impressions) and reflect the range within which the ad will be shown in a network. Some indicators to be used in your ad research (and Sponsored Stories) include, in addition to impressions, the following: **CLICKS:** The number of times someone clicks on the link provided in an ad.

CLICK-THROUGH RATE(CTR): This is the relationship between clicks and impressions.

PRICE: The price per click (CPC) or per 1,000 impressions (CPM) that you pay.

SOCIAL CTR: The number of earned social clicks divided by the number of social impressions.

SOCIAL IMPRESSIONS: Impressions shown with the names of friends of the user who liked your Profile, RSVP'd like your game, or who used your app. You won't see social data if you're not advertising a website, case, or device.

SOCIAL REACH: People who saw your ad with their friends' names who liked your Site, RSVP to your case, or who used your app. If you're not

advertising a Page, Event or App, your ad will not be socially accessible.

SOCIAL PERCENTAGE: The percentage of impressions shown on your ad with the names of the viewer's friends who liked your Page, RSVP'd like your event, or who used your application. You won't see social data if you're not advertising a website, case, or device.

Paid: The amount that you paid during the time of your choosing.

Targeted public. Depending on your positioning, the estimated number of people your advertising or Sponsored Stories would hit. To 1 billion active Facebook users, you can reach the exact people most likely to be interested in your company or brand.

REACH: The number of real people that have seen your ads or Sponsored Stories.

Facebook makes it easy for companies to use highly targeted advertising and Sponsored Stories to talk to real people. Reaching is different from impressions, which include multiple viewing of an ad.

FREQUENCY: You have seen your ad on an average number of times.

Relationships. The number of people who liked your Facebook page, would be RSVP to your event or activated your device within 24 hours of seeing an ad. If you don't advertise a website, case, or device, you won't see data on the Connections.

AD PERFORMANCE REPORTING IN ADS MANAGER The above measurements are recorded in three summary reports. You can export these reports to an Excel sheet which is ideal if you have an advanced analytics team that imports data into a custom dashboard. Reports can be sent to you by e-mail, if you need only a regular summary. You can choose the length of your campaign, the time period.

Your options include Next 7 days, Today, Yesterday, Last 28 days, and custom time lengths. If your social media team manages a multiple pages, each report can be presented by campaign, advertising or even Accounts.

Click in reports on the left hand side of the Ads Manager. Then pick your report style parameters, and press the Report Generate button.

These are the five reports: Quality in Marketing. This report covers and invests views, downloads, clickthrough rate (CTR).

Demographic Responder. This report provides useful demographic information about people viewing your advertisements and clicking on them. After reviewing this report, you'll be able to optimize your filters to target your audience better.

Period of Impressions Events. The chart shows the number of conversions over time (i.e. 0–24 hours, 1–7 days, or 8–28 days), on your Page.

Interactions with Inline. This report gives you insight into the performance of ads or Sponsored Stories for Page posts when user engagement is very important to you.

Feed the Press. This report shows how Sponsored Stories are doing in the News Feed, including the average position inside the feed where the story was inserted.

First steps in the analysis of ads First, set the baseline value for your ads. This is especially useful if you are planning to run advertisements for your company, promotion or Page on occasion. Gaining a sense of how well your ad will do in an initial run may show what changes or ad modifications are required.

You can then use that baseline information to test various aspects of the ad that increase interest in a metric. For a given region or population you may need a higher CTR.

Having a baseline and running a test afterwards can help you focus your next effort.

You can compare your ads to the CPC and CPM results. The one that recorded the lowest of these metrics offers the best cost results shown for clicks and impressions. Yet, more detailed than this, you can get. Using each of these reports to gain some perspective of your ad segmentation over time. For instance, at night perhaps women are more active users of your

Facebook page. Perhaps more active users of your Page in the morning are 20-year-old males interested in animals. Advertising is awesome, but it is important to be able to segment your audience across demographics, and their engagement with your Facebook page.

The Ads Manager offers ways to align the demographics that complement your business model with your ad results. You can develop answers to the following questions through respondent demographics: Which segments give the best CTR? Is it possible some groups respond better than others to your ads?

Is the demographic answer better or worse than you'd expected? If you have built a baseline you can see if the ad is running at full tilt as planned.

This is especially useful when checking a variation of one ad versus another.

One error that companies make with cost-per-click advertising is to run them on an ongoing basis the same way an ad usually appears in a newspaper. It's certainly possible to run CPC ads that way, but they're meant for more target audiences. This is particularly true in light of how ads are displayed on Facebook. Continuous running without periodic review will waste a budget on ads. With Facebook you have a rare opportunity to be more focused, so take advantage of it! Consider costper-click and cost-per-print advertising as a "turbo boost" to your Facebook presence or overall digital marketing plan if you have a constrained ad budget.

Note that images over other CPC advertising may be unique to Facebook ads, but so is image fatigue. Images can play a factor in the decision to click on an ad made by a Facebook user.

Your ad viewer will have spent a great deal of time on Facebook — in 2010 Mashable estimated that the average Facebook user spends more than seven hours a day on the social network. So chances are they will see your ad repeatedly throughout the entire time the ad is running. This can mean a lot of exposure chances for the ad to be unforgettable, but it also means that those same viewers may end up feeling they've seen the ad too much if the ad picture doesn't shift.

Just keep in mind that, just like a CPC or banner ad, a landing page is still useful for a Facebook ad. (A landing page is a web page where consumers arrive when they click on the ad.) The commercials are a lead in the step you want customers to take on the landing page.

A lot of companies directly link their advertising to their websites. In a number of cases, that is not the best practice, particularly when a web page can have several pieces of information that can make a call to action too complex. Blogs and e-commerce sites can have this problem. A landing page has content that relates directly to your ad. Make sure that when someone lands on your landing page there are no pop-up pages that occur. If the landing page is a gateway to your site, make sure your main website matches its appearance or mimics it for a coherent look.

Remember you can budget to another network for Facebook ads and a CPC ad. That may sound super simplistic but it may be worthwhile to offer two different avenues for discovering your company. Likes and interests are different from a search query and, most importantly, the purpose of an ad is to make it discoverable for your business, product, service or event.

A Site, Event, or App enables people across Facebook to communicate with your company in many ways. Ads help to raise awareness of Facebook presence in your company.

Connections tells you, after seeing your advertising, how many people connected to your company, even if they didn't click, so you know you're driving performance.

As you can see, there are plenty of data that you can access and evaluate about your Facebook ads. You may not have time to manage your advertising but make sure someone does. Consider the strength of your ad campaign to determine whether your message is being delivered with the right volume or whether you need to make changes to your marketing strategy. The only worse thing than advertising is to invest the money to advertise and not take the time to assess the advertisement's efficacy in order to improve it.

Sponsored stories are very important, and are a perfect way to tell your audience members about your company to their mates. Ensure you do

things that allow your audience to take action to make Sponsored Stories as effective as possible, such as: Creating interest in people who like your Post, purchasing Facebook ads.

Help your campaign by using Facebook's Like Stories feature to promote these acts.

Make sure your website is not left out of the mix. Encourage your website visitors to like your page, and use Facebook's variety of social plug-ins to submit a message to their mates. Those actions can also be amplified with Sponsored Stories.

To sum up, Sponsored Stories provide a layer on top of your advertisement campaign on Facebook. If you consider your conventional Facebook ads effective, Sponsored Stories will help build a much deeper connection with your audience and your audience's friends with your brand (or product or service).

There is also a Wildfire app called Storyteller which is meant to add more depth to Sponsored Stories. The Storyteller app is designed to transform user feedback and thoughts into stories not only from News Feeds but also from Sponsored Stories. You can add an app link to your Facebook pages, and ask fans to answer a question or give an opinion on it. Users can then share those responses with their Facebook friends and post them on their timelines, or have the comments appear on their Facebook pages as a Sponsored Story.

CONCLUSION

What's next for Facebook sparks much blogosphere and social media chatter. There can be so much buzz at times that it also drives attention from the mainstream media. Facebook is one of the world's most popular websites so its community is microscopically analyzing its every move.

As new team members join or exit Facebook, particularly at the project lead stage, their past experience is questioned and evaluated as to what that could suggest about Facebook's future. Beyond speculation, once a new update is released, a member of a team conducts an interview, or an announcement is made, it spreads like wildfire through the blogosphere. If it's a new feature launch, you'll see a dozen plus Facebook pages pop up shouting foul about the new features nearly instantly. Facebook actually expects a bit of complaint about each change, so it ignores 48 hours of feedback and then listens!

As Facebook grows at a blistering pace, adding hundreds of thousands of new users every day, this level of scrutiny is expected. The whole industry is also put under a microscope as social media continues to mature. Every little move from a large or small social network causes a ripple effect of conversations, blog posts, media stories, cheers and jeers. The community calms down rather quickly, acclimates to the new feature set and waits for a drop in the next story. Because Facebook is the largest social network, the fact that it comes under the most scrutiny is no surprise.

In addition to the community's scrutiny, you, as a marketer, should immediately begin exploring all new features when they are released to find out how they can be useful to your Facebook activity. Of course not every feature from a marketing perspective will be beneficial to you. But to see how they can be leveraged, you should carefully analyze all new features to improve your ability to develop, connect and engage with your community.

I have outlined a detailed overview of Facebook in this book, along with actionable information that can be used personally, professionally and

within your company. I would expect several of the features to have changed by the time you read this book.

It is a question that is frequently asked and one that we would like to address. Just as some of the features throughout this book will have changed as soon as you read this chapter, we expect some of these questions to be answered, too.

What effect does this have on you as a marketer? Okay, as someone who has just finished reading several hundred pages about how to hop with both feet onto Facebook and start allocating your valuable time to the social network, some corporate movements— especially going towards acquisition or IPO — must be of interest to you. In addition, as Facebook grows larger, either through organic growth, acquisition, or an IPO, tens of millions more people will potentially join the social network. Many of them might be your prospective or existing clients.

Integrating More Professionalism and Control

The 35 to 55 + age group is one of the fastest growing demographics within Facebook. When Facebook first opened its doors, they built the features around attractive to students. Apps such as photo sharing, video sharing, and status updates, blogging, and emailing have become Facebook's base. But as the network continues to grow, it attracts more adults wanting more integrated professional tools and features, and more control over how and with whom they share. Facebook answered the call for friend lists and everything you share on Facebook with more sophisticated privacy controls. It's also very easy now to see who exactly sees each of your posts.

In addition, more professional options should be integrated into Facebook, such as those offered in LinkedIn. With more than 60 million members and rising, LinkedIn remains the most popular professional social network ever. LinkedIn helps users to make reviews, develop an exportable resume, update Vcards and post job advertisements. It offers several other features which only cater to the expert. Even though Facebook will continue to grow by adding similar features, if it did, it would get further into its user base. It would retain Facebook users longer on the network and, in effect, exchange more data with Google. It would also encourage Facebook to keep dividing itself from the rest of the pack of other social networks.

The News Feed and EdgeRank

EdgeRank have become so critical that third-party organizations are designed to evaluate their success with it (EdgeRankChecker.com) and to assess how to boost their performance with it (PageLever.com). Facebook aims to deal with how its contacts and preferred sites will better distribute material to consumers. Facebook recently tested a headlines feature which also appeared to be using EdgeRank.

Facebook vs Google

Google has for years been the 900pound gorilla in internet marketing and web traffic, attracting most of all search traffic, becoming for years the largest domain on the internet. After handily dispatching all of its competitors, including Yahoo! and Bing, and buying YouTube, the second most searched site on the internet, nobody seemed to be able to challenge it.

Facebook has been neck and neck with Google for the past year, however, and Facebook may no longer seem unlikely to overtake the search giant. What's more, Facebook's ad revenue continues to climb, and its News Feed utilizes keyword algorithms to group related posts

When Facebook improves its keyword finding capability and applies that kind of targeting to its ads, it will conquer the last hurdle to exploiting marketers for dominance and achieve much greater ROI. And this could also relegate Google to a frustrating, two or three years from now. Google's competitive advantage has always been knowing exactly what people want right now (buying goal indicated by keywords), and the dominance of Facebook in social media has been another. Google was unable to solve the social problem enough to get major momentum, so if Facebook finds out keyword goal inside social activities, Facebook will be winning.

Increasing Ways to Connect

As suggested above, Facebook has the opportunity to distinguish itself throughout the interwebs as the single login. Facebook could also provide these websites with tools that could be easily integrated and have users interacting with the platform on Facebook as well. An indicator of this is the Meebo toolbar, which is used at several places including TMZ and Form. The Meebo toolbar allows users to access their instant messaging

services, including Facebook, directly from the website on which the toolbar is integrated, in addition to allowing drag and drop sharing of images and videos.

Facebook could move forward with something similar but would include tighter Facebook integration. However, in order to do this right, Facebook would need to provide the website owners and their community with tools that would be helpful. If it is useful to the website owner, possibly by providing tools that otherwise could only be used by installing multiple plugins, Facebook would see the toolbar used having a viral effect.

Skype continued to grow in popularity with both individuals and the business community as an instant messaging service and a cheap way to connect with others via video, as well as as a telephone service substitute.

An Endless Rainbow of Options

Facebook can and will implement a great deal more features over the coming months and years. Some of these will refresh current features, while many others will be new ways to get even more obsessed with the social network. The predictions we've made are just a few of the many that we, our colleagues and our industry regularly

Whatever those new features are, I encourage you to look at them with the eyes of the marketer. Discover how you can allow more use of these apps, build community and touch your followers, prospects and customers.

Whether you choose to use Facebook exclusively as a personal social network to connect with friends and relatives, or use some of the tips in this book to help make the business real and expand, note that Facebook is a device. The real value to Facebook is how you and the friends use the different features.

Facebook is a great place for generating advertising— that's obvious. Once you have done your research, recognized what your audience likes, established the content plan, attracted and kept the attention of your audience, and been compensated with a growing follow-up, then you can actually start promoting your business. Please note-the company's

promotion comes after all the heavy lifting mentioned above. It is important to build context — and interact within that context — on social channels. If a friendly, amusing brand influence suddenly switched to the hard-sell, it would be jarring — and uninviting.

That said, I believe people understand that brands and their products and services need to be promoted. Because, let's face it— if you're on the hunt for a specific item, you're obviously going to be interested in details about that item. So promotion of your company, brand and products on Facebook is perfectly fine. Nonetheless, if you want to do this successfully, the bulk of your interactions will focus on building relationships with your audience and building reputation. When 80 per cent of your interactions are constantly focused on informing and entertaining your audience, they can accept 20 per cent promotional content — as long as you maintain the framework you've already created. So go ahead and advertise your blog posts, white papers, and other marketing material, invite your followers to special events, and give them exclusive deals and discounts to be loyal fans.

Simply put, as long as communicators value the personal nature of communications and care is taken to reach the right audience with a carefully thought out media strategy, Facebook can be a great medium for public relations.

THANKS FOR READING!!!

Use social media secrets for business! The ultimate beginner's guide to becoming your **VIDEO CHANNEL A MONEY MACHINE**, with proven strategies, tips and tricks ads to make money online from home

YOUTUBE MARKETING 2021



ALLAN KANE

YOUTUBE MARKETING 2021

**Subtitle: Use YouTubers secrets for business with the
beginner's guide to becoming your social video channel a
money machine with proven strategies, tips and tricks ads to
make money online from home.**

Allan Kane

INTRODUCTION

You've no doubt learned about YouTube, the video-sharing site owned by Google unless you've lived in a hole for the past few years. YouTube allows anyone to post videos online to watch anybody else. It's a fun site and a famous one, placing with over 130 million users a month in the top five of all websites on the internet.

For hundreds of millions of videos on the YouTube site, it would take half a millennium for a person to see all of them. It's this scale that makes YouTube appealing to businesses—and the relatively low entrance rate. There's nothing near the cost of producing a YouTube video; you need little more than a camcorder and a machine. If you can hit even a percentage of the 130 million consumers on YouTube, you can get a massive bang for your marketing dollar. It's rarely that we get to see an invention that transforms life. My parents spoke with excitement about their first TV sets that those of us who grew up with the computer couldn't quite understand. Did people in one community house gather to watch a news program? The following generations were fortunate in many respects. Each of us can feature thanks prominently to YouTube and other social media sites, and show our views of life to a global audience. For the very first time, long reserved for the major television networks and their affluent sponsors, consumers have exposure to the same broad audience. This is not to imply that anyone can pick up a camera and get the recognition and gravitas of, say, Walter Cronkite, immediately. But each of us will work in our small corner of YouTube to build a following and fans for our unique view of life. Whether we go on YouTube to transmit a political message, support our companies, or share our comedy (as everyone else seems to think we're funny), we have the power in our own hands to change our lives through video-on-demand. Currently, Elizabeth II has a spot of her own on YouTube!

Yet, the question remains, will YouTube make money? The reaction to this request is... YES! Sure, it all depends on your definition of "making

money." When you believe you've just actually made money by contributing dollars to your bottom line, then you may be eluded at first by success on YouTube. You may encounter Fortune 500 sales and marketing managers who are now so smitten by the popularity they have experienced on YouTube that they may never schedule another advertising campaign without it. You will encounter Joe, a 14-year-old farm kid who not only has an ad agency that operates on his behalf but also has a financial manager who will counsel him and his father on what to do next. You will encounter stay-at-home moms who augment the revenue from their families and build for themselves exciting new lives. They all had a concept and stayed with it long enough to learn how to make it profitable.

Now, this doesn't mean you're going to row your little boat down the YouTube River to guarantee wealth, prosperity, and joy.

We've been a little too long at this job to think we're privy to the next big get-rich-quick plan. YouTube's path to success is more like a tidal estuary than just a raging river.

Besides the site's success stories, you'll notice a whole lot of junk, but a lot of it is also beautiful. Know the information contained in this book is political as well as scientific. That ensures that besides specific technical guidance, you can receive general marketing advice; you can learn how to use YouTube as a marketing tool and how to develop, upload, and handle YouTube-friendly content. YouTube can become an essential part of your marketing strategy if you do it correctly, and drive a lot of traffic (and sales) to your existing website. In this book you'll learn:

- More about YouTube, how it works and how you can create your post
- How to market yourself and your company on YouTube
- How to promote your videos and create a revenue stream
- How to manage your YouTube videos

What is vlogging? Vlogging can be as easy as thinking about your passions or everyday activities to record technical drawings, parodies, music videos, demos, short films, and much more into a frame. Vlogging has grown into a full-fledged multimedia medium since its inception, generating a whole YouTube culture of passionate vloggers and their followers. The name says

it all; YouTube absorbs content and renders it customized, engaging, and customizable.

YouTube has revolutionized the online world, after marking its 10th anniversary in 2015, 5 years ago. The video streaming platform is focused on content generated by the user and is available to anyone, opening up a new self-expression: vlogging. Taken from the term blogging, electronic diary entries that have existed since the internet's emergence in the 1990s, vlogging (now accepted in the Oxford English dictionary) is the act of capturing news and opinions on a particular topic through video and posting the record online.

YouTube is a platform where you can view just about any possible type of video. Videos of cute kittens, indie rock stars, stand-up comedy performances, stupid human tricks, old TV commercials, musicals from high school, film school plays, home movies, breaking news images, personal video blogs — you name it. Users have uploaded millions of video clips, and anyone can view them free of charge in their web browser.

Most of the videos on YouTube are amateur, created with basic webcams or consumer camcorders by non-professionals — and that's all right; it's personal, but stuff people like to see. But more skilled clips are through, often designed to serve or support a particular product or company.

That's right: small and large companies have observed YouTube. YouTube is the hottest new medium for online marketing; if your business has an online component, you can and should be promoting it through YouTube videos.

Chapter One:

HOW YOUTUBE CAN MARKET YOUR BUSINESS FOR YOU

Brief history on YouTube

YouTube's history is a compelling story. The Web site was founded by former PayPal employees-Chad Hurley, Steve Chen, and Jawed Karim in February 2005 as a video hosting site. The three partners had abandoned their previous company and pursued a new business venture. They eventually realized after trying a few less exciting ideas; there was a strong need for a tool that enabled the process of downloading, viewing, and sharing videos. Hence YouTube's creation.

On February 15, 2005, the pair licensed the domain name YouTube.com and then began to develop the web technology — in Hurley's workshop. Chen, the bunch's programmer, worked with the development language of Adobe's Flash to stream video clips within a web browser. Hurley, an expert on the user interface, introduced the tag idea to let people define and post the videos they enjoyed. Together they came up with a way to allow users to post video clips on their web pages, which broadened the site's scope. Upon raising venture capital from Sequoia Funding, Menlo Park, California, the company was officially launched in December of that year. YouTube became immensely popular in the industry from practically the first day. The site traffic was three million visitors in the first month which is good for a startup. The visitor numbers tripled by the third month (February), yet again tripled by July (to 30 million guests), and exceeded 38 million visitors by the end of the site's first year of operation. Which rendered YouTube one of the top 10 websites in the World, period — and is one of history's fastest-growing websites.

That kind of growth didn't go unnoticed, mainly through competing websites. Google, the biggest of the rival platforms, set out to acquire the

company and did so in October 2006. Google charged YouTube \$1.65 billion—an extraordinary amount for such a young company, and one that also had to generate significant sales.

It positions YouTube right in the middle of Google's mighty empire. That said, YouTube continues to operate independently of the mother ship; nowadays, the platform looks and acts very much the same as it did in the days before Google. The only significant difference is that distance. YouTube still exists today as an autonomous entity. Google's large pockets notwithstanding, Wikipedia records bandwidth investment on YouTube, approaching \$1 million a day. Few figures have come close to that outlay of its sales.

YouTube wasn't the first company to offer online access to content, but its timing was excellent. In 2007, Co-founder Steve Chen told BusinessWeek some main reasons for success in the business.

- The advent of affordable video cameras
- Expansion of fiber lines from 1999 to 2004
- Increase in the expansion of broadband access notwithstanding that little question of not properly monetizing the web, YouTube's development was a bit short of miraculous.

Marketing yourself through YouTube

Many of the YouTube stars who shared their stories, were individuals looking for a new way to pursue a hobby, grow an established small business, or create a sequel that could turn into off-line world business opportunities. We also spoke with professionals who urged job hunters to share their resumes on YouTube to draw prospective employers and even high school students who thought their YouTube videos were the jolt moving their college applications from the denial stack to the approval stack. Their tales, ambitions, and activities can differ, but all told they show that YouTube is not just a place to be amused, but also an excellent resource for everyone who wants to know how to use it. But first, who are those persons who led the way for the rest of us?

They include performers, artists, entrepreneurs, barbers, writers, and even random celebrities. This last category may have once set out to have fun, but now some have managers and ad agencies who serve them and their financial interests.

What is the purpose of your YouTube video?

For any marketing professional, let's continue with the simplest strategic issues: What is the intent of your YouTube videos? What are your goals? Why are you spreading over YouTube?

The incorrect answer to the last question is, "because everyone does it." Equally wrong is "because it's the latest thing," "because my rivals do it," and "because it's seamless." As a marketing professional, you can't base the marketing strategy on the latest trends and innovations or other marketers' habits.

You have to select and choose the medium you want depending on your business and brand's strategic importance; you have to choose media that will fulfill your objective and accomplish your specified outcomes.

There may be no strategic reason to sell you on YouTube. Maybe you're running a local contracting business and have a very loyal and satisfied customer base. That's enough to fill your schedule in years to come. You may have nothing to gain by putting up a video on YouTube in this case.

On the other side, perhaps you have something to learn by making a series of videos on YouTube. Even if you don't want to or need to attract new clients, you might better support your existing clients by adding YouTube into your media mix. You might be able to create a video showing some choices you have for your clients, using YouTube as a kind of extended video library. Or perhaps you can improve the options of your new customers by sharing consumer testimonials that we're satisfied with your service.

You may be willing to use YouTube as after-sales service by teaching customers how to manage the work you make for them.

The idea is you need to find out beforehand what you want to do and how YouTube will help you achieve that. Don't automatically assume that YouTube is just for attracting new buyers or promoting individual products — there are several ways you can use YouTube for both pre-sales marketing

and after-sales assistance. Find the objectives in advance and then build the strategy around those goals. So, as I said, if YouTube doesn't help you achieve your objectives, then that's all right; you should never shoehorn a specific platform into your dreams just because everyone else assumes you should.

Who is your customer?

The people you are trying to reach are another factor in determining whether YouTube blends into your plans. Who are you selling to - and why? This is Marketing 101 principle, so if I state the obvious, forgive me. But many advertisers, particularly those who work online, either does not know the basics or overtime, sometimes, neglect them. The most important thing you can do is to say the obvious at times.

All the ads should be about the client, so you need to learn who that consumer is and what he needs. Go through the guide below to decide who you should work on:

- How old is your primary client?
- Is it a male or female customer?
- Are your customers married, or are they single?
- What is the average annual income of your customers?
- Where are your clients living?
- Where do you shop with your customer?
- What does your client like to do in their spare time?
- How does it represent the client or herself?
- How do you prefer to receive details from your client: through newspaper, television, radio or the Internet?
- What domains are your clients often using?
- How does your client reach the Internet — through a computer or mobile device, and at what level of connection?
- Which items are your clients using at the moment?
- Is your target customer a new user or someone who doesn't use the commodity yet?
- Does your client know your company or your product?
- If so, what does your client think of your business and your services—what is his impression of you?

These are just a couple of things you need to know about your target company. For example, the more you learn, the more you will meet the desires and expectations of the client. The less you know, the more in the dark, you guess — and guessing in the dark is a very unsuccessful and wasteful way of creating a marketing plan. For example, another collection of relevant questions to ask applies to YouTube itself in terms of integrating YouTube into your marketing mix. Does your customer access the YouTube site? If so, how frequently? Why is he accessing the website? What does YouTube think of him? Which sorts of things does he enjoy watching? How does He feel about YouTube's "business" videos? If your client is an active YouTube user, and his content is accessible to commercial messages, YouTube holds promise as a marketing tool for your business. On the other extreme, if your client rarely uses YouTube, or is opposed to corporate ads intruding into his content, you really shouldn't have YouTube in your marketing mix. After all, you do not want to market if the client's not.

What is your customers want and need?

Knowing who your client is is just part of that process. Understanding what your client wants or needs is equally important—that is, why the consumer is on demand for a particular product or service.

Maybe the client's having a problem; most do. Your client needs a solution to this problem— and that answer is what you want. Or maybe your customer has a fundamental unmet need, such as food, shelter, or safety. Your goal is to fulfill that basic necessity; how to fill the need is the product or service you offer. What's essential is to have familiarity with your client so that you can communicate his needs and wishes. Only then will you be able to determine how to meet those needs better and convincingly express the reality.

What is it you are promoting?

What precisely are you trying to spread on YouTube? Is it the business at large, a corporation, or an actual product or service? It would help if you recognized that beforehand because you will be implementing different aspects of your company using different methods.

So note that you don't always endorse a company. That is to suggest the company could only be the means to an end. You might sell bookcases for starters, but what you are advertising is a superior system for showcasing book libraries for your clients. Or perhaps you market door locks; what you advocate is the convenience and peace of mind that comes from a superior lock solution.

To put it another way, you endorse a remedy, not a good or service. Your product or service is nothing more than a means of achieving the solution. Or perhaps you advocate nothing at all. That is, you might use YouTube to provide customer support or technical support; that's a lot different from selling products or services via YouTube. You may also be utilizing YouTube for purely internal purposes, to help the list of staff, or for preparing employees. Again, the type of videos you create will determine how you intend to use YouTube.

You need to ask yourself what your message is

Assuming you are promoting your business, brand, or product/service using YouTube, what message do you want to give? Marketing is more than just selling a product for sale; it is also about developing and conveying an impression of a company/brand/good—and communicating the identity as part of a coherent marketing message.

Take the classic example of the low-end picture versus high-end image, for example. If you sell a commodity product on price, the image you convey will have to resonate with a price-sensitive public. On the other side, if you are selling a brand-savvy market a high-end product, you need to express a classier image; it's not about size, it's about style.

Your YouTube videos need to bear the same or identical message you use in your other promotional outlets, beyond the simple image. That messaging is vital to everything you do in your marketing efforts; it should attract the attention of your clients, inform them how to fix their problems / meet their needs, and persuade them that you are delivering the best of all the solutions available.

That last statement is strengthening. Not only do you have to tell potential clients what you are selling, but you have to say to them what your company/brand/product differentiates you from your rivals."—or you risk

losing revenue to a better-defined competitor. Find out what makes you different, and what makes you better. After all, you sell yourself.

Nonetheless, in doing so, you should never overlook that your advertisement is about the client, not you. The biggest mistake that companies make is to say "what we are doing" instead of "what we are doing with you." People want to know about them, what's in it, not what's in it.

You also need to present your message in terms of benefits and not features. Always explain the new electronic gizmo's 22 feature buttons; then, illustrate how each button addresses a single customer's need/want. Instead of suggesting that your gizmo has memory recall, claim, "Memory recall helps you to identify main contacts by pressing a single button." Also, word the message as to what you're doing for the customer—not as to what you're doing or what your software is doing.

How will the results of your YouTube videos be measured?

The process of creating and posting a video on YouTube is only part of that. How do you gauge the video's success? The first approach to measuring success is deciding the type of response you were hoping for. Have you built the video to create direct sales, either through the platform or 800-number? Have you designed the video to transport traffic to your website? Have you developed the video to make your company or brand image better or stronger? And did you create the video to reduce the cost of customer service and technical support?

This is key: To measure the YouTube video's progress, you first have to decide what you hope to achieve. Then, and only then, can you calculate the results:

- Calculate revenue if you aim to generate sales! Include in the video the URL of your website (ideally to a specific landing page) and toll-free number along with a coupon or order code and then monitor purchases, which include that code.
- If your goal is to drive traffic to your website, calculate your pre-and post-YouTube video traffic (page views and unique visitors). Using web monitoring to identify the root of site traffic; precisely monitor the traffic that came directly from the YouTube site;

- Measurement is more complicated if your goal is to create a brand image. Once the YouTube promotion has had a chance to do its thing, you'll need to have to do some market research and ask customers what they think of your brand — and where they learned about it.
- If your goal is to the consumer or technical support expenses, measure the number of requests for assistance before and after posting the video(s) on YouTube. The more active the video, the less supportive the subsequent calls for.

Indeed, another way of measuring the popularity of your video is to count the number of views it receives on YouTube. But this is a misleading estimation. Just because many viewers are watching the video doesn't imply it's accomplished the aims you set out to achieve. A video of 100,000 views is excellent, but if you wanted to boost your revenue, it doesn't mean much. Entertaining audiences on YouTube is one thing, but producing income (or building a brand image or anything else) is quite another.

What Type of Video Content Is Best for Your Goals?

What kind of video are you supposed to create on YouTube? Which types of video can you create more immediately?

While deciding what type of videos to create for YouTube, you have many choices to make. It's not a one-size-fits-all situation; what works with one organization could be bombarding another. What does operate now may not necessarily be what you need to do tomorrow? And, of course, you're not limited to a single approach; many businesses employ two or more different videos, each designed to achieve their specific aim.

Let's look at the most growing types of videos that businesses integrate into their online marketing blends with that in mind.

Repurposed Commercials

Most businesses believe that the best way to use YouTube is for their current television commercials as an alternate distribution channel. Their YouTube material is made up of repurposed commercials—the same 30-second TV ads they air on.

This could be a good strategy—if your TV spots are special in their entertainment.

But, to be frank, this is a losing strategy for most companies; viewers of YouTube tend to expect something new and different from the same advertisements they see on television.

In reality, several businesses have faced the YouTube community's ire with marketing the platform this way unimaginatively. You gain the community's support by doing something new and unique; you lose their support when you don't seem to be putting in the effort, or view YouTube as just another form of TV station—which most certainly isn't. That said, if you don't have a budget for new production and you have a specific commercial message, you may want to try to upload your current advertisements to the YouTube platform. Know, however, that in the tiny YouTube video window, what works on the big TV screen also works less well. It is important to note, for example, that almost all YouTubers view videos on a monitor in a small window within a web browser. That's pretty small, especially compared to what audiences are used to seeing on a 42 "or broader high-definition television. All the trivial information you can see on a larger TV becomes minuscule when viewed in a web browser. This alone can force you to re-shoot a busy TV commercial on a smaller YouTube screen; you need to adjust the look and feel of your YouTube show as well.

Performers

There were dreamers for most of humanity's history who strived to become performers, but few fulfilled the dream. Of those who might know that only a handful of visions had been kind enough to make it big and live comfortably out of it. The old stand-up comic joke who drives a taxi by day persists by night because it's so real. YouTube made a significant improvement to that. We met countless comedians who, while not running for a star on Hollywood's Walk of Fame, managed to pay the bills and rear their children with money they earned from their YouTube celebrity. In addition to meeting their financial goals by product placements and collaborations with YouTube, many of these artists may tackle potential auditions and job opportunities with living proof of their public appeal. "Make things you'd like."

Since YouTube provides a virtually limitless market to an artist, you can make your platform and then go about recruiting like-minded individuals. If working with traditional media such as book publishing or television broadcasting, you have to prove that your job has a large enough scope to allow the decision-makers who sign the checks think you will produce. A writer or presenter may take years to establish themselves. But the cost of creating, publishing, and sharing your content on YouTube is so negligible that you can afford to put yourself out there and try different things to see what the answers you're hoping for will get you.

Infomercials

Let's push beyond repurposed material into new content specifically created for the YouTube site. (Although you can view your YouTube videos on your website or blog.) When you're making videos for YouTube alone, you can choose from a variety of different methods that you can use.

A viral approach is to construct an infomercial's YouTube counterpart.

That is, you're creating a video that aims to convey some information, but it exists to plug your product or brand into it subtly.

Let's presume you are selling gift baskets for sale. You are making a brief YouTube video on how to create gift baskets—something that could attract anyone in the market for them. Inside the video and in the concise text that follows the video on the YouTube site, you display the web page address and phone number correctly. Because the video has some information content (how-to information), it draws audiences, and some proportion of them will go around purchasing the gift baskets that you have for sale.

Or you may be a business consultant and would like to promote your consulting services. To show what you have to give potential customers, you build and upload some short video—a motivational speech, maybe, or a slideshow of specific business practices, or something similar. To request business for your consulting services, you use the video to create your expert status and then show your email address or web page address. Perhaps you've got a full-length DVD to sell. You take a portion of the DVD and upload it to YouTube, with the video detailing visuals before and

after (and perhaps even during) how a viewer can order the full-length DVD.

Similarly, if you're a singer with music to be sold, an author with books to sold, an artist with paintings or other artworks, or an artisan with different crafts. The singer may make a music video to advertise his songs; the author may read an extract from her book; the artist may generate a visual slideshow of her work, and the craftsman may post a short video walk-through of the items he has for sale. Make sure you provide specifics of how you can order the additional product and let your YouTube placement do the advertising for you. The trick is to create a video that people really would like to watch, which means something useful, exciting, or insightful. This can't be a straight swap, but people don't enjoy watching commercials. It has got to give the audience interest.

You can take them back to your page, where your goods or services are for sale after you attract the audiences. It's a two-step process: watch the video, then go to the website to find out more or purchase it. If your video is sufficiently interesting, viewers can make a trip to your site to close the deal.

Creating informative videos

An insightful video is one that provides the audience with knowledge of some kind. As for how precisely you are doing it. YouTube videos used for celebrity and merchandise ads. This boils down to why people watch YouTube videos—to be informed, educated, and entertained. If your video falls into one of these three buckets, you'll have a good chance of winning new customers for your company.

Why does creating informative video work on YouTube?

Information videos are YouTube versions of old school infomercials. Although implicitly advertising a company or service below the stage, the best of the bunch provides useful knowledge for fans, what they want or need to hear. It's the context you provide that's important for insightful

images. It has to be something people are searching for, something that will help them accomplish some mission or make some judgment. It must be both relevant and useful to what they do—and also applicable to what you sell. For example, random details posted on the YouTube site will not draw many viewers. The content you are delivering must be something your current or potential customers are searching for, or else they will never try your picture, let alone display.

As critical as that, the details you give must be that, reliable and exclusive. Complete, in that you can't expect to draw customers by just giving them half of the story; to be completely useful, you have to provide all the responses, all the details, all the information. Yes, because if you aren't, the audience would abandon you without a doubt and wild you without empathy. Yet unique, in that people can't find it anywhere else; you can't hand out the same old same old one to care for except someone. (It's a truism that if customers can get the same details somewhere, they'll; why should they get it from you?) If you're doing, then you've got to show it as best you can. You can put yourself or your company on a given topic as the leader, but that title is not bestowed easily. In order to be viewed as an expert, the videos really must be authoritative. You will present information that no one else has submitted — either at all or in the same manner.

If you deliver information that helps people do something valuable, they will want to see it—and afterward, they will consider you. Citizens do, after all, consider those who support them when they need assistance. We can check you out and suggest you to their mates when you respond to people's questions. So you're gaining viewers—and future customers. The aim, though, is to decide what kinds of information the current and potential customers are looking for and then in video format provide them with that information.

This results in being able to think, either innately or through customer research, as the customer. What do your clients want to ask, or need to know — and why?

Of course, there is no definitive answer to this question; different customers have to know different stuff regarding various products and businesses. There's a wide array of knowledge you could provide for most companies.

For instance, if you market a complicated or costly product or service, the buyers may need details on what that product or service provides before they can agree to a purchase decision. If you're in a dynamic, contentious, or fast-paced business, your consumers may need information about what's going on globally before they can support you as an industry player.

If your organization is rapidly changing itself, or if you're a relatively new player, your buyers may need details about you before they feel confident talking about doing business with you.

What is crucial, though, is to decide what you can do to make your buyers more relaxed and excited about buying anything that you offer. Provide information that people are looking for that is unique and uniquely presented, and that is useful, and you will be sought out by the customers you are targeting. Show predictably, boring, pointless drek, and no one will care about you.

It's all about becoming an expert, bringing out authoritative facts. You want to be able to trust that information when people want or need particular information. We want to consider the knowledge to be correct and believe it will answer the questions or fix their problems. The trust is converted to your commodity, brand, or organization after they value the details you provide. And that sort of confidence is creating some very loyal customers.

Types of informative videos

What exactly is an informative video, then? It's a video that includes relevant and useful information — news or data about an essential topic in a self-defining fashion.

Most often, an insightful video is the YouTube version of a newscast, with you (or your spokesman) serving as a reporter or anchorman, reporting the latest news about your company or industry or underlying technology or the overall economy or whatever. In this situation, knowledge is equivalent to news—news of value to your clients, that is.

Conversely, an insightful video may act as a video brochure, showing detailed information about you or your items. What's essential with this kind of insightful video is the details you're sharing. In this case,

information is equivalent to facts — about your business, your products, or your industry.

Information as news

This type of informative video is closely similar to a news report. That is, you or someone in your staff (it can even be your president or CEO) are seated in front of a camera and chatting about the latest news of concern to your customers. This can be news about your goods, your company, your sector, or even the outside environment (as you and your customers are affected). It's the equivalent of a newscast on YouTube.

Instead of being overly self-promotional about your products and brands, these strong videos discuss more common problems. It lets place you or your business as the expert on a given topic, when they want the bright poop about what is going on, some customers will come back to that.

Of starters, if you're a dentist, you might go on camera and speak about the services you're providing, or what a friendly dentist you're, but that's pretty self-serving; who cares at the end? Thinking about the new teeth whitening methods, or how to tackle rust, or what kind of toothbrush works best would be more straightforward and more informative.

Likewise, you can produce informational "stories" about the latest seasonal fashions and so forth if you represent a clothing retailer. If you are marketing computer equipment, you will think about tech industry developments, the kinds of new machines coming out, new ways people use computers, and the like. Or you can think about food trends, modern dining experiences, health problems, and the like if you're in the restaurant business. You get the picture.

You don't even need to bring up straight news. You will give viewers feedback on the latest developments, or provide them with advice. (There's an idea—a collection of Q&A videos where consumer questions are answered and their problems addressed.) Opinions are often more important than evidence, and belief is often more helpful than precise results.

The aim is to use the model to set up yourself or the business as the source to refer to, so when people need to know what you're doing, they'll care of you. To do this, the videos need to be not only newsworthy and credible, but they also need to be a little regular. If you report about it two weeks

after the fact, the news isn't new. If you are working through the news-based approach, be prepared to produce a new video at least once a week; audiences need to realize that your content is accurate, and will come to expect daily schedule changes. That could involve delivering a weekly newscast on YouTube, or perhaps something even more regular. Whatever the case, you need to build and stick to a regular schedule; intermittent uploads will not draw a consistent base of viewers.

Information as facts

Another approach is to produce videos that give viewers information about your product.

This could take the form of a collection of spec sheets, with corresponding background music, shown in slideshow style. And perhaps you'll build a video based on a current selling and conference show. A video that acts as an expanded marketing guide or presentation is even nicer, where you use the tool to provide a closer look at what the product is, what it does, or how it is produced.

The aim is to give potential buyers everything they need to make a purchase decision without an actual hands-on experience is helpful. Show the pump in action in a typical aquarium, if you are selling aquarium pumps. Show a skilled drummer bringing the newest kit through his paces if you are offering drum sets. Show people modeling your outfits when you are selling clothing. It's the equivalent of a direct mail catalog on YouTube, with all the benefits sounding and moving images present.

I like the use of videos by the major automakers in this way. They use the visual tool to offer simulated test drives, internal guides, product overviews, and the like; it's the next best thing to go to the store and take a look and drive, with the additional benefit of being able to do it all over the computer screen again and again. Yet remember, you still need to take a soft-sell strategy. Any summary video you create will follow a subtle approach; with your selling pitch, you cannot whack audiences over the head. Just add the truth, show them what you have, and then let them take the next step.

An educational video in this way is more like an infomercial than a commercial one.

It's a soft sell, not a rough one; it's the details you're sharing that renders the video exciting and gathers audiences.

Creating educative videos

Of the three types of videos that attract potential viewers on YouTube, the instructional video is perhaps the most commonly employed. This is a video showing people how to do something—ideally while using the goods from your brand. It is a beneficial form of a picture which is why it is so popular; well made, you give your consumers real value, which they know when it's time to buy something that you offer.

Why does educational video works on YouTube?

Why are users logging in to YouTube? A fair number of lonely and, of course, they want to be amused. Others want to hear more about something. But a lot of viewers turn to YouTube to know how to do something — that is, to be trained on the subject at hand.

What seems like an educational video? Put, it's a graphic how-to—a video that shows the audience "how" to do something about it. It generally takes the form of step-by-step instructions: Step 1, do this, Step 2, do something else, Step 3. It is an activity which is very hands on.

Why is anyone watching a video on YouTube for how? And know how to do something about that, of course. Perhaps a person is looking for some art or project to bring together and wants advice.

Maybe an individual has an object that needs repair or maintenance and would like to know how to do it. Perhaps a person just bought a new product and doesn't know how to put it together or get it to function. You see how it's — educational videos are helping people do what they want or need to do.

So learning how to get something done gives your customers real value. The legitimacy that goes with the delivery of that knowledge is what you get out of it. When a person learns by seeing your video on how to do it, he

now thinks of you as an expert on that topic. When it comes to buying the equipment or materials that are needed to complete your job (or a similar one), he cares about you and buys what you want. Or, if he watches your video to learn how to use your product, he feels he's made the right purchasing decision; it reinforces his decision and helps him gain more value or enjoyment from your product.

Types of how to videos to produce

While most how-to videos adopt the same basic format (do this first, do this second, do this third), there are a few various types of instructional videos that you can choose to make. The first category is more oriented on the product, and the second is more generic.

Product Instruction Videos

The first video form tells clients how to mount, customize, or use the goods. This can be a valid approach, especially if you have an item that is hard to use in some way. For example, if you offer materials of aquariums, you may be making a video showing people how to build one of your items. If you're acquainted with the aquarium hobby at all, you realize that a canister filter has a lot of different parts that need to be placed in the right order, and a particular method of action that has a little learning curve. It's quite useful —necessary, even — to make a video that shows consumers how to bring it all together and get it going on their fish tanks. This strategy works for a great many different product types. For example, if you're a pharmaceutical company that sells asthma drugs, you may be producing a video that shows people how to use your latest inhaler. When you market networking equipment, you may be making a video that shows viewers how to set up a wireless router. If you're selling wooden playground equipment, you could produce a video that shows customers how to build one of your more complex products.

This form of the video how - to acts as both pre-and post-purchase assistance. For customers considering buying your product, it gives them a taste of what's involved, and maybe ease some of their fears; at the very

least, it shows you are providing the support they may need. For customers who have already bought your product, it is an immediate help to get them up and running.

Hopefully, this form of video will reduce the number of customer support calls you to get, eliminate the need for comprehensive instruction manuals, and make customers happier. It's a true blessing.

Project videos

The second form of how-to video is a little more common in that you're teaching people how to do something useful; you're not telling them how to use the product, except as the process is being done, what better way to show what the company is selling, as well as catering to its do-it-yourself (DIY) customer base, than creating a series of videos demonstrating how to execute various projects. If you are selling auto parts, you might be creating a series of videos showing how to change oil, replace a brake light, etc. If you're selling guitars, you might be able to create a series of videos showing musicians how to restring or tune their guitars, or even play chords and scales, and so on. You could produce a series of videos showing small businesses how to set up and manage their books if you provide accounting services. If you're a doctor, you may be making videos that teach children how to brush their teeth and floss.

For explanations of how-to videos, we can go on and on, but you get the picture. You don't accurately show people how to use your goods, but instead show up your products in use during a joint project. It's more info-like, less of a hard sell — which works on YouTube.

The key to offering correct useful content with this type of video is. You have to show people what they want to do (sew a quilt) or what they need to do (repair a leaky faucet). Attack a task common enough to draw a large audience, easily follow the steps, and then use the video to sell other goods and services. This means you can't be too shy about showing your product up in practice, of course. There is nothing wrong with showing a close-up of your company completing its assigned task, or inserting an overlay specifying the name or model number of the device, along with a

connection to your website. You have to be discreet but not so quiet that people don't notice what you are doing to recall it.

It is more complex to produce an educational video than to create a simple talking-head video. You need to plan it all out beforehand, scripting and boarding the story every shot you need to make. The firing method is similarly complex, as each of those shots must be made. You then feed all these images into a video editing system, put them together with the correct transitions and on-screen graphics, and create a step-by-step video tutorial for yourself.

Let's get started on top. You have to plan this type of video well in advance; you can't wing it on camera. You need to think through the actions you need to pose, and the shots you need to take to complete every move.

This means creating a pretty tight script and a storyboard that is accompanying it.

In the method work through each phase, shot-by-shot, camera angle by the camera angle.

Know what you are doing and how, so it's a clear matter of setting things up according to the storyboard when it comes time to shoot. Do not take the lazy route and excessively depend on spoken directions as you prepare your film. Yeah, the demonstrator needs to tell viewers what he's doing, but a how-to guide shouldn't contain a lot of talking heads. You need to show people and not just tell them how to do it. Let the story tell the pictures.

That said, for every step of the process, you should consider adding helpful text overlays. A (moving) visual may be worth a thousand words, but it never fails to add a few descriptive words. Add text along the lines of "Step 1: Insert the drill bit;" or "Step 2: Drill a 3/4" hole.

Note, when you start the process, to give the audience everything they need to finish the project and do so upfront. Set out all the appropriate pieces, as well as all the equipment that they use. Once, this is an opportunity to strengthen the narrative and graphics with overlays of on-screen text.

Tell audiences what the completed project feels like when all the measures are taken. Getting a "post" beauty picture is always right; it lets viewers see how everything will feel when everything's going right. At the end of the video, it is also an excellent visual reinforcement.

Next comes real video shooting. If you're pursuing the storyboard, this should be relatively easy. Just be patient; most how-to videos contain several different shots, each involving a certain degree of setup. Do not take any of the shortcuts; get the right light and angle for every shot you need. After shooting all the videos you need, then edit it together. Use your video editing program to fine-tune the shots, edit dead space, and place transitions between scenes. For example, during the process of the recording, you want to include your Website URL or toll-free phone number. Try using a front-up title card and a credits sequence at the top, together with overlays along the way. It might also be a good idea to outline the key steps to accompany the video in the descriptive document.

You might find that it doesn't fit comfortably within a 2-to 3-minute slot when you're putting together your how-to video. That's all right; this is one kind of video that can violate the law of attention-span. If you need to complete the project for 6 or 7 minutes, then take it. But if you get up to 10 minutes or longer, consider splitting the project into two or three separate videos — Building a Part 1 Deck, Building Part 2 Deck, Building Part 3 Deck, and so on. You do have the 15-minute time limit for YouTube to remember, of course, as well as the attention span of a regular audience.

Creating entertaining video

Which exactly makes an entertaining video? And how is it that you make a compelling video? I'm not confident that I have the answers to those questions (see, I'm not aware that there are definitive responses), but it's worth discussing — what we're doing next.

What is entertaining?

Informing and educating is essential, because if you do it right, you will draw a fair number of YouTube viewers. But everyone likes to be entertained — which is why pure entertainment videos typically appear at the top of the most viewed lists on YouTube.

What is amusing? I wish I had known. I may tell you what I find amusing, so I can't tell you what somebody else might be humorous for. Like all art, entertainment is in the beholder's eye; what I laugh about might leave you cold, and vice versa.

That said, I know about entertaining videos here: They work well when they work. It is the funny images that are more likely to go viral.

He views it over and over when a person sees something amusing on YouTube — and then discusses it with his peers. That's how viral videos are created, shared by one user with another, shared with another, shared with another and on and on until that video is viewed by tens or hundreds of thousands of people. And the kind of video that's most commonly passed around like that is entertaining.

So what do YouTube audiences find amusing? It's a relatively short list including humorous videos, those featuring amazing stunts, those featuring fancy special effects, and those with some shock value. And it is the funny videos that perform the most of all of these. Let's face it, like a good laugh on people.

A small business that sells high-end blenders continues to be one of my favorite examples of entertaining videos.

The company has come up with a concept in a creative spurt, which it calls "Will it blend?" That became a series of videos that spread like wildfire over the Internet.

The videos, all hugely entertaining, show company president Tom Dickson, who gives off a bit of a mad scientist vibe, putting different objects into one of the company's blenders to see if they blend. I'm not talking here about bananas and cumquats; Tom has mixed (or tried to mix) such things as G.I. Joe dolls, iPhones, flashlights. The outcome is an Internet phenomenon; videos from Blendtec, each created on a budget of less than \$100, quickly went viral and distributed over the Web.

Blendtec's example shows how a creative idea executed entertainingly can benefit a company. There's nothing especially insightful or helpful about "Will it blend?" Spots, but watching is fun. And as YouTube continues to prove, there's a lot of videos that's fun to watch. Some entertaining videos begin as funny commercials and exhibit high expected production values. These are not inexpensive images taken with a home camcorder; these are specialist creations for YouTube viewing, featuring cutting edge CGI special effects, repurposed and extended. But they do have fun! If done correctly, then an entertaining video is excellent to establish and maintain

the image of your brand. But there's no guarantee they will work at all; you either wildly succeed or miserably fail. This is because the hilarious thing one person finds leaves another person cold. Humor is highly subjective, and no promise is made that you have what it takes to make someone else happy. If you're trying to be funny and no one is laughing, then you end up with a terrible video. And if you had the right stuff to be humorous, let's face it, you'd make your money as a stand-up comedian, not a marketing man. Don't assume that on the big stage, which is YouTube, what you find entertaining will be successful. In short, entertaining videos are the riskiest kinds of videos you can make. If you decide to go this route, go ahead carefully—and be prepared for failure.

Understanding how viral video works

Several people have talked about viral videos. But what is a viral video—and how does a viral video go?

Simply put, a viral video is one which is hugely popular by Internet-based streaming, with hundreds of thousands or even millions of views. That is, a viewer finds a video he likes and then shares it with his friends, either on the YouTube site or via email or social media, like Facebook and Twitter for example. (YouTube allows the posting of a video simple, basically with just a few mouse clicks.) Let's be truthful here. These types of videos seldom go viral, as much as I like and recommend instructional and educational videos to most companies. Alternatively, it's funny or fun images that are moving big time. And by big time, I mean big; the most viral of viral videos move quickly off YouTube and get caught up in traditional media. That is exposure to a capital E, and you can't buy it; it's got to be organic.

Because of this potential for enormous exposure, many companies believe that by creating a viral video, they will achieve success and set it as a target. Although making a video that could be perfect for the ego to draw millions of viewers (and maybe essential to build a massive company like Budweiser), that might not be the most suitable target for the average web marketer. For most businesses, attracting a thousand targeted customers is both more profitable and more realistic than being seen by a million strangers with no intention to buy anything from you.

So while it may appeal to strive for the viral status, it is probably not the best strategy for most marketers. (It's also very challenging to do; the most humiliating images are those that aim to be practically amusing and instead collapse flat on their faces.) Instead of making a video for the moon that might be appealing to a broad demographic, a more realistic goal is to create a video that relates to your target audience. That's the way you gain YouTube exposure for most firms, in a low-key manner.

Producing an Entertaining Video

How do you create an entertaining video? It can't really be explained; there's no two videos that's distantly similar.

That said, creativity is definitely required. Truly imaginative. Really, genuinely creative.

Further imaginative than you could ever think.

But know that either you have the creative spark, or you don't. If you do, you are creating a video that people remember and would like to share. If not, you're making a picture that lies flat on its face. As I said, this group is a high-risk one.

To that end, this is the one kind of video you may not want to go it alone. If you want to go the entertaining route, it may be wise to engage a video production company or advertising agency specializing in this kind of thing.

Let the department come up with the creative ideas; they're staffed with people who do this for a living. They know what is working, and what is not.

However, you shouldn't buy into any company's game that "guarantees" they can create for you a viral video. Nobody can promise that a video will go viral. Viral videos only rarely happen when everything clicks and you are hitting a sweet spot in the public consciousness. Any business that guarantees you a viral video could be peddling snake oil as well; the most a company should offer is to deliver a professional video. Anything comes afterwards is up to the world at YouTube.

Chapter Two:

CREATING YOUTUBE VIDEOS

Vlogging

Vlogging is a highly individual process that varies significantly from creator to creator. Production is also minimal in scale, compared to television or film. Usually, one individual is in control of all output components. They self-write, perform, and edit.

Because their notes are not to be seen or explained to anyone else, however, the vlogger chooses they can be written. They can be short or long-handed, single words or a list of talk points, and to anyone else, they may seem like nonsense.

It's also almost impossible to tell how one saw a vlog being written, much enjoy seeing a famous comic or public speaker. A video that seems totally unrehearsed may have been planned painstakingly, and a video that seems too eloquent to be done without practice might merely illustrate the talent of speech the vlogger.

Getting started

Most vloggers suggest writing down only the important details to create a cheat sheet, a rundown of the video's most important points, including any specific information such as titles, times, URLs, or statistics. Having to talk to a camera, like talking to a live audience, needs to feel natural. It process helps you remember talking points but doesn't get reliant on a template, allowing you to think on your feet. If you can't go more than a few words without checking your script, then your footage will be useless.

Try to write the video outline using the most straightforward possible wording, just 2-3 terms for every 20-30 seconds of talk. Such comments may be as necessary as 'Intro,' 'New release reference' or 'Remember to subscribe.' If you're sure about your chosen topic, you might need your

cheat sheet as a checklist. It is incredibly frustrating to find that a significant part is lacking later on.

Planning every details

Other vloggers prefer to write videos in their entirety, crafts every line and inserts notes when to pause or cut. That can have practical benefits. If you're talking about something complex, like science or politics, for example, longer notes are important to get facts, dates and context correct. Some prefer to write out videos to help arrange their ideas concisely and eloquently, even if they don't use it when firing.

Writing so can save you a considerable amount of production time. You will record faster because you don't have to pause to consider what you're saying next, or unnecessarily repeat yourself again.

This means that during editing there is less excess footage to work from. Be careful, however, because working from a complete script can sometimes make even seasoned public speakers seem rigid and impersonal.

8 best vlogging cameras of 2020

Best Overall: Canon SX620 HS

Vloggers on a budget don't have to look far to find an excellent 1080p video camera. The Canon SX620 HS sports a CMOS sensor of 20.2 megapixels and 30fps full HD video recording. And clear recording in MP4 format means that every clip is ready to print, edit, and upload without conversion. Including four separate optical stabilization mechanisms is a big win for vloggers trying to fix motion blur, hand movement, and any unexpected camera shake. The camera's rear features a 3-inch LCD display that, even in a fixed position, provides smooth playback of the recently recorded footage for review. Vloggers have the opportunity to capture nearly everything they want at a distance with 25x optical zoom, while built-in Wi-Fi and NFC technology, along with Canon's download app makes transferring captured footage a breeze.

Best for Live Streaming: GoPro HERO7 Black

Some influencers (and aspiring influencers) in the world of vlogging have started live streaming on many platforms like YouTube and Twitch as a way to connect with fans in real-time. While most of the cameras in this category are perfect for video shooting and then processing videos afterward, the GoProHERO7 Black is special in that it still enables you to broadcast online directly to many of the major social media platforms.

Above all, the GoPro HERO7 allows uploading to Facebook Live quick. But it also offers the ability to stream using an RTMP URL, allowing you to also broadcast live on YouTube, Twitch, and Vimeo. The HERO7 Black is a fantastic device that can film with incredible video stabilization in beautiful 4 K, so whether you're riding, snowboarding, or just wandering around, your images are smooth. You can also carry the HERO7 Black just about anywhere, as it is up to 33 foot rugged and waterproof, which allows you more chances to differentiate your vlogs from the others.

Best value: Canon Powershot G7X Mark II

Measuring 2.4 x 1.65x 4.15 inches and weighing 1.4 pounds, the Canon Powershot G7X Mark II is one of the most common vlogger cameras. The only real downside to the Mark II is its absence of 4 K video shooting, with an impressive mix of 1080p recording at both 30 and 60 frames-per-second and stereo music. The three-inch touchscreen features a complete camera control and has 180-degree tilting and 45-degree tilting down. Optical image stabilization is also available, which is a must have for any vlogger. Image capture is handled by a DIGIC 7 image processor 20.1-megapixel CMOS sensor that delivers exceptional low-light quality. The downloadable Camera Connect app for Wi-Fi, NFC, and Canon on both Android and iOS makes it easy to transfer photos and video footage directly to your computer.

Best Budget: Canon PowerShot SX740 Digital Camera

You can't do anything better for budget vloggers than the Canon PowerShot SX740 HS. The name may be bumpy, but Canon's latest compact travel zoom camera offers spectacular performance perfect for ongoing vloggers. The camera is impressively small and fits easily in pockets and bags. The 20.3-megapixel CMOS chip wins to rave daytime shooting reviews. Like

any compact camera, shooting at night may be challenging, but in its price range, the Canon performs comfortably above competitors. It's a must-have for any vlogger who loves to travel, with its superb long-range. Equipped with 4 K video capture, the PowerShot SX740 captures 30fps footage; this is relatively in keeping with modern smartphones today. The built-in optical image stabilizer is where it differentiates itself to reduce jerky video footage. The Canon features both a 4 K time-lapse movie mode and 4 K frame cropping to capture still images from video clips. Once the next vlog is captured, it is easy to move the footage through Wi-Fi, or the camera connects app from Canon.

Best 4 K: Sony DSC-RX100 V

Another ultra-popular vlogger option, the Sony DSC-RX100 V, is the perfect solution for amateurs or professionals looking to capture 4 K video footage. It has one of the fastest self-focusing systems in the world (0.05 seconds), plus 24fps for continuous shooting. The 4 K quality recordings beautifully pair with the ultra-fast autofocus, but the Sony can slow things down to super slow-motion video recording at 960fps. Adding 3.6x digital zoom allows vloggers to get close and personal with subjects, while 8-megapixel stills can be extracted from any 4 K video recording. The scanning footage is beautifully handled by Sony's three-inch Xtra excellent LCD display, which swings up 180 degrees and down 45 degrees with Sony's WhiteMagic technology for increased visibility during daylight hours.

Best Mirrorless: Sony A6500 Mirrorless Camera

Vloggers looking for a mirrorless camera with an outstanding video will not do better than the Sony A6500. A bit smaller than a full-frame camera and a mere 15.98 ounces in weight, Sony's portability is a huge plus. As lightweight as it is, Sony has maintained a weatherproof body to protect against the elements. The compact size of the A6500 does little to sacrifice image quality; images are captured at a stunning resolution of 6000x 4000. With built-in body stabilization and a lens that adds optical stabilization, blurred images are a thing of the past. The manual mode adds full control over every aspect of still photography. While the A6500 pictures are high, video is the main thing the vloggers are concerned with. Luckily, the A6500

doesn't disappoint here either. Because of its size, the 4 K video camera is one of the best you'll ever find. That the camera features one of the fastest autofocus times in 0.05 seconds—in fact, it's the fastest camera in its class. Tracking moving subjects is a breeze for the A6500 that is ideal if you are vlogging "on location" and not attached to a tripod or stand.

Best DSLR: Canon EOS 80D

While the Canon EOS 80D DSLR may not be the most portable vlogging camera around, it's a wildly popular option for vloggers capturing studio footage. With a better than average 960-shot battery life for image capture and video recording, the lack of 4 K recording is noticeable, but the excellent quality of the Canon 1080p HD recording at 60fps is more than the job. A host of built-in connectivity options, including NFC Wi-Fi, making it easy to get footage off the camera and onto the desktop. The 24.2-megapixel CMOS sensor pairs a touchscreen LCD for quick access to white balance, ISO, focus mode, and audio control. The 45-point autofocus system offers incredible daylight and low light output. At the same time, the three-inch vari-angle LCD display adds 270 degrees of vertical rotation and 175 degrees of horizontal rotation to the handy viewing of the footage as you shoot.

Best for Professionals: Canon EOS R

Canon's first full-frame mirrorless camera venture does not disappoint. Vloggers looking for a professional solution, backed by the brand's excellent history, will find EOS R a strong choice. At first glance, the magnesium body (which screams durability) makes it easily confused with the DSLR. But at 1.46 pounds, the Canon is easily transported for vlogging around the world or in the comfort of your own home. Since not all the vlogging takes place on the tripod, the large battery grip makes it very easy to hold. Video quality is of the utmost concern to a vlogger, and that's where the EOS R shines. Captures 4 K UHD up to 30fps and 1080p Full HD up to 60fps — it's hard to do any better for the price. Autofocus is fast, while the manual focus uses Focus Peaking to get the right shot quickly. When it comes to images, the 30-megapixel sensor hits a home run using the Canon Digic 8 software. Whether in low-light or midday, the photos look amazing.

Writing a script

Some videos will need to be planned more thoroughly than a few notes, so it helps to know the basics of writing scripts. Bing shows you how, although it's not always necessary, writing scripts can be a crucial skill in the YouTube world depending on the scale of your project. A script's strict formatting conventions are tools that can effectively communicate your idea to anyone else working on the project, a sort of universal language. Many pieces of software help you write the scripts correctly, though we will use CeltX for this example. A range of purposes can be served in a script text, and each purpose on the page is formatted differently. Scene Header, which occurs in all-capitals and is justified left, is the four most common types of document, then there is Event, which is always explained left but with regular punctuation. Character is typed in justified all-caps and center, and Dialog, with standard punctuation, sits under the character.

Now you can explain your place, the behavior of your characters, and what they're thinking with these building blocks. Writing a script is simply the process of using those blocks to layout your idea. Thought, step by step, of what you want to put on television. Begin with a Scene Header, which provides a very brief description of the position of the scene. It's also common practice to use shorthand to describe conditions such as time of day or whether inside or outside, for example: ' INT. HOUSE CHRIS, Mon, or' End' Night ' THE BEACH. Then is Play, a brief paragraph or phrase that explains what's occurring and what's involved in that particular scene.

We first identify them with a character line when a character needs to speak, usually just their first name. This is immediately followed by Dialog in the next section. Note the character should think about everything here. You cannot combine Action and Dialog in the same paragraph, though you may split parts of speech by starting a new block of Action, followed again by Character and Dialogue. You are then free to start the cycle again after this. Action may follow, another pairing of characters and dialogues, or a new Scene Header in whatever combination.

Once you start writing the script, it's sometimes helpful to get an idea about what you want to happen in your plot. You'll notice that if the plot is quite

straightforward, the script can get very confusing because you didn't order your thoughts first on paper.

Creating your video

Now you know how many people and companies on YouTube have been productive. And you want yourself to be the next success story. Yeah, settle for the last lesson you're going to need before you stake your ground in a YouTube corner. You'll get lots of great ideas, stats, information, and advice to create your own good YouTube videos.

Please bear in mind that many excellent books covered the subject of creating great videos. We could have included everything you need to learn about the videography strategies here in this book. Still, then we wouldn't have been able to tell you all about making money on YouTube or share with you all the great insights of people who made money on YouTube, or clarify how to make it more likely that people will find your videos on the web once you've uploaded them. So, frankly, we state right up front that video recording is not our expertise field. Alternatively, we would discuss the wise advice of the many successful video makers who spoke to us, and we're happy to share what they experienced along the way. We wouldn't be insulted if you thought we've stimulated your appetite by the end of this chapter but not packed your belly with all the knowledge you'll need to become a video producer. Find the appetizer under this segment. You can decide if you still want an entrance once you're done.

Let's begin with a bit of practical philosophy. As with all creative processes, the creation of YouTube videos has two essential components, and the one that is less fun comes first: 1. Planning. This is where you place the hat on your head and let a dream come true. How would you visualize your final video? What's the look of it? You will need to split the project into achievable stages once you have an artistic image in mind, not only because you know what you need to do next, but also so you can bring all the tools, models, people, and props together before you start. 2. Video formation. This is where you can start recording and first-hand learning how to share your own story through footage. You can not hurry into phase two until you have completed step one completely. You'll see that careful pre-planning

will make a difference even to your first few game attempts. Though those first attempts may not become smash hits, with every video you produce, you want to know you are gaining something useful. Careful planning renders that more possible. Keep in mind that this part of the process often requires thorough editing. Editing is what transforms storytelling into filming.

Not to rattle your trust, but there's also a crucial third step, and that's getting as many people as possible to watch the video after you've created it.

What you're up against

You'll contend with other YouTube video makers for your audience's interest as well as with all the "noise" that surrounds life in the early part of the 21st century. They don't usually think about the kind of background noise that Manhattanites suffer every day or the noisy neighbor who keeps on taking out the leaf blower on a Saturday morning at seven-thirty a. Instead, we're speaking to the many forms of media and so many different communications that fight every day for our attention, no matter where we stay. All of us live with a certain level of noise going on all the time in our heads; it's the modern-day fight for our room of mind.

PREPLANNING: RESEARCH AND GOALS

Many people ultimately make money by getting a lot of attention for their YouTube videos—a ton of shares. Once you get a lot of views, a lot of things can happen. Partnership with YouTube is just one of those. YouTube advertisers, as you know, earn revenue from YouTube ads displayed on the page displaying their content. You can also create a website or even a microsite where you can land your audiences to take action, such as purchasing what you are offering. That's called a "landing spot." So the first thing to ask yourself when you begin your preparation is, what do I want my audience to do when they're done watching the video? The answer to this question varies widely according to the target of each video producer. Let's analyze a few individuals success reports now to see what the ultimate goals were in achieving momentum at YouTube. So the reasons for going to YouTube are different, and that list may not even have been created by your

own purpose. But before you start producing them, you need to learn what you hope to achieve with your images. Also, if that target changes dramatically when you post videos and gain experience, the inspiration behind your first video will be determined at least before you launch.

Set your goals

It is time you set your own targets. Would you like to build a corresponding landing site that viewers can navigate to after viewing?

Do you want to send a voucher to thank those who click? Want to build your brand? Want to assemble an online email for subscribers? Do you want to attract new clients or employees? When you answer these questions, the production of your videos should take you a big step forward. "If you're going to make YouTube videos," Potratz's Paul D. Potratz Jr., a full-service advertising agency in New York, "you need to decide what you'd like to do, such as branding the company. Therefore, what is the next move for the viewer? How would you like your video to go from? If you don't state that, it's as if you've only published one chapter of a novel. "But, YouTube's charm is the low entry cost to this marketing mecca. You can afford to make some mistakes if you do it yourself, as you learn your way around. Steve Hall, publisher of AdRANTS, an advertising business site that focuses heavily on internet marketing offered some great overall advice to help drive you up. According to Steve, here's what ads need to say:

- What the product or service is
- What it does
- Who it's for
- Why you'd want it with these components in mind, Steve tells outsiders to "dive right in." Push photos onto the wall and see what's holding! it's excellent advice, especially since each video you create is a lesson to create the next.

Set your conversational tone

YouTube has lots of low-quality videos. We are poorly planned and fired, have no targets, and abruptly end up.

When YouTube caught on, videos flooded the web, uploaded by people with no videography expertise who were using inexpensive equipment for the constraints of a five-inch screen without any context.

Many were just put up for fun. Yet precisely because such styles of content are so popular, people often assume that videos of lesser quality are still the way to go with YouTube. It is not as simple as that. (We know, what's it?) Some people are successful with amateur videos, but there are many more advanced and skilled videos now on the internet. As the platform grows, and especially as people turn to it as a way to make money and pursue their personal goals, we should expect the videos to become ever more polished and professional in appearance. Based on what you want to do with your posts, the more refined method can make sense as a safer way to showcase your comic or musical talents, and subtly improve your brand awareness.

Think along the lines of making an accurate video instead of preparing an amateur video. The content doesn't have to be bad, but creating a genuine tone that will connect with your viewers on YouTube will go a long way. "Image needs credibility," Semanticator's John-Scott Dixon clarified. "You can't make it perfect. It is an influence from Blair Witch. YouTube viewers want reality. "We've already seen that hypothesis checked with the popularity of ads like OfficeMax's Penny Prankster.

Walkthrough for creating and posting video on YouTube

Preparing to record

1 For ease, use a webcam. Like smartphones, most laptops made over the last five years come with a built-in webcam (usually just above the monitor). Webcams appear to be much lower in consistency than a standard video camera, but if you can't afford to buy a laptop or dedicated device, they will do. If you don't have a camera on your device, you can usually buy and mount one for under \$20.

2 Use a Mobile Smartphone. Most of the market's smartphones come with three essential video-making features: a video camera to record videos, a microphone to record audio, and a large hard drive to store all. Although smartphones are compact, the standard of sound and graphics may be

inferior to that of a professional camera. Videos take up substantial storage space. After filming, you may need to move your videos off your camera.

3 Using a high-quality video camera for shooting. You can find video cameras of decent quality for under \$50 on Amazon, or you can spend about \$120 on a high-quality video camera. Video cameras often display better than a smartphone or webcam. Most modern video cameras are equipped with a removable SD card that can be used to transfer videos from the camera. Double-check to make sure your chosen camcorder has an SD card before you buy it.

4 Track the information shown on your monitor screen. This can be achieved by installing third-party apps, which will allow you to record your image. If you are recording video game videos or demos, you're going to want to use such a system. Most applications let you film multiple videos at once. You can easily set up a face-cam with the previously discussed webcam if you wish. By doing so, when using the face-cam as an overlay on the vital display sheet, you will capture the principal material. This is done primarily by streamers, but other users also use this method for YouTube Videos when filming make sure that both audio and video are correctly recorded by creating and watching a comparison clip first.

5 Think of buying a dedicated microphone. Although not necessary, good sound quality will make or break a video; it may not be optimal to depend on the built-in microphone of your recording element to that end. If you can locate a reasonably priced microphone that is consistent with your recording device, the overall quality of your videos would significantly improve. Most video cameras come packed with a different microphone, and all the equipment you need to connect the two.

6 Practice writing a script. Although optional, doing this will help to determine the type of video you want to capture before you agree on a video format. Occasionally looking at an outline will help you keep track, add more (and therefore more professional) structure to your film, and it will ensure you're not missing something.

7 Try using an actual video pattern. YouTube hosts videos from millions of users, but some video types are more popular than others: video blogs, or "vlogs," are regularly updated video series featuring the creator talking about anything he or she has in mind, usually for 10 minutes or less. A fair amount of traffic is drawn by video game-related videos, mainly if you cover recent releases. Tutorials can practically cover whatever subject you're specialized in. Montages are films, set to music, filled up with pictures or video clips. Pet videos continue to be popular. These are usually captured with a portable device, such as a camcorder or smartphone. These also show the creator's pet performing amusing or endearing stuff. Reviews are video forums looking at a product or service. Getting sardonic and sarcastic will get more people to watch while revising it. Comedy images cover a wide range of techniques and forms. These are best done with friends, and they can contain anything like practical jokes, dumb music, written stories, and more.

8 Create a video for your personal use. YouTube is a perfect way to bridge the gap if you'd like to share an experience with friends or relatives that can't be there to stay near you. Prepare to record activities like family picnics, marriages, and birthdays in advance so you'll have the raw video to edit and post later on to YouTube. You can choose to encrypt a video so that only those with the video's unique URL (web address) will access it, but that is no assurance that third parties will not ultimately see it. Hold the video content safe and in compliance with the rules on YouTube.

9 Consider making another picture. This trend is particularly famous for clips not belonging to any single YouTube user, such as clips from old cartoons and TV shows. You will not need video recording equipment if you are following this path, but you will need source files in the form of digital video clips (you can use YouTube videos for that reason if necessary). There are often such "remix" images in legal limbo. You're unlikely to get into any trouble making it. Still, if one of the copyright holders in your picture demands that YouTube delete it from their platform for the initial images, they will do so automatically.

Filming

1 That you've got plenty of suns. Record during the day, use natural daylight as far as possible. If you plan to do a nighttime scene, give a little light so that people can see what you are doing. You should pose in front of the lens if you are filming yourself, and the camera will aim at you. This phase is not relevant to screen-capture images.

2 Select appropriate clothes. Don't wear the color if you have a particular colored backdrop (for example, if your wall is black, avoid black or other dark clothing).

3 Keep clean about your background. If your background isn't clean enough, people will think you're unorganized and sloppy. A neat, professional-looking background is more pleasant to look at than an untidy one.

4 Continue filming. Once you've committed to a video idea, do whatever activities you need to set up and prepare, then film the footage. You might need to log several take-ups. That is quite common, particularly for a beginner. File more than you would intend to use. You will later cut the extra bits out; there is no reason to worry too much about getting the perfect timing from the outset.

5 Talk straight and clear. It has the dual function of both making sure you get the most out of your audio quality and catching the interest of your viewers. If you're using a microphone, talk to him directly. This is particularly important when using a record element with a built-in microphone.

6 Be vigilant about what details you send away. More importantly, you won't want anyone who knows your full name or your phone, much less where you live.

7 Once you're done, stop recording. Make sure you push the Stop button on the object you want to capture. Doing so will typically automatically save your recording.

Uploading on YouTube via desktop

1 If necessary, transfer that video to your computer. If the video is on a device SD card, insert the SD card into your machine, open the SD card if it does not unlock immediately, and transfer the video to your computer from the "DCIM" tab. You may not have an SD card slot on your computer. If it does, you'll need a reader for your USB stick.

2 YouTube does. Go to <https://www.youtube.com/> within the web browser on your computer. If you are logging in, this will access your account on YouTube. If you are not signed to YouTube, in the top-right corner of the page, press SIGN IN, then enter your Google Account code. This is so that you'll be recognized as the video maker.

3 Click on the "Download" link. You will note this at the page's upper-right side. Clicking on it causes the menu to dropdown.

4 Click the video to share. It is in screen drop-down. The upload page for the video opens.

5 Press Add Download Documents. This is right in the middle of this article. Clicking on it opens a window for the File Explorer (Windows) or Finder (Mac).

6 Download a photo here. Pick the video you want to share by clicking once, then press Download in the window's lower-right side.

7 Provide a summary and a caption. Type a title in the "Title" box for your film, then enter a summary (optional) in the text box below the name.

8 Choose a picture. Click one of the thumbnails in the bottom-right of the page to set it as the thumbnail for your video. You can also click here on Custom thumbnail to choose a custom thumbnail.

9 Press here to Publish. In the upper-right corner of the page, it is a blue click. Doing so will upload your video to YouTube once processing is complete. You can look at the progress bar at the top of the page to keep track of the processing time.

Uploading on YouTube through the mobile app

1 open YouTube. Click the YouTube device button, which is identical to the YouTube emblem. If you are logged in, this will open your homepage on YouTube. If you are not logged into YouTube, you will need to select your account before proceeding, or enter your email address and password when prompted. Unless you intend to edit the video thoroughly before posting it, then you may want to move it to your device first and edit it there. If so, later try downloading it from a laptop.

2 Tap "Upload" button. This is in the screen's upper-right side. Doing so takes you to the upload tab. You may need to allow YouTube access to your phone's camera, microphone, and/or camera roll before proceeding. Apply a title and summary to the video. Type a title in the "Title" box for your film, then enter a summary (optional) in the text box below the name. Ss camera, microphone and/or camera rolls to your phone before proceeding.

3 Click on the video. Click on the video you want to share.

4 Change the video if need be. You can edit the length of your video by tapping and dragging one of the left or right ends of the video bar, or you can change the visual presentation or music of the video by switching to the proper tab at the bottom of the screen.

5 Tap NEXT. This is at the top right of the screen.

6 Apply title and definition to photo. Type a title in the "Title" box for your film, then enter a summary (optional) in the text box below the name.

7 Click UPLOAD in the top right of the screen. Your video is about to start uploading to YouTube.

8 Wait until the video finishes uploading to YouTube. Once the video is live, it will be viewable on your channel.

YouTube video format

YouTube is certainly taking up a little more time than most other outlets for social media marketing. Here, IGTV-like long-form video material dominates, so video requires a considerable amount of time to schedule, develop, and edit, even before you're factoring in stuff like keyword analysis or closed captions. Before you can even post a single video, with so many considerable specifics to discuss, it's easy to overlook a tiny detail that may seem contradictory but has a significant impact on your content: the best YouTube video type.

For YouTube accepting so many different file types, this complexity is easy to overlook and choose the first choice that looks good, but this can affect the quality of the posted video too. We don't want to have a negative impact on your videos or promotions, so we're going to look at the best YouTube video style and all the technical things you need to keep in mind in this article.

Why does the Video File Layout Matter for YouTube?

For one reason, there are different types of video file formats: each has slightly different methods of organizing the content within them, so it can affect playback, even if only slightly. Various file system forms and file containers can or might not be compliant with certain player types.

Many file formats can take a single photo, and create a larger file size than others, which can also affect the ability to post it to some websites.

Since YouTube is all about video, it is, of course, essential to choose the format of video files that will most benefit you.

The Comparison Between Video Containers & File Codecs The comparison between video file containers and video file codecs is one aspect we want to look at really fast because this will be important in a few minutes.

Video file containers will include how the video content is organized and will consist of options that are familiar to most people, such as. MP4 or. MOV, used for Facebook video and Instagram file formats. Most file formats are called after their package.

On the other side, file codecs are what's used to compress the image and then decompress it. Some low-quality codecs can lead to poor encoding and decompression; although in many situations, they may create smaller video files, the quality of the content is also much lower.

So long, so the video file is below the maximum limit imposed by YouTube, always choose the lossless codecs that offer the highest quality of content, even if it takes a little longer to upload.

Which YouTube Support Camera Formats?

YouTube supports the following video formats:.MOV .MPEG4 .MP4 .AVI .WMV .MPEGPS .FLV .3GPP WebMDNxHR ProRes CineForm HEVC (h265) Essentially all video editors and developers can give you the option of selecting the file format you would like to save the videos in, and the rest, at least, over. MOV,.MPEG4, and / or. MP4.

What's the Best Video Design on YouTube?

The best YouTube video format based on recommendations from the site is the file category. MP4. YouTube also suggests opting for the following to permit high-quality 1080p HD videos to be created: H.264 codec (one of the most efficient options out there, allowing for a small file size without compromising video quality) 15-20 Mbps A normal aspect ratio of 16:9 (this is particularly important for mobile) An AAC-LC audio codec. That said, if you can't access.MP4 files for whatever purpose, then. MOV files can also function well. But try to keep the H.264 codecs and aspect ratios consistent on the platform for ideal video quality.

YouTube accepts a number of different video formats, but they have recommendations for what on their platform can produce the best outcomes and the highest quality video.

What Other Technical Requirements Do I Need to Know When you're creating and getting your YouTube video ready for upload, there are a few more technical requirements and general best practices that you'll want to be aware of in order to 1) be able to even upload your video to YouTube and 2) make sure it looks great and is most likely to be well received by your audiences.

Here are the other technical requirements to make your channel boom succeed: The maximum file size you may upload is either 128 GB or 12 hours, whichever is smaller. Many older videos may be longer than 12 hours, but there has been a decrease in that break. (Although it's really for the best; you'll lose people like mad if you're moving for 12 hours and it sounds like a nightmare to edit). Stick to that aspect ratio of 16:9. You want the videos to show up as people stream, whether they are viewing on a laptop or a mobile device. On phones, especially with 70 percent of views coming from desktop, it is particularly important so that the video can expand correctly to the full screen, making it easier for users to see and interact with.

Creating custom thumbnails for YouTube, instead of using screen grabs. YouTube can automatically generate new thumbnails while the video is uploading, but they do so arbitrarily, and they can quickly look like this: then, using drag-and-drop design software such as Snappa to build standard, familiar thumbnails. It will make your channel look great, create brand awareness, and stop the nice we-look-drunk trend that you would like to prevent while promoting your company. YouTube is an excellent marketing platform, but it also requires a large investment in time. It's not easy to create a video, and it's not usually superfast, so you don't want to throw away all that hard work at the last minute by choosing the wrong file format.

Stick to YouTube's. MP4 file types and don't neglect to double-check all other tips for best results. It will take some extra time, but the effort is well worth it, particularly when you begin to see your channel expand and push off-platform performance too.

Chapter Three:

PROMOTING AND DISTRIBUTING YOUR YOUTUBE VIDEOS

You have produced a video, or two, and a company to market and sell, but the research has just started in many respects. You'll need a plan to make sure that people other than your family and friends see your film. You can't just post the video in the same manner and wait for people to come to you. When pushing the snowball down the hill, publicity plays a significant role.

How to promote

But the Web is mostly anonymous and massive. How do you spread the word about your work? How are you going to draw subscribers? What can you do to ensure your message gets to the target audience? The answers lie with the observations and perspectives of thousands of YouTube residents who have worked this out for themselves and were then happy to share with us what they have found.

Next, take a deep breath and note one thing: this is not brain surgery. You need to get that consumer to recognize it, give him or her something to consider, and present your case to someone to sell a product or service to. If you have made a good video, and you may be involved in targeting people, you know, you should find your audience. George Wright of Blendtec puts it this way, "You needn't be on YouTube's front page. You have to be on the front page wherever your audience is gathering. Isolate, find, and become involved in that corner of the Internet. "That's excellent advice, and we're about to give you plenty of ways to achieve this goal. But since making it to the front page of YouTube wouldn't hurt, we're going to cover that, too. The method of distributing the video across the Internet is named "seeding."

While describing the YouTube video marketing trend of the 21st century, the word seeding seems anachronistic. But if you want to be a star with YouTube, you'd best get used to it, whether you've got a green thumb or not. Once you've planted your videos correctly, you'll want to power them, too.

Seeding is building momentum for your video, and it keeps driving running. "Our seeders get the momentum going," clarified the Woo Agency's David Abehsera, "and our fueling remains on that. Right off the bat, our [Sean Kingston's Beautiful Girls] video went all over the place. "Over 46 million people had embraced Beautiful Girls when we last reviewed.

When it comes to the seeding, David Mullings is something of a Web, Johnny Appleseed. He also produced popular YouTube promotions that include celebrities such as Mariah Carey and Cezar, Coca-Cola's first-ever supported Reggae artist. David is only 27, but he's a veteran of YouTube with tried and tested online marketing techniques that he makes. David embeds his YouTube videos on his own Web site's front page. "I embed the video on Realvibez.tv's front page," he explained. "We get over 1,000 visits to the site a day, and even though we could run the video in our player, it doesn't generate almost as much advertising as a hit on YouTube." David shared some of his favorite suggestions. Video Marketing Measures by David Mullings :

- Share the link on YouTube.
- Update your Facebook status (e.g., to claim you post a video).
- Tweet about it. (Use Twitter.com to get the message out to the world.) • Send the connection to all interested people.
- Upload a select group of Facebook friends and invite them to post it on their pages.
- Post the video link in suitable groups.
- Post the link or embed the video on relevant message boards. And the secret sauce: • Upload the video into your Web site's front page. Through Facebook and Twitter, you can see that David uses any resource at his fingertips to insert video links, old-fashioned email marketing, and new techniques such as email blasts. First, let's take a look at the simple techniques. Like so many other projects, as we go, we'll start and develop to more complex and diverse approaches.

Some video promotion steps

There are many ways to get you started seeding your videos. Along the way, blogs, email blasts, even simple word of mouth, will be used. Ultimately, you're going to want people all over the Web to know about

your work, but we want you to see how far you can go just by promoting your work on YouTube itself before you start spreading that word. There is a lot of work to do right there at first before you want to venture out all over the neighborhood.

Start on YouTube

YouTube provides plenty of ways to promote the content to ensure it reaches as many people as possible on the web. This part of the process is vitally important, as every month, over 200 million unique users visit the site. It's smart to optimize the visibility of your video right there.

Post frequently

It is essential to regularly post, particularly once you have started having a subscriber base. Your goal is to have fans in pursuit of your next photo. If you don't publish new work, the subscribers will ignore you and pass on to more regular contributors.

Hold it and encourage it with new work while you have their focus. You must keep your share of the space of mind of your fans! Comedian Asa Thibodaux posts on YouTube, about four videos a week. "When you reach a certain level," he notes, "it's a compromise between the number of videos and the number of subscribers." (Asa has over 20,000 subscribers.) It's fascinating that Michael Buckley, of What the Buck?! Fame, he gave the same advice a lot. And He's got over 250,000 members! He says, "the trick for me now is quick video formation. I'm producing three to four videos a week. "For Michael, it's about" staying in touch with your friends, "so having videos posted is the best way to do that.

Use the Share Option

For a very brief time, your video gets its best exposure on YouTube — when it's just uploaded to the system. Clicking on a group connection (say News & Politics) helps audiences to zoom in on exciting videos by clicking on the hyperlinks above, like Featured, The Videos, and Most Discussed. Nevertheless, if they press the down arrow next to the more button, Recent Videos can be viewed. That would be yours, for some time, at least.

You'll need to be more cautious after that. YouTube is one of the best tools for spreading your content right under your nose—or the nose of your user,

that is. As people view it, it's the Sharing button that shows under your picture. Tap that, and one of the choices you'll get is to "submit this picture." You can either fill in the box with an e-mail address, or highlight All Contacts or Friends, and YouTube can e-mail it to the people on those lists. By the way, when they have accepted your invitation to do so, you become friends with other YouTubers. Those invitations are sent from your Channel page. And contacts are the list of people that you have applied to your book of address. See The YouTube Help Center for more information on how to use your address book and gather contacts. The Sharing Videos segment is what you're going to be looking for.

Pay attention to the comment section

People can make whatever remarks about your videos they choose, as long as you allowed this option when you posted it. That's all right. The responses can be quite humorous; they can trigger more conversation and indicate how famous or controversial your video is. Yet did you know that you are in charge of those comments? That is a good thing since feedback will work as effectively against you as they can work for you. "You have to look at the comments shared on your post," recommends Serena Software's Michael Parker. "With inappropriate remarks, keep an eye out." What is unacceptable?

Anything that is totally off track, such as spam directing people to a different video or link, something meaningless, or comments littered with curse words and typos. We warn against this so much as we appreciate the urge to delete the negative comments and leave positive ones. When supporters react to the negative comments, the conversation that can start can raise the scores. At the beginning of each of his episodes, as Michael Buckley states, "Rate it, even if you dislike it!" You will find all the assistance you need to manage your comments on the Help Center for YouTube.

Related Videos

It's all about getting more views, so you're seeding like a farmer if a thumbnail of your video appears as a related video next to many other videos. When your video covers the same territory as other videos, this happens. It then comes under the heading Similar Links at the right of those

links. Which ensures you get more publicity! We want to advise you exactly how to make sure that your video for the site's most popular videos shows under Related Videos. Yet YouTube makes it clear that when the video appears as a Similar Post, you do not influence it. They're selected based on "multiple variables." YouTube states elsewhere on the web that similar videos are "picked through a complex search algorithm. They may be related to the video that you are watching!" (This is adorable but not all that helpful.) The style, logo, tags, and explanation of your video help to decide what other videos are connected to it. Therefore, take them out carefully. It's also to your benefit that if it's utterly unrelated to the one anyone sees, the footage doesn't qualify as a related video. Again, you don't want people to get annoyed.

Subscribers and YouTube community

Many of the advertising platforms that we will be talking about here all take us to the same thing—building a base of fans. Any star will tell you just how critical to their popularity a fan club can be. Your subscriber base on YouTube is one big fan group, one that you want to build and grow. Serving the fan club takes two steps: creating a subscription list and then engaging with that list.

Individuals posting on your posts are a fantastic source of potential subscribers. Fitzzy advises that you "give them a message or hit them back on their MySpace or Twitter." In so doing, he notes, "means a lot to them." One way to get viewers is to query them: invite people to subscribe to your channel right on your Channel website.

Ultimately, it's the quality of your videos that builds your subscriber base above all else. Michael Buckley's got a knack to hit all the hot buttons on pop culture, and that's served him well. "I had 9,000 customers there a year ago," he told us. Then, "I was listed with LonelyGirl15 on YouTube front page is Dead! That has taken me about 7,000 subscribers. Many popular YouTubers have given me exposure. It has been a steady rise ever since. "Once you have a subscriber base, reaching out to them through platforms such as Instagram, then contacting them on your MySpace and Facebook pages helps to keep them linked. How relevant all of this depends on what kind of videos you're selling. Comedians like Michael Buckley and Asa

Thibodaux are searching for tons of viewers—the stronger. This objective is less critical for Serena Software since it is the quality of the leads they harvest that counts more than the sheer number of people who subscribe.

Video Search Engine Optimization

SEO is a series of tactics designed to ensure that your websites—or, in this case, your videos — appear within the very first few lines of search results. This is where the most publicity and the highest click-through performance would come from. SEO for images is named "photo SEO." If you don't use such video SEO tactics, the picture will be like a single snowflake in a snowstorm. You'll make the videos easy to find with successful video SEO, as red mittens are when they come out of the air. You recognize that you're much more likely to click on anything that comes on the first results page while searching Google. All else after that falls to your mind only if you are still disappointed at a quick search result. Your goal is to find your videos and rate them highly for both regular search engines like Google or Yahoo! and advanced video search engines like Google Video Search and Blinkx.

Performance once again is where it all begins. Good videos are rated higher; higher search rankings also offer more incentive to produce dynamite videos. If you've made and uploaded a convincing video on blogs and related forums, there should be several other places that connect to your video (these are also "inbound links"): the more inbound interactions, the merrier. "Having good content would jump-start a link-building initiative as people will always want to share / post/link to material that they find interesting at the end of the day," points out Kieran Hawe in an excellent article on Webtribution.com. This helps to increase the number of inbound links from other websites, which in turn increases the video traffic and rating.

Another way to achieve high rankings is to "optimize" the video title, marks, and summary that you provide. The title to your video should be both a "grabber" and culturally relevant at the same time.

For instance, the US was in the midst of a historic presidential election in mid-2008. Finding a popular, suggested, or most debated video that wasn't controversial has been challenging. Still, it didn't mean you should have created phrases in your names or included meaningless topical terms. And that assertion also holds.

Of example, although attaching the tag "Lohan" to your video might seem to offer you a lot of extra views, those views aren't worth having if Lindsay Lohan doesn't show in your video or isn't listed in it. When you attract viewers by manipulating them, their frustration will be reflected in the reviews they send to you, and in the scores, they allocate to your film. Such extra views you'd been waiting for can easily turn into guns that sabotage your progress. And search engines are also getting wise to this practice, so higher rankings do not necessarily reward videos that become popular when they shouldn't. Search engines may potentially penalize you by rating your video below for misleading viewers. The words you use should represent all the most persuasive facets of the quality of your film. For example, tennis videos should include your name, tennis, sport, perhaps the name of the racket you're using, but also what makes your video unique, such as your US Tennis Association (USTA) ranking (where applicable), forehand, backhand, serve (try aces), cross-court shots, etc.

The method presented here is not a one-shot deal. Instead, it is a continuing operation. Promoting your videos and so promoting you, your company, or both, should be something you do every day, in one way or another. You need to track your video views regularly and use resources like YouTube Intelligence to see what works and what doesn't work.

And don't forget that real content and well-done videos are critical. There's an increasing outcry against people going all out to make their videos go viral, ignoring the content of the video and whether or not it will concern the individual being asked about it. Spam on video is no better than any other type. In fact, it can be worse; viewing a video takes longer than reading an e-mail.

Measuring your views

The most critical measure is the number of views how many times the video has been downloaded. This number appears on the video page, directly below the video player.

How many views is a good number when it comes to judging the simple performance?

That's tough to say. Of course, if your video receives one million views immediately, you're doing the right thing — that's a total viral celebrity. Nevertheless, a minimum of 100 views might be perfect for certain types of

videos and businesses. (For starters, if you're selling high-priced real estate.) You've got to assess performance based on your criteria and with realistic expectations. Just because the video has a lot of viewers doesn't imply it has reached the aims you set out to accomplish. A video of 100,000 views is excellent, but if you wanted to boost your revenue, it doesn't mean much. Entertaining viewers on YouTube is one thing; generating sales (or creating a brand image or anything else) is quite another. Using a thumbs up / thumbs down system, viewers can rate a video—up if they like it, down if not.

Tracking its effectiveness and interactivity

The number of impressions that a video receives don't automatically mean how successful it is. A video may attract a large audience but result in little sales or brand awareness; conversely, a video with a limited number of viewers may result in much higher sales or brand awareness.

Measuring a video's success is harder than merely measuring the audience. No analytical instruments measure this metric; it is more of a black art than a science. There are ways to get a general handle over how useful a video is with that caveat. Another indicator of effectiveness is how well the audiences are engaged with the film — that is, how viewers communicate with the content. You can deduce the level of engagement from the number of comments made by the viewers and video replies. The more the video pulls in audiences, the more people can leave personal messages and questions.

Speak of it like this. If your video is just light entertainment, it certainly won't inspire people to leave comments. If your picture, on the other side, is particularly useful or informative, viewers are more likely to leave feedback to this impact.

The more feedback you receive, the more the audience gets engaged with the film.

On a meta-level, you can measure the success of all of your videos in total by seeing how many subscribers you get to your YouTube channel! If your videos communicate with audiences, they are more likely to subscribe to your channel for future video feedback. If your videos are less effective, the viewers are less likely to sign up.

Traffic and conversion

If you are using your YouTube videos to market products or services directly from your page, actually monitoring traffic from each YouTube video back to your platform is the best way to measure the success of each post. There's a lot of ways to do that. Just about any website analytics tool will show where your site traffic originates—that is, the previous sites viewed by visitors to your site. By using this sort of method, the traffic from the YouTube site (www.youtube.com) to your domain is easy enough to monitor. If you see an increase in YouTube traffic after posting a new video, it's a good bet that this video had driven the traffic.

More advanced monitoring software for the website monitors traffic from specific pages on the originating platform. This makes the decision of which videos bring the most traffic back to your platform much better.

Instead, each video you post to YouTube can include a unique code.

The easiest way to do that is to show in each YouTube video a specific URL for your main site; the URL will connect to a special landing page on your website. Another way to measure success with video is to determine what type of response you want. Is the video designed to generate direct sales either through your website or through your 800-number? Is that video meant to drive traffic to your website? Is the video designed to enhance or reinforce your reputation as an organization or brand? Or is the video designed to cut the cost of customer support or technical support?

This is key — to measure your YouTube video's success, you must first determine what you're hoping to achieve. Then you can calculate the results, and only then:

- If you aim to generate sales, then evaluate sales. Include in the video your website URL and 800-number, along with a coupon or order code, and then monitor purchases, which include that code.
- If your goal is to drive traffic to your website, then calculate your pre-and post-YouTube traffic footage. Using web monitoring to determine the source of site traffic, explicitly monitor the traffic coming straight from the YouTube site.
- Measurement is more complicated if your goal is to create your brand image.

Once the YouTube promotion has had a chance to do its thing, you'll need to do some market research and ask customers what they think of your

brand — and where they learned about it.

- If your goal is to the consumer or technical support expenses, measure the number of requests for assistance before and after posting the video(s) on YouTube. The more successful the picture, the less supportive the corresponding calls

Tracking direct sales

If you're selling stuff online, the true indicator of the success of a video is how many purchases come immediately from watching the picture.

Determine which video sales are a simple tracking problem. Assign a unique tracking code to each video and include that code in the text description and on-screen information screen of the video. Encourage buyers to insert the monitoring code on the order or checkout page of your store, and you will recognize the video the transaction came from.

Which is a good rate of conversion? That's completely beyond your judgment; turning 1 transaction per 100 views is an excellent performance for some businesses, while other companies may be happy with a conversion rate of 1 in 10,000. It all depends on the product type that you are marketing.

The total number of conversions could, in any situation, be less important than measuring the conversion rates of different videos. If one video has a conversion rate of 0.1 percent and another a rate of 0.5 percent, you know that the second video is five times as effective as the first. Understanding this, you can then examine the explanation behind the numbers—what about that second video that attracted more people into becoming paying clients.

With this knowledge in hand, future videos can be better focused on, including the elements that made the second video more compelling. And that's the key: To learn from what you've done to make progress more successful.

Chapter Four:

HOW YOUTUBE CAN BECOME YOUR INCOME GENERATING STREAM

YouTube is a lot of fun—and a pop culture phenomenon throughout the world. To millions of people, it is a part of everyday life. But, the question is, can you make any money out of YouTube? We asked a prominent YouTube partner about the money-to-YouTube connection. He advised us what we had always suspected: "As far as making money is concerned, that is always the tricky part." The tricky part always seems to be making money. But with YouTube videos, there are some strategies to make money that work.

We've already touched on some of those, such as the concept of using your YouTube videos to drive viewers to a landing page. We'll be adding others for the first time, including Google AdSense for images. Before you get to the top, you'll have lots of examples of how people generate revenue from their YouTube activities, and you'll be provided with some of your own tips for attempting.

But first, what does "making money" mean, exactly? Yes, when you sell your products or services, you or the business can make money, and YouTube videos will aid there. Yet having your name in a positive way to thousands of people, also has meaning. That helps your branding efforts, and it should also count as "money-making." And so the money you save on customer service, recruiting, and other types of advertisement should be because you use online video and you use it correctly.

Within such a short time, the Internet has evolved so rapidly. While the money generated by online video may be minuscule right now, would anyone disagree with the idea that the number would grow exponentially? We love the video as a society, after all. And the Internet gives us more power in our chosen form of entertainment and more variety. If you are

looking for ways to make money from online videos, you are still very much a leader.

YouTube partner program

You have to be a part of its Partner Program to make real money on YouTube. The details of how you are qualifying and what you can expect to earn are covered up in secrecy. It's not straightforward to become a sponsor, obviously, but if the videos attract a lot of viewers and you have a number of followers, you may be surprised at how quickly YouTube can notify you. Qualify to become a collaborator, and everything will be known-or at least everything you need to learn about your income potential.

If you're a good YouTuber, the business is the very first location you might choose to transform and gain real money. And that advice extends beyond the partner program. With one of the biggest websites in the world, and behind only Google's second busiest search engine in the world, YouTube is where users live. It has the most users of any video-sharing site by far, and so it gives you the most excellent opportunity to make money from your videos in many respects.

Understanding YouTube Promoted Videos

What, exactly, is YouTube Promoted Video? It's an ad, pure and simple, for a specific YouTube video. Specifically, it's a pay-per-click advert, where you're only charged when someone clicks the ad to view the video.

PPC advertising

Advertising by pay-per-click (PPC) is the dominant form of Internet advertising. Unlike traditional cost-per-thousand (CPM) advertising, where you pay for printing or viewing, PPC advertising charges advertisers only when the consumer clicks the advertisement; the advertiser does not pay for the placement of the ad itself.

PPC ads have the advantage that you are paying for results; it is undoubtedly a performance-oriented strategy. If no-one takes action on your ad, you don't pay. This is so simple — and so strong.

Payment for PPC advertising shall be calculated on a cost-per-click basis (CPC). The CPC is usually determined by the ability of the advertiser to bid on a specific keyword. That is, when a user searches for that keyword, you pick a keyword to align with your ad; your ad is shown on the search results pages.

How often your ad is displayed, or how high up on the search results page, is a factor in how high you bid for the keyword chosen, as compared to how highly competitive advertisers bid. If you offer more than your competitors, you will see your ad more frequently and be more visible. Your ad will be less noticeable if you're cheap about it (that is if you get significantly out of the box).

As far as that CPC bid is concerned, how much you end up paying is a factor in what you bid against what your rivals bid for that keyword. You don't necessarily pay the full bid price; you'll only be charged slightly more than the next-highest bid if you outbid the competition. So if you pay \$2.00 per click and \$1.00 per click is the next highest bid, you may only be paid \$1.10 per click or so. In any event, you will never be charged more than the bid amount you specified.

Because you pay only if someone clicks on your ad. Even if your ad is shown to 100,000 people, if only one of those viewers clicks on your ad, you're paying for that one click only. (Of course, if you only get one click from 100,000 views, there's probably something wrong with your ad.) Since you never know how many clicks an ad could get in advance, how do you know how much CPC ads you'll spend? That's simple; you're putting in a front-end budget. The ad network (in this case, YouTube) runs your ad until you've hit your budget limit, then all further show ceases; you're never paid more than you've budgeted.

Most online ad networks work with a daily CPC budget level, including YouTube.

So, for instance, if you set a daily budget of \$100 and bid \$2.00 per click, your ad will run until you get 50 clicks. (That's \$100 total budget divided by \$2 per click.) PPC advertising is typically linked to the major search engines—Google, Yahoo! And that's Bing. Google AdWords is the largest PPC ad network, which places PPC ads on the search results pages of Google. Google also runs PPC advertisements on the YouTube site, which can also be linked to AdWords advertising if you have an AdWords account already.

Sending viewers to your website

When producing a video designed to sell a product directly, you need to incorporate selling pointers all over the video. Think of your video as one of the many late-night infomercials; yeah, they're (sporadically) fun, but they also make making an order simple for you.

How do you include pointers for sale in your video? Here are some of the more popular approaches:

- Use the website's URL (or toll-free phone number) beforehand, in the video's title card. The title card could also include the product price, any special offers, and other directions for placing orders.
- At the end of the video, add a credit card, including complete ordering instructions.
- Overlay the website URL or on-screen phone number throughout the recording.
- For longer images, try adding a break somewhere in the center containing some on-screen personality's clear call to action— such as a PBS pledge

break.

- Incorporate a simple sales message in the video script; much the same way infomercial "hosts" insert their goods into the on-screen model.

In other terms, don't be afraid to talk about purchasing the goods, but don't let the appeal of selling get in the way of presenting the material. Demand selling, but with subtlety.

Alternatively, try promoting the video through the Promoted Video program for YouTube, and then apply a Call-to-Action Overlay to the video. (Remember, only sponsored videos that include an overlay.) Use the overlay to link directly to your website's landing page, where you can conclude the contract.

Lastly, don't forget to include a sales pitch and order information in the text description of the video. Please don't allow the viewer to rewatch the whole video when he wants to place an order!

Close the sale on your website

Now it's time to close the sale, which you're doing on your platform because you can't sell straight from your YouTube page. The URL you point to should be a relative hard-sell landing page from your YouTube video. That means you don't point to a generic page on your site or even the home page of your site; both approaches require unnecessary customer work to place an order.

Instead, link to a specific product page on your website, one that includes only the product information shown in the video. The landing page is the website that emerges when a potential customer clicks on a path to information from an advertising or search engine. This page should display content, which is a logical extension of the ad or link. It should provide additional information, query the buyer for information or apply for the transaction, based on the purpose and intent of the website. Then create a specific YouTube video landing page for viewers? It's simple: You want them to make giving you their money as easily as possible. Unless you drop potential customers on the home page of your website, they might get lost. Or they might have trouble finding and giving up on the commodity they like. In any event, you don't want them to search your web at random; you want them to respond to your unique offer instantly.

Landing pages are all about providing potential clients with a clear picture.

If someone clicked on an ad for blenders and fell on a page bragging about the enormous foreign manufacturing capacity of your business, you wouldn't get much revenue.

Such an inconsistent message is a sure way of getting people to click back to the site of someone else.

For this reason, your product landing page should have the same look and feel of the video so viewers can feel the connection underlying it. Including a clip or two from the recording does not harm, or even an interactive image of the video in the event the customer wants to rewatch it. The website should also include more comprehensive product information than could be seen in the picture, as well as more specific product images.

Some experts recommend a more stripped-down landing page, with links to additional information if need be by the customer. The idea is that anyone who clicks on this page has already been persuaded to buy; you don't want to introduce any element that might make it rethink its decision. In any case, the click-to-order button is the most crucial element on the product landing page. Do not give a lot of work to the customer; make it easy to click one button to start the order process.

By clicking on the order button, the customer can move to the usual shopping cart or checkout section of your site. For tracking purposes, ensure that any orders flowing from the specific product landing page are credited to your YouTube video.

Getting a handle on YouTube Analytics

It is impossible to invest your time and effort in creating and uploading professional and helpful videos to your YouTube channel unless you measure what you have achieved. Having a log of your performance will help you identify what you're doing well, what works best, and what needs to be improved to maximize your output and boost your rating on YouTube. That YouTube channel has its YouTube Analytics, which provides information about the channel's success over a certain period of time. Comprehending just what those figures and graphs indicate will help you get a clear picture of whether or not people find your videos appealing. Here's a short guide on how to use Analytics to measure success: The target: if you don't have a simple goal in mind, you couldn't hope to

evaluate the progress because you don't have a measurement norm. Clearly, exactly why you're uploading your video can help you visualize where you see your video and where it stands.

It helps you to recognize which places need to be changed and whether you should consider investing in paid ads to bring more traffic to your website.

Now that you've learned what you're going to do with your photos, it's time to check whether or not they've produced. The first thing you need to do is access your Analytics on YouTube.

Just go to www.youtube.com/analytics (please be sure to sign in). You should see an overview of your video's performance over the last 28 days once you enter. From there, key metrics will change the timeline and sort out the performance.

Watch Time

Watch time is a report showing you the total number of minutes your audience has spent watching your content, whether overall or via video. This is an extremely important consideration because the YouTube rating is directly affected by this. If your video has a long play period, you will anticipate the video search results to rank high.

Average display length

The average view period (retention rate) is the average amount the viewer is viewing for each video. It's not the same, to put it if a person watches the first 10 seconds or finishes watching the whole film. The higher the proportion is, the greater the odds of your viewers watching the video to the end are. Cards and end screens will help you improve these figures, so if you haven't seen them already, go back here and take care of them.

Traffic sources

This report shows you precisely how your audiences find your online video material. Whether it was the hunt for Twitch, YouTube advertising, recommended picture, or from an online channel (such as your website or Facebook page), this article would inform you how most users arrived here. This is a very important consideration because it tells you plainly which marketing strategy works best and where you need to spend more time and resources.

Demographics

The demographics analysis should give you a clear view of which age group is most viewing your posts.

But not all of it. You can then divide these categories by region or ethnicity to further analyze your demographics and see if your YouTube followers fit your already-established customer profile, or if you need to change your targets or videos to help hit your target market.

Commitment Reports

Such reports will inform you of what your community is most concerned about. The most-watched, posted, supported, or discussed videos can be pinpointed here. The guide will also show you how your cards and end screens work, so you can automate your videos even further.

USING YOUTUBE FOR B2B MARKETING

Why use YouTube for B2B marketing

B2C marketing means selling a marketing message directly to the end consumer—the average retail-level customers who purchase products and services.

On the other hand, B2B marketing conveys a marketing message, not to consumers, but other companies. And business marketing is a very different business to consumers than marketing.

First of all, corporations are less affected by sales ads than customers are; on the B2B side, there is less incentive to invest. In their buying habits, businesses tend to be more measured, and they indeed do not roam the retail aisles alongside individual consumers. Companies are more likely to order directly from suppliers, catalogs, websites, and salespeople. We are also more likely to stay with a manufacturer once the purchase cycle has been set up; it is necessary to have consistency.

As such, new business customers are unlikely to be attracted via YouTube. Not only are businesses less likely to find information on YouTube about potential vendors, but they are also less inclined to access YouTube, overall. In reality, several businesses forbid workers on company time from accessing the YouTube site-and this involves employees in the purchasing department.

That said, many enterprises have access to YouTube and for business purposes. Globally, YouTube estimates that its app is looking for 1,5 million companies every day, making it the second most popular platform for company searches.

YouTube claims it serves half of all online small business owners; if that's what you're trying to reach, YouTube might be the place to do it.

Ways B2B companies can use YouTube

Now that we know that more businesses than you might think are accessing YouTube, there's the question of how exactly you can serve these potential clients through the YouTube platform. YouTube is, after all, primarily a consumer site, and the types of videos consumers flock to won't do much for the typical business client, probably.

First stuff first. What do you expect your B2B YouTube videos to achieve?

Where most B2C marketers are attracting new customers using YouTube, I think this is probably an unrealistic goal for B2B marketers. There will be few companies looking at YouTube as a place to find potential suppliers. Yeah, a few could, but most B2B marketers would be annoyed to search YouTube for new contacts. Alternatively, it is possible to use YouTube to provide more knowledge for potential customers, improve current B2B partnerships, and provide after-sales support. On each of those points, I will elaborate.

YouTube for addition information

Now that we realize that more companies are using YouTube than you might expect, the problem is how precisely you will reach such potential customers through the YouTube app. After all, YouTube is mainly a web platform, so customers' styles of videos tend to will not do much for the typical business user.

First of all, stuff. What do you expect you to achieve with your B2B YouTube videos?

Where most B2C advertisers use YouTube to attract new customers, I think that's probably an unrealistic goal for B2B marketers. There will be few companies looking to find potential suppliers on YouTube as a place to. Yeah, a few might, but most B2B marketers would be annoyed to look for new contacts on YouTube. Alternatively, YouTube can be used to give potential customers more knowledge, improve current B2B partnerships, and provide after-sales support. I should expand on each of these issues.

YouTube for reinforcing existing relationship

B2B marketing deals with the creation and management of partnerships. Additional transactions are likely to continue regularly once you have a stable relationship with a customer.

On this note, you can use YouTube to help make a personal relationship that is otherwise impersonal. A video is great for your business to put a human face on. Let the management of your company speak directly to clients in videos, show products in use in the field, give customer testimonials... you get the idea. Use YouTube to converse with your customer base on an ongoing basis.

Using YouTube for after sale support

Many B2B products and services need a high level of post-sale support. Through having a collection of how-to videos that tackle the most prevalent problems or issues, you will reduce the help burden.

For instance, if you sell equipment that needs to be installed, you can produce a series of videos that will walk through the installation process to clients. If you sell a service that some find hard to understand, you can create videos that deal proactively with the most frequently asked questions. Speak to your professional or customer support people and find out what problems relate to most customer calls, and then use your YouTube videos to address those issues right upfront. Okay, done, you're going to end up with happy clients and lower support costs.

Different types of B2B videos

There are a variety of different B2B videos in support of these different goals that you can produce and distribute through YouTube. Let's take a look at the most famous.

Product demos and walk-throughs: There are several reasons for a good product presentation or walk-through. First, during the crucial decision-making process, it lets potential customers learn more about your offerings. Additionally, it introduces new products and services to existing customers. A product presentation offers much-needed information in a convenient video format in either situation and should be used to support the salespeople's efforts.

How-To Videos: The B2B market contains many uses for step-by-step videos. A good video of how - to will assist potential clients in the decision-making process. It may help install and configure your products to new customers. It can even show existing customers how to make better use of their already-used products and services. Be innovative here; with what you are selling, you can provide a lot of good ideas to make the customer base more successful.

Case Studies and Testimonials: Showcasing your success stories is always a good promotion. Customers like to see how other customers do things; for this information, a video is a great forum.

Show off your real-world products and services at work, and let your customers tell each other how much they love what you do.

Conventions and Events: You can use YouTube to advertise and distribute information about these events while your organization hosts or creates some conventions, workshops, or related special events. Take a teaser trailer together to attract participants for a future event, or record the event itself and put it (or selected highlights) online. You would be surprised how many viewers you could attract — including potential new customers—especially if you have well-known or interesting presenters. Likewise, you can use YouTube to distribute your internal sales conferencing videos.

Some customers might find these in and of themselves interesting, or maybe you just want to limit access to your internal staff. In either scenario, by keeping them available for potential streaming, you can get more leverage out of those cases.

Business Notes and Video Blogs: Ultimately, don't forget the good old management update audio—a talking head photo of the president or CEO of your organization talking directly to the client base. These are rarely my favorite videos, but if the CEO has a good presence, business influence, or just a proven partnership with your customer base, this strategy will help to improve existing connections—or make new ones.

This form of talk head video is not restricted to upper management.

People at any level of your organization can help create an exciting video blog (vlog), discuss the latest product developments in your company, industry trends, and the like. It's safe to believe while selling to other companies that you are dealing with people who are innately involved in their company and other business-related topics. Feed the hunger with

knowledge, advice, and even opinion-filled vlog. You may be shocked how many potential customers out of their week would take two or three minutes to learn what you're thinking about.

Best Practices for B2B Marketing on YouTube

There are some best practices to consider when using YouTube for the B2B marketing. Many of these practices are similar to those used by B2C advertisers, but they bear repeating here.

Chapter Five:

GOING BEYOND YOUTUBE

(Harnessing the Power Of The Social Media Sphere)

There are several other video-sharing pages besides YouTube. Here we take a look at some of them and teach you how you can make money out of them. You can see that some of these sites are very similar to YouTube in that they have a wide and large variety and cover just about any subject. Others might surprise you, however, at how narrow a niche they are mine. But they all reflect incentives for online video to make you income.

We should end with YouTube and discuss what is to come for the most popular video-sharing site in the world. That will also help you plan and prepare for future results.

"The truth is that if someone sees a video, they're not asking what channel it's on, they're just heading to YouTube," content manager James DiStefano of Super Deluxe recently told a writer for the FastCompany.com business website. However, James probably didn't have to inform you. As far as online video-sharing platforms are concerned, there seems to be YouTube and nothing else. This means you can not be punished for talking right now. While those sites may not get the traffic that YouTube does, producers of video content are facing less competition on these sites, exploring them will be worthwhile.

You shouldn't be overwhelmed by finding so many different video sites to deal with. By the time you're ready for them, you're going to have to upload files, identify them, create tags, and so on.

YouTube sharing

Advertising the Videos

Now that your video is shot, perfectly crafted, and posted to your YouTube channel effectively, the next step is to find the best marketing approach and get people to select and view your video.

In case you haven't noticed, we've already covered a large chunk of YouTube marketing strategies that will help people find and enjoy your videos, such as: utilizing relevant keywords, using marks, having a rich and persuasive explanation, getting the right thumbnail image, including concise transcriptions, using cards and end screens, and mixing your videos with popular ones in playlists. Let's call them all tricks; all of these will help you boost organic traffic, get more views, and improve your ranking. But if you've only jumped on the YouTube marketing ride, sticking out and meeting your targets might be quite challenging. YouTube's original (and most important!) marketing strategy is learning how to spread the word. The first aspect you need to take care of is spreading the word and having your audience know you already have a YouTube channel where they can check out your content.

Social media

Social media Do you have a Facebook account or an Instagram account? The best way to let your fans there learn about your channel and content is to post your videos on other social media platforms and get them to participate. Fortunately, it could not be easier to share YouTube videos. Click the 'Upload' button below the video to upload a picture, then pick the channel you want to promote the video. Another option is to copy the video URL while the video is running from the address bar and then paste the link on your social media page.

Yet note that posting the video by itself is not a good marketing tool. You don't upload a stupid cat video with your friends; you need people to watch and get interested. If talking about sharing a video, also remember why you first made the video. Was it a tutorial to make usage simpler and answer some customer questions? If so, the best way to respond to those questions is to share your video. Was that part of a trend, or a campaign? If that was the explanation, then don't forget to make sure your video is part of a conversation with the essential #hashtags. And if you want to spread awareness across your business, then it can be beneficial to also include the link to the video in your 'About' portion.

Website

Your blog or website is the perfect place to advertise your YouTube channel and your images. If you have an up and running web site, don't hesitate to include 'Follow' buttons on your social media platforms.

This involves YouTube too. This will allow tourists to your site to locate your channel quickly and also to stay updated with your video posts by pressing the 'Subscribe' icon.

A great strategy is also to create a video that will be shared as an introduction to specific analysis, case study, or just a blog post. It works both ways because not only can it help you sell your videos and earn more views on YouTube, but it can also boost direct traffic to your page and other sites.

To add one of your YouTube videos on your page, locate the embed code underneath the video, copy it, and paste it wherever you want it to be seen.

Talk to people

The worst thing advertisers may create is getting worried about finding a new audience and worrying about the clients they already have. Once you have linked your YouTube channel with some images, it's time to share the news with your existing users/clients. And what better way to do that than a mailing list? Give an email newsletter with informative videos and details, and invite your clients to connect with your company. Do you not like the idea of sending links to your videos to your customers? How about asking them to try out a certain listing on the internet where your YouTube video is already embedded?

Cooperation

Sometimes the answer lies in the hands of another. If your brand is collaborating with another organization that also has a YouTube channel, invite them to collaborate together. Not only will this be fun and exciting for both businesses, but it's also the best way to join together and grow both markets. By putting together a video or even a playlist, you may end up getting a lot of their subscribers, and vice versa. However, the main thing to keep in mind is that your priorities are identical, and cooperation with the other company is consistent with your approach.

Websites to Q&A

Have you ever used a question-and-answer site? They are the perfect place for experts and people who have experience in the field of your interest to get a solution to your issues. At the moment, www.quora.com is the most popular website. Take advantage. Track the types of questions people ask and provide the video content with answers. Who asks what? That may turn out to be the strongest out there marketing strategy.

Engage

Ultimately, it can be a fairly simple approach. Commit the current customers to expand their happiness and positive experience. Answer their questions, respond promptly to their messages, ask for their honest feedback, and don't forget to thank them for their help. That is the simplest, but most straightforward, task to forget. Please make sure the customers are there so that they can be there for you.

Importance of social media

You're more than comfortable with the word social media unless you've been isolated from the world, odds are. In reality, on at least one of the popular social media sites, you already have an active account.

I am not going to go into describing social media for the sake of your attention or confuse you with its early rise. Next, let's look at why social media is so relevant and how its success can be abused.

Apart from easy and convenient communication with friends and family, social media provides many other benefits that people couldn't experience in the past. Social media has become an integral part of today's modern society, including getting to know people from all over the globe, keeping informed with the latest news, expressing your thoughts, and discovering new items, goods, and services.

Growing at an insanely fast pace, social networks are now one of the world's fastest-growing industries. There's no question that many firms took advantage of social media activity and managed to increase their sales.

If you see social media as nothing but a trend doomed to fade away, then you can't be more wrong.

With more and more people joining each day and making effective use of social media platforms for different purposes, it is safe to say that the social media sector is undoubtedly at its height and will only grow more prominent in the years to come.

Forget about newspapers or TV ads if you want your business to grow, because right now, social media is the ticket to broaden the product.

Statistics don't lie

If I have not yet managed to convince you that selling your company on the most popular social media sites is the best business practice for your product/service today, then perhaps these numbers can shed some light on you and make you understand that the best way to reach your target audience is to promote your business on social media.

As of 2019, the world today has 7.7 billion people. It's interesting to know that 4.2 billion of these individuals are internet users, but the reality that more than 2.7 billion internet users are active on social media is even more surprising. This indicates that more than 64 percent of internet surfers spend any productive time on social media. In reality, the average time people spend on social media is nearly 2 hours, or more precisely 117 minutes, according to many surveys done over the past few years.

There's no wonder why most of the small businesses active on social media post daily. Because figures often suggest that there is a new social media customer basically every 10 seconds, it is quite clear why it can turn out to be highly profitable to sign up your business for some social media activities.

Read on to see what social media marketing might bring your way, as well as figure out how to get the entire process started successfully.

Your business needs social media

To not be present on social media at this point is like flipping through a telephone book to find your hairdresser's number. And that he still has a Nokia 3310. And while there's nothing wrong with using a two-decade-old model of cell phones or doing things old-school of hand-written telephone books, one thing's obvious—those people miss out on the benefits of the technology today. And that is fine. If you are just a guy who has the

philosophy of no-modern-technology, that is. But if you're a company, looking for a way to improve sales and receive as many advantages as possible, it's a must to be online.

Social media is Web for many people, and they waste their hours scrolling down their social media platforms. Why? For what? Because there is no reason to leave. The social networks have it all, from chatting with people to updating with news and finding and buying products and services. If you want your business to be successful, then it is of great essence to have a strong social media presence.

If your company is still not active on social media, then that is undoubtedly the missing link that can strengthen the bond between your product/service and your customers. Just uncertain whether the time and effort were worth it? Here are the advantages of being in social networks:

Web traffic

Social media marketing is a crucial part of your web traffic. Posting on Social Media Drives Your Targeted Audience, of course, you want your company to be the first thing people will see for related products/services as they surf the Internet. But when you're not active online, is that possible? Posting on social media often will help you take control over the first search page, which in effect, would increase your earnings.

Such posts on social media are of tremendous value for growing web traffic. For example, when you change your website, think about what happens. It sure takes a while for the search engines to get momentum, right? This ensures there will be a small number of customers who will be informed of your new content. Posting on social media can help your potential customers easily find your new content, and then link it to your website. It ensures you don't have to wait until a consumer taps on your website to find out what's changed. Social media helps you to attract potential customers even if they don't want to shop at that exact moment; Social Media Posts improves the efficiency of the SEO Search Engine is of great importance for your online presence and industry. Don't be misled that this doesn't mean as much. SEO experts know which sites are traffic constant and which sits lonely and forgotten. Obviously, a great marketing plan will spike the search rankings, but social media posts also have the power to drive more traffic to your web. You will quickly customize your

website by re-sharing popular content, and attract current and future customers to take a peek. The improved traffic would increase in inbound searches and will have a significant impact on your Google rating popularity.

Citing Will Make You Reachable Sometimes, a quick quotation will put more traffic in your direction. Whether you've used a PR tool like HARO to find experts for your site or you just want to quote an expert who has a strong influence on social media, this can certainly help your business. The chances are that person will most definitely share or retweet your article by citing (and tagging!) an authority in your tweet or Facebook post, which will help you reach potential customers from their list of followers and boost the traffic on your blog.

Connecting with your customers

Being the link that can establish the distance between you and your customer's social media is the path that you need to use to meet your target as quickly as possible.

Reaching your customers: Social media reaching out to consumers is perhaps the only resource that can help you reach buyers from all age groups at once.

Such networks are not just for teens looking for content. More than 2.7 billion people actively use social media platforms, so it's safe to say that whatever your target audience is, your potential customers are already investing some valuable time on social media. In reality, a study has found that 37 percent of all Americans over the age of 65 are consumers of social media.

Social media is the perfect place to introduce your product/service to them, whether you want to meet young adults, housewives, or retirees.

Advertising on social media often helps the audience to be guided and re-targeted, which can play a crucial role in your marketing strategy. The advertising on Facebook, for example, can be tailored through the customer's needs to address only the age, place, business, etc. of the market you are trying to reach.

Learning about your target audience: Knowing about your target audience Maybe the most significant reason social media marketing is so game-changing for companies is that these networks allow you to connect with your current and potential customers in real terms.

It offers an incredible opportunity to look into the experiences of your customers and hear personally about consumer habits. Through reading posts and tweets, you will easily find answers to the questions that mostly affect any business:

- Which products/services do people want to buy and why?
- What sort of websites do people visit mostly?
- What are the main interests today and how can my product/service be of assistance?
- What topics do people share the most?

Having answers to these questions will help you understand your clients and allow you to compose persuasive posts and tweets that will make people appealing to you. Through retweeting and linking, you will not only increase traffic and eventually benefit but also discover what consumer deceptions are and how to optimize the product/service to improve conversion.

Getting noticed quickly: Consider organizing a gathering by yourself. It kind of needs good marketing, right? Which better way to do that than having an active profile on social media? Social media platforms can help you spread the word that not only attracts more visitors but can also give you some significant advantages, such as identifying sponsors who are willing to be active.

Improving your brand's image

Marketing your product/service on social media can help you grow as a company, increase your brand's exposure, and make its image recognizable and reliable.

Building an excellent image for your brand.

The Best Customer Service Tool: starts with keeping your customers happy and content. Several surveys have shown that consumers often favor certain companies who take the time to respond quickly to their enquiries. Yet addressing questions immediately isn't what it used to be. If a customer request is still pending, they expect the issue to be resolved immediately.

Social media lets you provide fast, definite, and responsive customer service and gives you the chance to meet and assist your consumers before they had the opportunity to call your call center. This little trick has just saved British Telecom on customer service costs of more than 2 million pounds, so let that sink in for a second.

Creating The Brand's Loyalty: This is pretty self-explanatory, but not to say it would be out of position. Through taking the time to engage with your clients actively and supplying them with useful data, assisting with questions, and keeping them happy without pressing for something in exchange, the value of your company is enhanced.

The right presence of social media can bring value to customers and show them that you don't want to empty their pockets, but that you care whether or not they're satisfied with your product/service.

Getting started with the social media

Posting family photos and check-in at the diner doesn't make you an expert on social media. Even if you have an active account that you use regularly, there are many more ways to explore when trying to use social networks as a powerful marketing device. As a person, you need to stop looking at social media but as someone trying to reach other people.

Are you conscious that Instagram is seeing the peak traffic between 9 am and 11 am? Or that there are six different ways you can actually communicate on Twitter? Do not skip this chapter by assuming you're a social media professional, so read on to see how you can scratch the surface to find the best way to continue selling on social media.

Making your social media marketing plan

Evident preparation for the future is indeed necessary to kill the competition and help the company succeed on social media. Your approach to social media marketing needs to take into account the real market image, the desires of your target audience, but also your company's needs and wants. If you don't know where to start and how to devise your ideal approach, these measures will most probably help you to develop a decent plan:

#1: Test Your Social Media Presence If you're not only starting, so odds are some social media platforms already have your company online. Take a

good look at the networks and evaluate where you are currently standing before you build a plan and go somewhere:-Which channels are you present on?

Do your models have the optimization?

Does some network already bring value to you?

What are your characteristics when compared to the competition?

If you aren't on social media, the following chapters can help you create killer pages. But before you do so, glance at the profiles of the players to see what they are selling at the moment.

#2: Define the ideal consumer everyone has said that the primary marketing goal is to know exactly what your consumers need in order for the product to sell itself in action. Keep that in mind, when you're thinking about your ideal clients. If you want to stop selling to the wrong kind of crowd, you need to get pretty specific.

You will need to know exactly who your client is before you start selling. Here's a great example of how the clients should be defined: A 25-40-year-old stay-at-home mom who works in the U.S., stays in a suburban house, mostly uses Instagram, and has something to do with crafts.

To identify the customer profile for which your product/service has been developed, answer the following questions:-Age—Position—Job Title and Employment — Interests—Stress Points (which can be overcome by using your product/service) — Most Used Social Network

#3: Have a Social Media Marketing Goal Line This may sound stupid to some, but creating a mission statement will help you stay centered and retain your goal. That's what will drive all of your actions, so make sure you get a good one out there. A great line of mission will clarify what is your primary goal and what you expect to get out of social media marketing.

In starters, a strong mission statement in social media marketing would say: "Use social media platforms to help people learn about healthy eating, provide healthy and nutritious free recipes, and advertise my new books." Of course, this is just one example. Whatever you try to achieve by ads, your mission statement can be. The main point is to ensure all your articles and tweets are consistent with that argument. When you post blindly, and without any driving goal, the marketing strategy is doomed to failure.

#4: Decide on Your Metrics You will have to have a good tracking plan for your social media marketing to be effective. If you don't measure your posts

correctly, you won't improve your marketing, and may even lose customers. Therefore it is important to have a good measurement strategy.

How would you decide if your marketing strategies for social media are successful? What would be the key metrics of success? Who works for you? Here are some indicators that can motivate you to find the right way to sell your products/service: Total Shares Conversion Rate Total Mentions of Your Company Time Spend on Your Website Impact Sentiment

#5: Consider Investing in Social Media Management If you're looking to advertise on different platforms and are super-active on social media to reap the benefits, then there's a possibility that you will do so. This means you may not be able to measure and chart your social media marketing strategy success. To keep you up-to-date with the things your customers like most (as well as what they don't appreciate) so you can improve and add value, you need a social media management tool to boost your productivity.

There are several tools to choose from, depending on your needs. Offering some great options, <https://hootsuite.com/>, <https://sproutsocial.com/> and <https://buffer.com>. Choose the right price and plan your investment accordingly in these tools.

Great content delivery

Killer Content is the answer like any other marketing strategy. If you don't get any returns from your social media marketing, then you spend the wrong way. And the material that you post on social media is your investment.

You want the consumers to bring value. If your articles aren't successful, so keeping the public interested is pretty impossible. It is the material that drives traffic to your website, after all.

To be effective for your social media marketing, you'll need to know precisely what types of information to post and why. And yeah, there's more than one option to communicate.

User-Generated Content: Content created by unpaid users is referred to as user-generated content. It makes perfect sense if you think about it, as it is in our essence to try out new products/services based on recommendations from other people and avoid making errors or deceiving ourselves. There are more chances of us responding positively to a photo shared by a friend than to a photo shared by a mark.

Not only will this type of content add credibility to your name, but it will also bind your company to your consumers in a more humane way.

GIFS: GIF is a popular type of file, which supports both static and animated pictures. Due to its exciting visual features, this sort of view is particularly attractive to younger demographics. Through opting to include GIFs to your website, the user (whatever age group they belong to) may receive a message that you are following recent developments and that you are listening.

If you want to captivate and creatively entertain your clients so including GIFs is the right choice.

Infographics: If you need to address a more complex topic but don't want to overwhelm your clients with slow and boring reading, then illustrations are a perfect choice. Properly designed graphics are not only capable of simplifying a complicated subject, but will also attract the eye of the customer even if they are not interested in the particular subject. Infographics are an extremely valuable tool for your social media marketing, so be sure to incorporate them whenever you get an opportunity.

Visualization of the concept: Infographics are fantastic and really powerful, but only if you don't try to tell a really long story.

Otherwise, developing them in a manner that protects ample details and holds consumer focus is pretty difficult. Concept visualization is another powerful tool for simplifying complex topics.

All those maps, tables, and graphics that are self-explanatory are concept visualization. Here you can frame your tale in a more straightforward, funnier, and much more absorbable manner by explaining a single idea.

They are more shareable than infographics, which makes them ideal for promoting on social media.

Live Streaming: Live streaming is a perfect way to attract attention to your website, but that's not just that. When watching and getting further viewers, you will add additional details about your service or product, and know that people are reading it. Live streaming is also useful for engaging with your clients through a few Q&As and knowing first-hand what they want.

10 IMPORTANT YOUTUBE RANKING FACTORS

1. Channel Keywords: A well designed YouTube channel lets search engines recognize your material a great deal—and as a result, optimization will improve your rating both within YouTube itself and in search engines like Google. Metadata puts quite a lot of importance on the YouTube system, and channel keywords are a significant part of that. Essentially, they are one or two-word descriptions of your channel, which give users a glimpse of what your content is about. They can be added within your YouTube dashboard from Creator Studio's advanced settings. Net keywords, though, are merely an important ranking tool if used correctly. Make sure to perform thorough research into the keywords applicable to your business and company before using them. Google AdWords Keyword Planner and Rank Monitor are a few good tools that can aid on this front.

2. Video Title: Optimizing the on-page search engine (SEO) is just as essential to YouTube videos as it is to blog posts and other web content. Also, metadata is a huge rating consideration for YouTube videos—and this involves the video description, of course. Titles offer the search engines, Twitter, and end consumers the first understanding of your video—and a well-titled video can eventually draw further viewers and boost their views. Generally speaking, shorter titles work best, as longer titles can be broken off depending on the application, app, or search engine that people use. Try to limit video titles to five or less terms, with that in mind. Finally, keywords should be placed at the beginning of your title, and should always be relevant to the particular video.

3. Video Description: The video description, together with the video title, is one of the most critical rating criteria for YouTube. Given that YouTube and Google can not extract information from your picture, a text explanation is needed to determine the quality of your video. If you don't include one, and so don't offer search engines some way to determine what your video is about, your rankings may suffer. Your video description should be at least 250 words and include the relevant and appropriate keywords, just like your title.

For additional SEO benefits, place your keyword in the description's first 25 words, and link to external URLs, such as your social media channels and related blog content.

4. Image Tags: Tags are one or two-word definitions that provide YouTube with another window into the context and quality of your image. Although they don't affect the rankings as much as the title or description of your video, tags are still an essential element. They can help users find their content too. Essentially, tags are keywords—so when looking for your picture, think about the kinds of phrases that people might use. For example, if your video is about SEO on a website, then tags such as "optimizing blog posts" or "SEO on web" could be used.

Eventually, keep in mind the keywords that you used for the remainder of your site. Also, make sure the tags that you are using are appropriate and do not go overboard. Ten well-researched and relevant tags are better than twenty generic ones lost in the mix.

5. Video Quality: Video quality is an incredibly important consideration for rating, so high-definition (HD) images rate better than low-quality ones. YouTube's search results highlight HD videos prominently. Most importantly, video quality has a huge impact on the user experience—a low-quality video that contains top-notch content that could potentially send viewers elsewhere. YouTube can not do this, unlike Google and Bing, which use backlinks and other cues to determine the quality of a piece of content. To assess quality content that ensures the emphasis is on user interaction—and if user engagement is weak, it sends a pretty strong message to the crawlers at YouTube. Simply put, no matter how great the SEO is, they may not rank very high if your videos are not of HD quality.

6. User Experience Measures: As described above, when rating videos, YouTube puts a lot of focus on user engagement, and it uses multiple user experience measures to determine the quality of your videos. Since YouTube doesn't use backlinks, it analyzes user experience measurements like reviews, subscribes after viewing, likes and dislikes, and shares—and utilizes them as a basis for determining the consistency of your material. When YouTube shows the video engaging viewers (i.e., it has lots of comments, views, and shares), it will score higher than a low-engagement picture. Likewise, if you attract viewers directly from a video on your site, it sends a significant indication to YouTube that the video is an incredible piece of material. Content retention is another very significant user

experience measure, which is the amount of content that people watch. Of starters, if you have a five-minute video and people only wait one minute of it, the lack of interest sends a pretty strong indication to YouTube that the audience is not happy with your video.

Essentially, if someone loves the video enough to view it in its entirety, like it, leave a comment, or subscribe, it sends a message to YouTube that it is an excellent video that users want to see. One of the easiest ways to get feedback is during the show, to ask the audience a request. In the same manner, another way of getting more interaction from your fans is to encourage people to subscribe and send the video a thumbs up.

7. Live Time: YouTube has been using what it refers to as "watch time" since late 2012 to assess the accuracy of the videos (in part). Watch time generally corresponds to the duration of each display period. YouTube used to depend on view count alone before its introduction, ensuring that even if a video had a high bounce rate, it would still score highly, as long as it had a lot of views. A tool open to manipulation and violence—such as purchasing videos, for example, was depending on view count alone to determine video quality. Also, it did not provide a good indication of pertinence or quality. YouTube places considerable value on watch time nowadays. The algorithm prioritizes videos contributing to an average watching experience that is longer than those that get more shows. You can see which channels have the highest and worst viewing rates, using the YouTube Analytics Views Report and the Audience Retention Report, and schedule the upcoming content accordingly. Use notes to leaving connections to other videos in the description box is a perfect way to increase the duration of a user's watching sessions.

8. View Count: Although YouTube puts great emphasis on watch time, views are still a critical element in rating YouTube. More views are equal to higher rankings-particularly for competitive keywords. Quite simply, if you want to rank high for more competitive keywords, then you need to get a lot of views from your videos. That is why you need to take steps to get your video content on other sites out there. This increases your videos ' visibility and can count your views up. Including them in your blog posts is an easy

way to get more eyes to your images. It can also raise impressions by posting them on social media platforms, blogs, and sites like Quora.

9. Thumbnails: Thumbnails have a significant effect on click-through speeds, which ensures that the correct one can increase your views and hence your rating. Through taking a screenshot from your film, YouTube will automatically generate a thumbnail for your picture. Nonetheless, videos that have custom thumbnails still outperform those that use the created images automatically.

Please take the time with that in mind to build and upload a personalized thumbnail for each of your images. It should be aesthetically pleasing and capture the attention of the viewers. It should be appropriate for the content of the video, too. Thumbnails with a resolution of 1280x 720 px and an aspect ratio of 16:9 generally perform better.

10. Closed captions & subtitles: YouTube enables you to attach captions for videos, which include spoken-word material. The inclusion of closed captions, though, is something many publishers fail to do, which is a big mistake. Of two key reasons, applying closed captions to your videos is helpful to rankings: it exposes the content to a much larger audience, including deaf audiences or those who speak a different language to the one spoken in the picture. All this definition of raise counts, and therefore, the scores. Search engines crawl close captions, and as such, can give you a significant boost in the rankings.

In conclusion, YouTube does provide automated captioning, which is far from flawless, so changes may have to be made. You can upload the captions yourself, as an alternative. Analysis With the overwhelming amount of content that is uploaded to YouTube every minute, it can be challenging to get your videos to rank high and stick out on the website.

CONCLUSION

As you can see, there are many ways in which the company can make use of YouTube videos— from the mainstream brand and product advertisement through customer support and contact with employees. You don't have to spend a fortune making videos for YouTube in almost every instance; as you'll know, you can create them easily and cost-effectively. And, of course, you don't have to give YouTube a penny; anything you share on the YouTube site is free of charge.

The trick is not to overthink the chance or overanalyze it. Don't be afraid to get started, even if you have modest first videos with a little budget behind them.

YouTube allows dipping your toes in the water easy; you won't be able to reap the benefit until you get online. A lot of thought goes into making a good video on YouTube. It is not just a question of recycling an empty location or even setting up a camera and pressing the button Register. You need to decide what you want to do with the YouTube video, who your demography is, whether the video blends into your overall marketing strategy, and how you plan to calculate the outcomes. Then and only then can you decide what type of video you want to produce — and then start working on that.

As with marketing in any form, preparation is everything when you sell on YouTube. For your business, the first type of video you can produce is an informative video.

This is a video that provides some useful information to your clients. Many informational videos are like newscasts, where a speaker is put before the camera and reads from a script. Other informative videos that require multiple shots and camera angles are more sophisticated product tours or demonstrations.

All forms of insightful videos need to use the soft sell; they should not be overtly commercial, with only the information that current and potential consumers are searching for. The most effective way for many businesses to attract new customers on YouTube is by delivering some step-by-step

instructional how-to. You may teach audiences how to configure or use your software or how to use your product when doing some everyday task or mission. The key is to make the video genuinely helpful, easy to follow, and make subtle note of your company. When you help people do something they want or need to do, they will consider you when it's time to make their next transaction relevant to it. Of the three types of videos you might make, the main advantage is the amusing videos; most viral videos are enjoyable videos. Often, enjoyable videos are the toughest to make and require a degree of imagination (and luck) that not all businesses possess. That's because there's no recipe to make an entertaining video, there's none. For that purpose, several businesses switch to outside companies to create such artistic videos—and then expect that audiences on YouTube can consider them deserving of sharing. YouTube can be an important component of the overall marketing strategy for many companies. The position of YouTube is a more nuanced one, distinct from the advertisement or direct marketing method to the hard sell. That being said, your YouTube videos will show the same look and feel as the rest of your marketing activities and convey the same message and targets overall. And when it comes to combining the internet so conventional broadcast video ads, you realize that repurposing is rarely the best approach — though you can utilize YouTube to broaden and enhance popular television advertising. Nonetheless, in most situations, producing something new and unique for YouTube, when collaborating holistically with the other aspects of your marketing strategy, is preferred. The best way to create YouTube videos is by using an affordable camera on your device. A webcam lets you record footage from almost anywhere, with other forms of video capture sometimes lacking in immediacy.

YouTube lets you upload images from your camera in one of two formats. You can save your camera footage to a video file and export it, or you can use the Fast Catch function to capture live video while you film it—no need (or possible) editing. The best way to create material for YouTube is to film semi-pro videos for most small and medium-sized companies and even many large ones. All you need is a low-cost, compact camcorder and a few gadgets, and with remarkably professional results, you can create all sorts of images. In reality, most of the videos used in this book's profile parts formed in this manner, to a spectacular result.

What do you need to create a small-budget professional-looking video? Not much: just a camcorder, a tripod, and perhaps some form of an external microphone and auxiliary lighting. For example, to edit the videos you take, you also need a machine and video-editing tools. But that is not a significant investment, and with this strategy, you will produce impressive results. Investing in expensive professional development is undoubtedly preferable—at least in the early stages of your YouTube career. Many businesses don't, and for a good reason, go to the effort and expense of making professional-quality YouTube videos. Professional videos are not only considerably more expensive than the semi-pro kind that you can capture on your own, but they are often too sleek for the smart YouTube crowd. Move into those waters cautiously.

That said, they are shooting more and more YouTube videos from professional video production houses. If you choose to go the professional route, walk into it with wide-open eyes. Expect to spend a minimum of \$5,000 or so, and spend a full day shooting in the studio — a little less in terms of both money and time if you shoot at your office location. And there is a lot of preparatory work involved in writing a screenplay, designing hair, etc. It's an impression of pleasure, but it's an activity.

Make sure everybody concerned is prepared properly. Early on, it would be best if you decided how you want to respond to the likely negative comments made about your posts. You can choose to disregard, respond, or remove the negative comments. You can also choose to miss the issue entirely by not requiring your videos to have comment functionality. If your business is particularly thin-skinned, or you think that your videos will produce particularly controversial reactions that could be the path ahead. Otherwise, consider all comments—positive or negative—as valuable feedback and learn to engage positively even negative viewers. YouTube is a big community that have birth many successful entrepreneur. Its just about getting the YouTube business right.

DROPSHIPPING SHOPIFY E-COMMERCE 2021



**ALLAN
KANE**

SUCCEED WITH YOUR ONLINE BUSINESS MODEL, USE THE STEP-BY-STEP TIPS AND STRATEGIES OF THIS BEGINNER'S GUIDE TO MAKING MONEY WORKING FROM HOME. ACHIEVE YOUR FINANCIAL FREEDOM!

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Allan Kane

INTRODUCTION

Generating legitimate money online has never been this easy, especially doing dropshipping with Shopify. Once you have some cash to set up a website, name, and host, buy-in and store large stock volumes, and all the trouble of filling and delivering orders. Dropshipping takes care of everything by taking the trouble and the hard work out of your hands and sending the money on your account overnight.

Dropshipping is a successful cash model that allows you to individually purchase products from a distributor, wholesaler, or other manufacturer and to send them directly to your customer. This ensures that you can speed up the process and directly deliver the goods to your customer from the supplier's warehouse instead of typically selling them to your customer, where you buy the stock and deliver them from your customer's warehouse.

In short, dropshipping gives you a way to be a 'middleman,' a way to sell to the public without hanging on to any inventory. Risks are much lower; you only have to find suppliers, advertise the products, and send the supplier your orders. They give you the difference between the cost of your goods and the price you sell, so you can easily make money with minimal risk and effort.

Dropshipping is by no means a new money-making scheme; it has always been in use in one way or another long before the internet was born. The Internet only facilitates, speeds up, and opens the market for more people to buy and exchange products and money.

If you want to know all about dropshipping with Shopify model 2021 and how you can earn money quickly this year, you've come to the right place. I hope that you enjoy this book and that it will be helpful to you. See you on the winning side of life.

Chapter One:

WHAT IS DROPSHIPPING?

Dropshipping is a retail satisfaction technique where a store doesn't keep the products it sells in stock. Rather, when a store sells a product utilizing the dropshipping model, it buys the thing from an outsider and has it dispatched directly to the client. Therefore, the dealer doesn't need to deal with the products in person. The greatest comparison that exists between dropshipping and the standard retail model is that the selling merchant doesn't stock or possess stock. Rather, the seller buys stock from an outsider—normally a manufacturer or wholesaler—to fulfill the orders as needed.

How does dropshipping at Shopify work?

Two of the most well-known methodologies for dropshipping on Shopify are to search out a supplier situated in North America, or anywhere else on the planet, using supplier information catalogue or to search out a Shopify application that connects you and your store to a huge number of suppliers.

Why is Shopify a great platform for dropshipping?

To be honest with you guys, I truly believe that Shopify is the best avenue for you - a great success with shipping down. I'll show you why Shopify is great this way because I'm not one of those gurus who will shake his ideas without asking them. So why is Shopify good for shipping? Okay, first of all, it helps you to get a full regular plug-and-play shop to avoid having to learn about any programming or design skills.

You can totally be a newbie like me, and with that, you can still make a lot of money. You have to start your own shop, add the best-selling products from the aliexpress marketplace, add nice photos and set your benchmarking prices and then start selling like a pro and the best of all, give you a free 14-day trial. So, you don't have to worry about payments upfront

and invest a lot. Once you have determined which niche and which goods you will sell, you will begin building your own store. Just enter your email and start, and then you must, of course, put your password and the name of the store. Now the name of the store is what you will see on top of your web browser. Nonetheless, I highly recommend that you get your own domain name, so it looks much more professional, and I show you how to do that along with my shop link with your store name. It needs to be quite reasonable and clear with respect to your storage name; it could relate to your niche and brand, so do not just call it a random name or company name, instead call it a name linked to your brand or niche. Then you can set up your shop, exercise some patience for a few minutes and everything will be installed automatically for you. And like a wave of a magic wand, your shop is full!

OBERLO

There's something I need to speak to you about before we drop the hammer off packing. It's called the Shopify Oberlo app. Oberlo is an amazing program, it's really inexpensive, and it helps you to enter a large amount of aliexpress.com products directly to your shop with just a few clicks. It imports all including images, details and connects the product to the AliExpress marketplace in order, for example, to help you order the product from AliExpress in a few clicks when someone orders the product on your website. As a smart reader, I'm sure you think that if Oberlo does all this, could it be likely that some genius developed other applications that can just cool off your whole Amazon / Shopify experience? I mean, who wouldn't just want to sit back and relax while an automated device is successfully running? What I will do to you is not science fiction; there are many applications that can make your work much less stressful and provide you with consistent profits. See a few of them below:

CHECKOUT BOOST: This app specializes in boosting stuff, just like the name says... The main function is actually to improve the social media conversions. It will give you the power to take advantage of the juicy opportunities social media provides. It also offers your customers incredible

discounts for sharing on their Facebook or Twitter, for example, 20 percent off. It's amazing and easy to use.

CONVERSIO: You're easily able to find it in the App Store Shopify. And this app is a marketing tool all in all that you can submit follow-ups, animated emails, newsletters, so receipts. Typically, I use this program for my receipts for Shopify. This app is very helpful, and I strongly recommend using it to boost your sales. I offer a complete course called... And yes, it's AMAZING.

PRODUCT UPSELL: So, you want to play Santa Claus and enjoy festive holidays in order to make more customers and profits? Then this app's the best one for you! You can add personalized deals to your customers during special holidays.

THE PERSONALIZER: What this app does is incorporate appropriate store information and boost your sales. It just lets you add your personality to your shop. It's a great cool app that allows many customizations that wouldn't normally be possible.

Product Reviews: You know what they like to hear about others who purchased the same product before people buy it. It is no longer secret that customer reviews can do their business or mar yours. It basically lets you add ratings and reviews to your product page so that the details your customer reviews don't look empty when you just startup. I will show you my personal environment and how to use these devices most effectively.

Advantages of dropshipping

Dropshipping is an incredible business model for aspiring business visionaries to begin with because it's available. With dropshipping, you can rapidly test diverse business ideas with limited drawbacks, which lets you become familiar with learning more about how to pick and market goods on high demand. Here are a few reasons why dropshipping is such a well-known model.

1. Less capital is required

Most likely, the greatest benefit of dropshipping is that it's possible to run an online business store without investing thousands of dollars in stock in advance. Customarily, retailers have always needed to tie up huge amounts of capital acquiring stock. With the dropshipping model, you don't need to buy any product except if you've just made the deal and have been paid by your client. Without any significant upfront stock investments, it's possible to begin sourcing products and dispatch a successful dropshipping business with almost no cash. Also, because you're not dedicated to selling-through any stock acquired upfront, as in a traditional retail business, there's less hazard engaged with beginning a dropshipping store.

2. Simple to begin

Maintaining an e-commerce business is a lot simpler when you don't need to manage physical products. With dropshipping, you don't need to stress over:

- Overseeing or paying for a distribution center
- Packing and shipping your requests
- Monitoring stock for bookkeeping reasons
- Processing returns and inbound shipments
- Ceaselessly requesting products and overseeing stock level

3. Low overhead cost

Since you don't need to manage to acquire stock or to deal with a distribution center, your overhead costs are very low. Indeed, numerous efficient dropshipping stores are run as locally established businesses, requiring minimal in excess of a workstation and a couple of repeating costs to work. As you develop, these costs will probably increase but will, in any case, maybemaybe low compared with those of traditional physical businesses.

4. Flexible work location

A dropshipping business can be run from pretty much anyplace with an internet connection. For whatever length of time that you can speak with suppliers and clients effectively, you can run and manage your business.

5. Wide range of products to sell

Since you don't need to pre-buy the things you sell, you can offer a variety of trending products to your potential clients. If suppliers stock a thing, you can show it available to be purchased on your online store at no extra expense.

6. Simpler to test

Dropshipping is a valuable satisfaction strategy for both launching another store and for business proprietors hoping to test the hunger clients have for extra products, e.g., accessories or completely new product offerings. The principal advantage of dropshipping is, once more, the capacity to list and potentially offer products before focusing on purchasing a lot of stock.

7. Simpler to scale

With a traditional retail business, if you get multiple times the number of requests, you'll need to complete more than a three-fold amount of work. By utilizing dropshipping suppliers, the greater part of the work to process extra requests will be borne by the suppliers, permitting you to extend with less developing torments and less gradual work. Sales development will continually bring extra work—particularly identified with client assistance—yet businesses that use dropshipping scale especially well compared with traditional e-commerce business businesses.

Disadvantages of dropshipping

Every one of the advantages we referenced earlier makes dropshipping an alluring model for anybody beginning with an online store, or for those hoping to grow their current product offerings. In any case, similar to all methodologies, dropshipping has its drawbacks, as well. As a rule, accommodation and adaptability include some significant downfalls. Here are a couple of weaknesses to consider.

1. Low margins

Low margins are the greatest burden of working in a profoundly competitive vertical dropshipping business. Since it's so natural to begin, and the overhead expenses are so insignificant, many competitors set up for business and sell things at absolute bottom costs trying to generate income. Since they've put so little in kicking the business off, they can bear to work on microscopic margins.

Commonly, these vendors will have low-quality sites and poor (assuming any) customer care services, which you can use to distinguish your business. However, that won't prevent clients from comparing their costs with yours. This expansion in a wide competitive market will immediately hurt the potential overall revenues in a niche. Luckily, you can do a great deal to alleviate this issue by choosing a niche/vertical that is appropriate for dropshipping. We'll talk about how to do precisely that in subsequent chapters.

2. Stock issues

If you stock all your own products, it's generally easy to monitor which things are in and out of stock. In any case, when you're sourcing from numerous stockrooms, which are additionally satisfying requests for different vendors, stock can change consistently. Luckily, nowadays, there are a bunch of applications that let you synchronize with suppliers. So dropshippers can "go along" requests to a supplier with a tick or two and ought to have the option to find continuously how much stock the supplier has. Some e-commerce sites likewise let sellers take automatic measures when a supplier's stock hits zero. For instance, when a product is no longer accessible, you can automatically unpublish the product or keep it distributed; however, naturally set the quantity to zero.

3. Shipping complexities

If you work with numerous suppliers—as most dropshippers do—the products on your online store will be sourced through various diverse dropshippers. This complicates your shipping costs. Suppose a client submits a request for three things, which are all accessible just from independent suppliers. You'll acquire three separate shipping charges for sending everything to the client, yet it's most likely not astute to pass this

charge along to the client. What's more, in any event, when it makes sense to incorporate these charges, computerizing these calculations can be troublesome.

4. Supplier mistakes

Have you, at any point, been accused of something that wasn't your fault, yet you needed to acknowledge responsibility regarding the slip-up at any rate? Indeed, even the best dropshipping suppliers commit errors satisfying requests—errors for which you need to assume liability and apologize. What's more, average and low-quality suppliers will cause perpetual disappointment with missing things, bungled shipments, and low-quality pressing, which can harm the reputation of your business.

5. Limited customization and branding

Not at all like specially crafted products or print on request, dropshipping doesn't give you a great deal of control over the product itself. For the most part, the product outsourced is branded and packaged by the supplier. A few suppliers can oblige your business' product changes; however, at the end of the day, the supplier has the most authority over the product itself. Any progressions or increases to the product itself generally require a base request amount to make it suitable and moderate for the manufacturer.

Basic inquiries regarding dropshipping

All through the remainder of this book, we'll spread the entirety of the important strides to begin a gainful dropshipping business. Before we proceed, it is essential to address a couple of normal inquiries we get about what dropshipping is and how it functions, especially in this 2021.

How much do I have to contribute to begin my dropshipping business?

Despite the fact that it's difficult to anticipate the specific expenses for any individual business, there are a couple of things each dropshipping business owner should spend on so as to begin. Here's a fast summary of the fundamental expenses.

An Online store

You'll have to find a social media platform, an e-commerce platform, or web designer to make and host your online store. We clearly prescribe

launching a Shopify store. You'll have the option to match up with the e-commerce sites to source products easily, and you'll gain admittance to a wide range of topics and free branding resources so you can get your business going rapidly. It's difficult to build trust with clients without your own domain name. While there are various top-level domains accessible (e.g., example.shop, example.co), we prescribe searching for a business name. Despite the fact that dropshipping lets you have negligible inclusion with dealing with your general product index, you should put aside cash, just as a tad of time, to try out the products you intend to sell. If you don't, you chance to post a product with an excessive number of inadequacies or imperfections, which will bring about unhappy clients and a great deal of time wasted on managing returns and refunds. Some may even leave a bad review that will damage your “business credibility” before other customers.

How do dropshippers profit?

Dropshipping businesses go about as product curators, choosing the correct blend of products to market to clients. Keep in mind, promoting/marketing is an investment you bring about, in both time and cash, helping potential clients discover, assess, and purchase the correct product. You'll additionally need to incorporate the expense of giving client care at whatever point there's a product or shipping issue. Last but not least is the first value that your supplier sells the product for. This is the reason suppliers are comfortable having dropshippers advertise their products for them—dropshipping stores drive extra deals that the supplier would have in any case passed up. So as to make a benefit with your dropshipping business, it's a smart thought to discover the amount it costs for you to "procure" a client and value your products in view of that.

Is dropshipping a genuine business?

Dropshipping is mainly a satisfaction model, one utilized by numerous worldwide retailers, and is very legitimate. Like with any business, fulfilling client desires and building a brand that resounds with the correct crowd is as yet key to long haul achievement. This inquiry mostly comes up because of a misconception of how dropshipping works. Most retail locations you shop in are likely not selling products they actually make.

Dropshipping adopts this curated strategy and transforms it into a satisfaction model fit for an online business. There are, obviously, the more key things you have to do so as to maintain your business legitimately. Counsel a legal advisor who spends significant time in these issues to guarantee you're leading business lawfully within your district.

Is dropshipping worth it, despite all its trouble this 2021?

As we've referenced, dropshipping is certainly not a simple, stress-free way to build a successful online company— hard work is always necessary to start a business. The model has some definite benefits but comes with a range of built-in problems to address. We'll be looking at these challenges, and how to best address them, in order to be successful at your dropshipping business this 2021. Fortunately, with some careful consideration and planning, the greater part of these obstacles can be resolved and need not keep you from building a flourishing, beneficial dropshipping business.

Chapter Two:

THE SUPPLY CHAIN AND FULFILLMENT PROCESS

"Supply Chain" is a fancy term that describes the path of a commodity from conceptualization to manufacturing and then, finally, into the hands of a consumer. We would say that a company's supply chain stretches all the way to manufacturing the materials used to produce an item (such as oil and rubber) when we spoke to hard-core distribution chain gurus. But it's kind of intense. For the purposes of this guide, we do not need to get that specific. You clearly need to consider the three players that make up the most important dropshipping supply chain: producers, wholesalers, and retailers.

And here we go:

Manufacturers

Manufacturers make the product, and most don't sell it directly to the public. Additionally, they make bulk sales to wholesalers and retailers. Direct buying from the seller is the easiest way to buy goods for resale, but most of them have minimum buying standards, which you will have to meet. Often, you will need to store the goods and then re-ship them when you deliver them to clients. Because of those reasons, it is often easier to buy directly from a wholesaler.

Wholesalers

Wholesalers purchase goods in bulk from suppliers, mark them up slightly, and then market them to public resale distributors. These are usually much lower than those mandated by a manufacturer if they have minimum

quantities they must buy. Typically, wholesalers buy goods from dozens of suppliers—if not hundreds—and tend to operate in a particular industry or niche. Most are purely wholesalers, and they sell their market only to retailers, and not to the general public directly.

Retailers

Anyone, who sells products at a discount directly to the general public, is a retailer. If you run a business that fulfills your orders by dropshipping suppliers, you are a retailer.

If a manufacturer is willing to ship his products directly to your customer, it is "dropshipping" on your behalf. Likewise, a retail distributor may offer dropship, although its price will not be as favorable as that of a wholesaler as it does not buy directly from the seller.

Just because someone appears to be a "dropshipper" doesn't mean that you are getting it at wholesale price. It simply means that the company is delivering goods on your behalf. You want to make sure to work directly with a reliable wholesaler or distributor to get the best prices, a subject that we will address in-depth in the next chapter.

HOW DROPSHIPPING WORKS

The Process of Ordering

Now that you understand the key players involved let's look at how a dropshipped order is handled. We will be following an order placed with our theoretical store, Phone Outlet, an

online retailer that specializes in mobile accessories, to demonstrate. Telephone Outlet buys all of its products directly from a wholesaler we call wholesale accessories.

Here's a glimpse of how the whole ordering process could look like:

Step 1-

The customer places Order with the Phone Outlet

Mr. George needs a case for his new smartphone and places an order through a Phone Outlet's online store. Immediately the order is approved, a

few things happen: Phone Outlet and Mr. George get an email confirmation (probably identical) of the new order that is automatically generated by the store program. Mr. George's payment is received during the checkout process and will be deposited directly into the Phone Outlet bank account.

Step 2–

Phone Accessory Outlet Places order with Your Supplier. This step is typically as easy as forwarding a confirmation of the email order to a sales representative for wholesale accessories. Full Accessories has a Phone Outlet credit card on file and will bill it for the full price of the goods, including any delivery or handling fees.

Note: Most advanced dropshippers may require the automatic uploading of XML orders (a common inventory file format) or the ability to place the order online manually, but making use of emails is the most popular way to place orders with dropshipping suppliers because it is simple and easy to use.

Step 3–

Wholesale Accessories Sending the order If the item is in stock and the wholesaler has successfully paid the Phone Outlet card. The wholesale accessories must pick up the order and deliver it to the customer directly. While the shipment originates from the Wholesale Accessories, Phone Outlet's name and address will appear on the label of the return address, and its logo will appear on the invoice and packing slip. Wholesale Accessories must contact Phone Outlet with an invoice and a tracking number once the shipment is complete.

Note: The turnaround time in dropshipped orders is often faster than you'd think. Most quality suppliers can get an order out of the door within a few hours, allowing merchants to advertise shipping even when using a dropshipping supplier on the same day.

Step 4–

Phone Outlet Alerts the shipping customer

Upon receipt of the tracking number, Phone Outlet must deliver the tracking information to the customer, likely using an email system incorporated into the online store. The order is shipped, the invoice is issued, and informed to

the customer, the order and delivery process is complete. Phone Outlet's benefit (or loss) is the difference between what is charged to Mr. George and what it paid for, which is Wholesale Accessories.

Dropshippers Are Somewhat Invisible

Despite its vital role in the ordering and fulfillment process, the dropshipper is totally invisible to the end-customer. Once the package is sent, only the Phone Outlet's return address and logo appear on the shipment. When Mr. George' gets the wrong product, he would call Phone Outlet, which would then work behind the scenes with the Wholesale Accessories to get the right item sent out. To the end customer, there is no dropshipping wholesaler. The sole responsibility lies in storing and delivering goods. The dealer is responsible for all else-marketing, website development, customer service, etc.

Chapter Three:

FINDING AND WORKING WITH SUPPLIERS

It may be difficult to select a supplier for your dropshipping business, but it can help you to know that many suppliers are doing it for many years. Some dominate large market sectors, which could be the best way to start your new business since the products you sell are already well known and have earned market respect. You may have to deal with your profit margins or operate in a limited manner, and you must be careful to read every company's terms and conditions, but each one opens a back door where you can start a lucrative long-term business. Not every dropshipper is equally created, and you want to make sure that you choose the right provider to ensure your company's success. There are some things that your supplier needs and other things that are less important but are more convenient.

Some things you want for your supplier include:—

- The supplier has knowledgeable representatives;
- The supplier devotes himself to a certain person committed to your account;
- They are investing in technologically advanced goods,
- How do you place your orders;
- Where they are located.

There are some tricks to find a good dropshipping supplier. One important thing to bear in mind when you get to suppliers is that they can be the key to finding the right supplier, even if they don't suit your needs. Also, ensure that you ask every provider you are approaching if they can guide you in the right direction to contact a supplier suitable for your business. Since they are in the sector, connections are likely to help and usually share information. Another way to increase the chances of finding a good provider to work with is via social media. A family member, friend, or acquaintance who may be in the industry or know someone in the company

can sometimes bind you. Even if it ends in a stalemate, every lead is a good lead. Most commonly used suppliers.

There are many options that suppliers can deal with. Bearing in mind that we want to find a supplier that is structured, has the resources and is committed to what they do, you would definitely want to start with a supplier that has made itself a brand and the product they offer as opposed to a supplier and product that are not known as well to the general public. Here are four of the best options:

Shopify

Shopify is actually one of the biggest internet e-commerce platforms and only includes parts of its platform. Shopify provides you with the option of setting up your account and drop shop and lets you create a good hosting and domain name, which ensures you can run in less than 30 minutes. You can then pick your providers—Amazon and eBay are two of the most popular providers with which you can connect through Shopify to promote their products on your website. Shopify offers a unique e-commerce platform and a wide range of payment options. It means that you can pass these products to your customers—the wider you can choose from, the more likely you are to attract customers.

Shopify has been around for a long time and offers a complete package that allows you to start your business quickly and easily. Starting up is easy—just go to your website and choose between free or paid hosting—you can upgrade later if you want to continue with the free one. You will receive full instructions on how to build and operate your website. If it is hosted somewhere, you can use products on your own website from their platform. This enables you to take the funds securely from your clients and complies with all legal requirements for data storage and personal data security. Shopify is one of Amazon's preferred options, one of the easiest to use, and extremely good results. It can be adapted almost entirely for you, and you can create a highly unique shop. In short, Shopify will adjust to your needs, so that you don't look exactly the same as all other online stores. Building on it is a good platform since most of your work and research has been done

for you. Using both Amazon and eBay as your dropshipper for your business is a safe bet because they have both established their own brands and reputations for a long time.

Private Label

When you begin a business, you can concentrate on creating established and respected brands, and your choice of wholesaler or supplier can be assisted by a private label. The first step in your business is to produce goods that do not break easily and please the customer. The second and key step is to introduce your name to current and future clients. The more people know your name, the better the sales will be. You can help you with this by selecting manufacturers or suppliers that give your products through private labels. This operates by allowing the customer to position their order with you, then send it to the supplier and deliver the product directly to the customer. In most cases, the name and address of the return is the manufacturer, but with the Private Label, it is yours. It ensures that the consumer knows that the product has come from you and will then contact you if you have any concerns or queries. This allows you to create your business name, but it is up to you to use trustworthy vendors and provide a high level of customer service. Providers are usually very happy to use private label ads because this means that they do not have to take part in customer issues.

In sum up, a private label makes sense in trying to get your name out and grow your business with no piggyback on either Amazon's or eBay's popularity. Finding a company can take a bit longer, as it allows time to do the job for yourself and to ensure that you deal with the best provider, but often you can make greater profit by taking responsibility for the customer service and being able to negotiate the prices the provider provides. Amazon FBA Amazon is a big household name, and FBA is the answer to everybody that runs or already runs a company. It gives you the chance to take advantage of Amazon's excellent reputation as a guide for your business without costing it. Unfortunately, this is not a program specifically designed for dropshippers because you have to be able to ship physical

products to an Amazon Fulfillment Center—when an order is received by Amazon, you fulfill your order by using their delivery options.

Nonetheless, you don't have to pay for any warehouse inventory because Amazon will store it all for you and handle the packaging and delivery—there is a small fee. In short, Amazon FBA is not the first option for an organization to use dropshipping. Nonetheless, it could be a good option to find a good wholesale dealer who doesn't sell but offers a good price on the product. This will be a viable business choice if you want to take advantage of these costs without having to invest in a warehouse and workers to ship for you. Retail Arbitrage Another strategy that doesn't go absolutely downhill. Retail arbitrage involves finding goods at the right price for the benefit you are able to resell. This means that you need capital and a good carrier to be affiliated with. This is a great way to use Amazon FBA to save you time and space. The trick is to find the right products for the right price, and you can hijack wholesalers. Choose the right products with great care, and don't be afraid to start tiny.

Dropshipping can operate very well in conjunction with retail arbitration, and you can see huge dollars rolling in. The formation of the supply chain The production and maintenance of a supply chain does not mean dropshipping in relation to a traditional business. Yet it helps you to expand your suppliers and suppliers. The supplier is responsible for the setting of rates, payment terms, delivery dates, and even the determination of the availability of an item. Good relationships with your distributor are a good way to achieve low prices, flexible terms, and greater usability. You can do a few things to improve your partnership with your supplier:-pay on time to build confidence and become a trusted client;-set clear and achievable goals when they ask for an estimation of your goods that you want them to deliver in a given time;-Know that they have other clients, that they do not belong only to you;-learn what they need from you in order to speed up their order.

Look for and work with the right suppliers. Before you begin to look for the right suppliers, it is very important to understand how to differentiate a true wholesale supplier from a retail store. A true wholesaler buys the inventory

of a supplier and provides far better prices than a seller. How to spot a fraudulent dropshipping wholesaler You can possibly find a number of fake wholesalers. Sadly, many of the current wholesalers aren't too good at marketing and can be much more difficult to find. It means that the fake one reveals more in your searches than the real ones.

To decide whether a wholesaler is legitimate, use the following methods:

- Continuous payments

A real wholesaler will not charge you a monthly fee for purchasing from them. If a recurring service or membership fee is demanded, the wholesaler is probably a fraud. Make sure that you see a list of vendors. These are directories that contain wholesaler lists, grouped by product type or industry, and checked for legitimacy. They charge fees for access to information, either one-off or a monthly fee. If you want real wholesale prices, you must apply for a wholesale account, and that means that you have to show that you are running an actual business and have to wait for approval before placing an order. If your "wholesale business" offers wholesale prices to the general public, they are not real; they are high-inflation distributors of goods, legal bulk charges can be found, including:

- Per order

Most legitimate dropshippers charge the dropshipping fee per order, from 2 \$to 5 \$or more. It depends on the size and scale of the order. This is an industry-standard since individual orders are more costly to bundle and ship than bulk orders.

It is important to know how to distinguish between legitimate wholesale suppliers and retail stores that are wholesale suppliers when you are on the lookout for suppliers. A true wholesaler buys from the supplier directly, and can usually offer you even better prices.

How to Spot Fake Dropshipping Wholesalers

Depending on where you're searching, you'll likely come across a large number of "fake" wholesalers. Unfortunately, fake wholesalers are poor in

marketing traditionally and tend to find it harder. That results in the more frequent appearance of the non-genuine wholesalers in your searches, usually middlemen, so you'll want to be vigilant. The following tactics will help you decide if a wholesale supplier is legitimate:

- They require ongoing payments—real wholesalers don't charge their customers a monthly fee for the privilege of doing business and buying products. If a supplier requests a monthly membership fee or service fee, that may not be legitimate. Here, it is important to distinguish between manufacturer and seller directories. Supplier directories (which we will discuss in the near future) are wholesale supplier directories organized by product types or sector and screened to ensure valid suppliers are. Most directories charge a fee—once or continuing—so you shouldn't take this as a sign that the directory itself is unconstitutional.
- They market to the public—you'll have to apply for a wholesale account to get real wholesale rates, prove you're a legitimate business, and be approved before you place your first order. Any supermarket retailer who sells goods to the general public at "wholesale prices" is actually a manufacturer who provides products at inflated prices. But here are some valid dropshipping fees you are likely to encounter:

Per-order fees

Many dropshippers can charge a shipping fee per-order drop that can vary from \$2 to \$6 or more, depending on the size and volume of shipping products. This is the industry standard since individual order packaging and shipping costs are much higher than delivering a bulk order.

Minimum Order Size

For a first-time order, the majority of wholesalers will have the minimum amount—the absolute lowest amount to purchase when you first shop. It's about getting real customers out of the window shoppers. This can lead to no end for dropshippers—that is, a wholesaler has a minimum order of \$500

and an average order of about \$150. There's little point in spending \$500 for a single product to open the dropshipping account. The best thing is to tell the wholesaler the situation and offer to pay \$500 in advance as a credit line against orders. It helps you to meet the minimum required amount, and you don't have to place a large order. You can now start your search for the right supplier by telling a fake from a true wholesaler. You will have to determine which strategies work best for you:

o Contact your distributor

This is the simplest way to find a true wholesaler by far. Only contact the manufacturer and inquire if you know what commodity you want to see. Ask for a wholesale list instead. After that, both of you can agree and ensure you call to see if they allow dropshipping and how you can set up an account.

o Use Google Search

This might seem to be quite obvious, but keep a few things in mind: Wholesalers aren't good at marketing, so your search should be extensive. You may need to go through hundreds of tests before you find what you are searching for. Normally, you won't be able to find valid answers to your quest until you have reached the first ten pages of the search results. We do not really have up-to-date websites either, so don't judge them—a badly designed, out-of-date website does not mean that they cannot provide you with a quality service. You will need to use modifications in your search terms because SEO is not used widely by wholesalers.

Some or all of the six characteristics of the best suppliers are:

1. Market Focus and Professional workers'

Suppliers should hire skilled sales officials who are well informed of the market and sell the products. You need a person to contact, who knows what they're talking about

2. Dedicated Support Team,

A dedicated sales representative will be assigned by top-quality dropshippers suppliers, who will take care of you and support you in any

issues or concerns that might arise. If you don't have a dedicated agent, you can find issues that take a long time to fix and need to keep calling in order to get your answers. With a committed representative who is the only one you communicate having, you will also be able to develop a more personal relationship with your delegate that will benefit you.

3. Fully investigated in technology Most good suppliers have bad outdated websites, but a genuinely good company will realize and invest in technological advantages. These provide real-time inventory tracking, a comprehensive online database, adjustable data charges, and an online order history.

4. This may not sound too much, but it may take time to ring in every order as it may have to be posted on the website. Use Email for Orders The use of email to accept orders significantly speeds up the process.

5. When you live in a big country like the USA, it's easier for you to use a dropshipper, which is located very centrally. This ensures that in a matter of days, you will deliver most of your orders to your customers. If your supplier is located on the coast, orders will take one or more weeks and cost more at shipping costs throughout the world.

6. Properly organized and effective providers that employ highly efficient staff and have good systems that provide a mostly error-free service should be found. Any other order is going to mess with others.

The main problem is that you cannot assess your skills without using them, so it is best to place a small test order with each of your favorite suppliers, although tedious. You'll know how it works, and you can find out how:

- How easily each company manages the order process; How fast they give you tracking details and invoices;
- Order quality when the order arrives. Most businesses will pay for the order in one way:
- Credit cards When you start the journey.

Finding Wholesale Suppliers

Now that you can spot a scam from the real deal, it's time to start looking for suppliers! You can use a number of different methods, some more effective than others. Of effectiveness and choice, the following methods are listed, first with our preferred methods listed:

Contact the manufacturer

This is my favorite way of quickly identifying legitimate wholesale providers. When you know the product(s) you wish to sell, contact the manufacturer and ask for a list of its wholesale distributors. Then you can give these wholesalers an email to see if they are dropshipping and inquire about setting up an account. Since most wholesalers carry goods from a variety of suppliers, this strategy will allow you to quickly find a selection of products within the niche that you are investigating. Through making a few calls to the leading producers of a market, you will be able to find the leading wholesalers within that segment easily.

- **Search Using Google**

Using the google web to find high-quality suppliers may seem easy, but there are a few rules to keep in mind:

- ☐ You Have to Search Extensively—Wholesalers are bad in marketing and promotion, so they certainly aren't going to top the search results for "Brand X wholesale suppliers." So, while a better site can mean a good supplier in some cases, a lot of legitimate wholesalers have cringe-worthy homepages. Don't let that poor design scare you away.
- ☐ Use lots of modifiers—Wholesalers do not use long SEOs to make sure they find their websites, so you may need to use different search queries. Try using terms like "distributor," "reseller," "bulk," "warehouse," and "manufacturer." Order From Competition If you have trouble finding a supplier, you can always use the old order-from-competition trick.

Here's how it works:

Find a competitor with that company that you think is dropshipping and place a small order. After obtaining the packet, look for the return address label to find out who the original shipper was. Sometimes, it will be a

supplier you can contact. This is a technique that others have tackled but that we haven't used before. And if you have not found a supplier using the other approaches listed above, there might be a good reason to do so (i.e., the price is too small, there is not enough product demand to justify a supplier, etc.). So, keep the strategy in mind, but don't rely too heavily on it.

- **Attend a trade show** - A trade fair can help you connect with all the major manufacturers and wholesalers in a niche. It is a great way to get all of your goods and suppliers into one place to make connections and research. This only works if you've found your niche and/or product before, and not everyone can. But if you have to attend the time and money, it's a perfect way to get to know a region's producers and suppliers.
- **Directories** - One of the most common questions being asked by aspiring eCommerce entrepreneurs is: Do I have to pay for a supplier list? A Supplier Directory is a directory of the suppliers grouped by market, niche, or commodity. Most directories employ some kind of screening process to make sure the listed suppliers are legitimate wholesalers. Most are run by for-profit companies that charge a fee for accessing their database. While membership directories may be useful, they are by no means necessary, particularly for brainstorming ideas. If you already know the niche or product you want to sell, with a little bit of digging and the above-listed techniques, you should be able to find the major suppliers in your market. Besides, you're probably not going to have to update the directory once you start your company unless you need to locate suppliers for other items.

That said, supplier directories are a handy way to quickly locate and/or search a wide range of suppliers in one location and are perfect for brainstorming ideas for product sales and niche entry. They can be a good tool if you are short and willing to spend the money. There are numerous supplier lists, and the scope of this guide goes beyond a thorough examination. Alternatively, we have illustrated some of the best-known online supplier directories. Please note that none of those directories are supported, we just offer you some options.

Worldwide Brands Fast Stats:

It was founded in 1999, with millions of wholesalers and over 10 million products. Worldwide Brands is one of the oldest and most well-known lifetime membership provider directories. It advertises that it only requires vendors who meet a set of guidelines to ensure the integrity and efficiency of wholesalers. In the past, we used the list to find and found the ideas of legitimate wholesalers and brainstormed products helpful. Although some of the vendors with which we operate are not included in the list, a large collection of legal wholesalers is included. If you want lifetime access to a premium directory and are comfortable with a greater one-time payment, Worldwide Brands is a safe bet.

The SaleHoo Supplier Directory

This directory lists more than 8,000 bulk purchasing and retail suppliers, which seems to be very much in line with the eBay and the Amazon merchants. The SaleHoo Supplier Directory lists over 8,000 bulk buying and retailing suppliers. Although we have never used SaleHoo to supply products, its annual price of 67 dollars is one of the most attractive prices for distributor directories and offers a 60-day monetary back guarantee. When you pay conveniently for an annual membership— or you just need to use a directory temporarily — SaleHoo can be worth a look.

Instead of just listing suppliers, Doba's service is built into drop shippers (that'll have only 165 suppliers), so you can place multiple warehouse orders via its centralized interface. Doba Quick statistics: 165 suppliers Over 1.5 million products Price: \$60 per month. Membership also provides a push-to-market tool to simplify the process of eBay listing. The centralized Doba system offers more versatility than other directories, so the cost of 60 dollars/month is significantly higher than other levels. If you pay a high price for usability and find the goods you want from their suppliers, the Doba interface could be worth the cost. But, if you can find reputable providers on your own and don't worry about dealing with them directly, you can save about \$700 per year. If there are only a few major suppliers in your market—reducing the number of companies you need to deal with—that may be the way to go.

Wholesale Central Quick Stats:

Established by 1,400 suppliers in 1996, 740,000 goods Price: Free Unlike many other directories, there is no charge to search for Central wholesale vendors because it pays suppliers a fee and also ads on their websites. We also say that all vendors have been checked and tested to ensure that we are legal and complied with. There is no harm in searching Wholesale Central's catalog, but you have to be a little more selective. It's difficult to argue with free. Many of the suppliers we noticed seemed to be distributors who sell to the public at wholesale prices—not a manufacturer that offers real wholesale prices. And while we are sure there are legitimate wholesale opportunities, you might want to be somewhat more rigorous with your due diligence.

Until you contact the supplier, you find some good suppliers and are ready to move forward—perfect! But before you start approaching businesses, you'll want all of your ducks in a row.

- You need to be legal— As previously mentioned, most legitimate wholesalers need evidence that they are a legal company before you can apply for an account. The majority of wholesalers only show their rates to authorized buyers, so you have to be licensed legally before you can see what kind of prices you can get. In the end, make sure you are properly incorporated before approaching suppliers! No documentation is needed if you only want to ask a few basic questions ("You drop the ship?" "Do you carry brand X?"). But don't expect to start without a proper business set-up. Later in this book, we will talk more about setting up your business.

- **Understand how you appear**—Wholesalers are continuously bombarded by people who question, take a lot of time, and never order anything. So, when you start a new company, be aware that many providers don't help you get started. Most of them will be happy to offer you a dropshipping account. But don't press for special rates or waste hours before making a single sale on the phone. It quickly gains a bad reputation and damages your relationship with the supplier.

- **You must be credible** - if you need to make special demands (say, seek to persuade a producer to drop when it doesn't normally). Take care of your business plans ("We launch this web site on 20 January) rather than using flaky slogans" (I am thinking about starting a business perhaps someday), and make sure you share some of the professional achievements you have made in the past, especially in terms of sales and marketing, that will help you with your new business.

How to find good suppliers

Not all suppliers are built in the same way. In the world of dropshipping, where the manufacturer is such a critical part of your distribution cycle, it's even more crucial than ever to deal with top-level players. Good suppliers tend to have many of the following six characteristics: high-quality skilled personnel and knowledgeable suppliers with qualified sales representatives who know the industry and its product lines. It is invaluable to call a representative with questions, especially if you start a store in a niche you are not too familiar with.

- **Dedicated support staff**—Dropshippers for results will appoint a different sales representative to look after you and all your problems. We dealt with wholesalers who don't nominate specific representatives and don't like them. Problems take a lot longer to fix, and we generally have to nag people to deal with a problem. It is really important to get in touch with the company responsible for solving your problems.
- **Technology investigated**—While many good providers have obsolete websites, a technology provider that understands—and invests heavily in—the importance of the technology is typically a pleasure in working with. Features such as real-time inventories, a robust online catalog, customizable data feeds, and online order history are pure luxury for online traders and can help simplify your business. Could make orders via e-mail—it may seem like a minor issue, but it takes a considerably longer time to call every order—or put it on the website manually.

- **Centrally situated** — If you are in a large country such as the USA, a centrally located dropshipper is useful, as packages can reach more than 90% of the country in 2-3 business days. When a supplier is located on one of the coasts, it can take over a week to move orders across the world. Central providers allow you to reliably guarantee faster delivery times, saving you money on shipping costs. Most manufacturers have professional personnel and excellent processes that lead to fast and mostly error-free delivery. Others bite your hair and make you want to rip it out every fourth-order. The thing is, it's difficult to understand how qualified a company is in practice without using it.

Although it will not give you a full picture, placing a few small test orders will give you a better understanding of how a supplier functions. How quickly the items are shipped; How easily they can monitor the details and the invoice When the item will arrive; Your choice of suppliers and payment method.

The large majority of vendors accept payment in one of two ways:

- 1. Credit card.**

Before you start, most suppliers would require you to pay by credit card. The following is true: Once a thriving business is established, payment by credit card is often the best option. They are not just convenient (no regular checks need to be written), but you can pick up many rewards points / frequent flying miles. When you buy a product from a customer on your website who has already paid for the product, you can shop through your credit card for a large number of purchases without having to pay actual pocket expenses.

- 2. Net Terms**

The other common way to pay suppliers is by invoicing "net terms." In essence, you have a number of days to pay the dealer for the items ordered. If you have been using 'net 30 ' terminology, you have to pay your vendor for the goods you bought 30 days from the date of delivery—by check or bank draw. A supplier would normally make you have credit references before giving you net payment terms because they essentially lend you

money. This is a common practice, so be not alarmed when you pay on net terms when you have to supply some documentation.

The last thing you want to do is end up with a fake supplier or a supplier who doesn't obey your orders. You get less money and a bad reputation with your clients. When you make certain that your supplier options are selective and do not sign up for the first one you have met, it is less likely that you will choose a flawed supplier and set yourself up for success. Now that you know how to find a good supplier, how to identify a fraudulent supplier and how to stop it, you are prepared to start on a journey to find the best supplier for your business plan and yourself. Once you have found a vendor who will ship for you, you will start taking orders from your customers.

Chapter Four:

CHOOSING THE BEST PRODUCTS TO DROPSHIP

Choosing a niche with products that are likely to deliver high returns is the biggest obstacle facing most aspiring dropshipping entrepreneurs. And it is understandable— it's probably your biggest decision and has long-term repercussions on business success or failure. The most common mistake at this stage of business is to choose a product based on personal interest or passion. This is an appropriate approach where the main goal is not necessarily business success, but an interest in the product. However, if your first objective is to establish a successful dropshipping platform, you will want to consider setting aside your personal interests in market research or at least make sure they meet the criteria listed below.

To build a successful e-commerce business, you will have to do one of the following: Fabricate your own goods—You handle the delivery and are the sole source of the item. It reduces competition and allows you to charge a premium price. If you want to sell products, you must sell existing products created by anyone else, so this is not a choice.

- **Have access to Exclusive Pricing or Distribution** – If you can obtain an exclusive commodity carrier deal—or access the exclusive pricing of a distributor—you can sell online profitably without producing your own product. However, it can be difficult to arrange these arrangements, and hundreds of other shopkeepers have access to similar products and wholesale prices.
- **Sell at the lowest price** – If the lowest price is available, the company will probably take a considerable share of the market. The only question? It's a business model doomed to failure. If the only thing you have to give is a low price, you get caught in a price war, stealing all your money. It's usually a poor strategy to fight

Amazon, and other proven quality online giants include interest in non-pricing terms. The easiest way to differentiate and claim a premium price is to provide valuable information to complement your services. Enterprises are working to address people's problems, and that isn't different in the world of eCommerce and Dropshipping. A profitable dropshipping business can best be built by providing expert advice and guidance in your niche.

- **Value** - Just add value for eCommerce! Just quite straightforward, right? All right, the expression is easier said than done. Most niches and products lend themselves to this technique more than others. You should look for certain key features which make adding value to educational content much easier.
- **High-quality pictures of the product**—You must ensure that customers are familiar with the product and continue to get high-quality product photographs. See Burst for free product photos. It also includes some business ideas you can use to start and run your shop. The more factors a product needs to function properly, the more likely consumers are to turn to the web for answers. What is a more challenging investment? Buy a new office chair or buy a home-safety surveillance system that takes multiple cameras, complicated cables, and a recorder? The that the product needs and the more diverse the components are, the greater the opportunity to add value by providing consumers with advice on compatible goods. Specific / and customizable items are ideal for adding value via content along the same lines.
- You know instinctively how to pick for your setting the best set of hot water solar panels or what kind of wi-fi dog collar system is right for your yard? A simpler way to add value is to provide specific guidance on what types of products are best suited for particular environments and customers.
- **Require professional setup or installation** – Expert advice is simple to provide for items that are hard to mount, assemble, and configure. Take the security camera device from above. Let's

assume that the camera site had a detailed 50-page installation guide that also covered the most common mistakes people make in installing their own systems. If you think the guide could save you time and trouble, it would be a good opportunity to buy it on this website, even if it was less available for a few bucks elsewhere. The guides give the customers enormous value for shop owners and cost nothing when they are made.

How to add value: you can add value to complicated and confusing niches in many ways, including

- The creation of extensive buyer guides Investing in detailed product descriptions and listings
- The creation of informative videos (as discussed above) to illustrate how the product works and lots more

The right demographics could be a great boon for your business. Such customers tend to make good use of their time:

- **Hobbyists** – These are people that love their hobbies and invest amazing amounts on their devices, training, and supplies. Most serious mountain bikers have bikes that cost more than their cars, and fishing enthusiasts could spend a fortune on their boats. If you can target the right niche of hobbyists and interact successfully with enthusiasts and their needs, you can do this very well. Corporate customers are sometimes more prone to costs than individual consumers, but they almost always buy in larger quantities. Once you have formed a relationship and earned their confidence, you open the door to a long-term, highly profitable relationship. Seek, as far as possible, to sell products that reach individual customers and businesses.
- **Repeat Buyers** – Recurrent income is quite good. If you sell products that are available and/or that need to be purchased regularly, you will grow quickly by creating a loyal client base that often comes back to buy. Other considerations When buying goods
- **The right price** – Please ensure that you test the price point of your pre-sale service. Many people feel comfortable placing an

order for \$200 online without talking to anyone on the phone. But what about an item they don't know at 1,500 dollars? The chances are that most would like to speak directly with a sales representative before making such a big buy both to ensure that the item fits properly and to ensure that the store is legitimate. If you plan to sell cheap items, ensure that you can provide personalized assistance on your devices. You will also need to make sure the margins are sufficiently rich to support the service you need before you offer. Often the \$30 to \$250 price range is a nice place to maximize revenue without a robust pre-sales support.

- **MAP Pricing** – Many manufacturers are allowed to price their items at or above the minimum price agreed (MAP) for their goods. This price plane prevents price wars, which often arise – especially for goods that are easily shipped down–and helps to ensure that traders can make a reasonable profit through the transport of a supplier's products. If you can find a product niche where manufacturers can price MAP, it is a big advantage, especially if you plan to create a valuable and informative site. You can compete on the strength of your site with prices identical across all competitors, and you won't have to worried about losing business to the less reputable but less expensive competition.
- **Marketing potential** – When you realize that customer acquisition is a nightmare, not three months later, you need to think about how you will market a business before it is launched. Can you find many ways to market your shop, such as writing articles, marketing products, or reaching out to active online communities with the items you are selling? If not, perhaps you would like to reconsider. Selling a product with many accessories is an ideal way to improve the overall profit.
- **Many accessories** – As a general retail rule, lower-priced accessories have significantly higher margins than high-priced products. While a cell phone store can only hit a 5 percent margin on the new smartphone, in that case, it will almost certainly reach a 100 or 200 percent margin.

As consumers, they are also more sensitive to the price of large-scale production and less worried about the price of smaller goods. You will probably go shopping on an expensive smartphone at the best price to use the example above. But are you going to call you for the best price for a \$20-\$30 case? Perhaps not. You're probably going to buy it from the same shop where you bought the phone.

- **Low sales**—We hope you are persuaded by now that investing in high quality, the educational platform would yield tremendous dividends. But every year, if the goods you sell change, they will soon become a mountain of work to preserve the platform. Try to find items not revised with new models every year. And your time and money will last longer on a great platform.
- **Difficult to localize** – Selling a local product that is hard to find increases your chances of success as long as you are not too specific. Some people would just go to the local hardware store and need a garden rake or a sprinkler. But where would you buy a medieval knight's uniform or falcon training equipment? You'd probably head to search Google and continue.
- **Smaller is usually better** – Selling huge, high-cost equipment can be a challenge in a world that often anticipates free shipping. The smaller the products, the easier it is to ship cheaply to your customers.

Choosing a profitable niche is not easy and allows you to weigh many factors. Such recommendations will give you a good idea of the kind of goods shipped. Measuring competition without demand doesn't matter if your niche suits 100% of the attributes mentioned above. If nobody wants your product, you'll have a hard time making any money! As the old saying goes, it is much easier to meet existing demand than to try to produce it. Luckily, there are several online tools to calculate commodity or market demand — the most famous and popular Google Keyword Tool. The best

way to measure online demand for an object is to see how many people are using a search engine like Google to search for it. Thankfully, Google makes this search volume publicly available via its keyword tool. Just type a word or sentence, and the tool tells you how many people search every month.

There are complete training programs dedicated to the use of the keyword tool, and we cannot fully cover the technique in this book. But note these three tips, and you will be on the right track to get the most out of the app.

- **The Match Type** – App allows you to choose broad categories of phrases or exact matches while recording search volumes. You should use the exact match option, except for good reasons. This will give you a much more detailed picture of the search volume
- **Search location**- Be sure to look at the difference between the local search volume and the global search volume (in your country or region). You should concentrate on the rates of local search and ignore the national results if you sell solely in the United States because this is where most of your customers are.
- **Long-Tail Variations**– It is simple to fix the small, one-or two-word search terms that are massively searched. In fact, the search questions are the longer, a more detailed, and lower frequency that make up the majority of your search engine traffic. Long-distance searches are often called such longer and more detailed search words.

Take this into consideration when looking at potential markets and profitable niches. If a search term has many variants that are frequently searched, it is a good sign that demand is quite broad with great variation and value. When, however, search queries and related volumes are declining rapidly after the first few high-level terms, there is probably less long-distance traffic.

Google Trends

The keyword tool is useful for raw search data, but for detailed analysis, you want to use Google Trends. The tool will give you information that the

keyword tool simply does not provide, including Search Volume Over Time: Hopefully, you want to expand the market you are entering, and patterns will tell you that. You may track the increase or decrease in the search volume for any search query over time. The search volume has risen sharply over the last few years.

- **High-definition pictures** - You can also obtain an image of the most popular related searches and which queries become the most popular. It can be useful to focus on these terms as marketing and SEO strategies are built rapidly. According to the following charts, the search queries involving AT & T, Verizon, and Samsung continue to see the greatest growth on the smartphone market: the regional concentration: another useful function is the ability to see where people are currently looking for a term. This can help you identify the most oriented target customer base. The use of maps can help you determine, for example, that the bulk of your clients actually come from the North of the U.S., Alaska, and Hawaii. This information may enable you to partner with someone closest to most of your customers when you have tried to decide between multiple suppliers.
- **Seasonality** - Knowing the seasonality of a market is important when the requirement for a product changes dramatically at various points in the year. Since the keyword tool offers monthly data, you can draw false conclusions if you measure search volumes in the wrong time of year.

Looking at our previous example, we can see the search term for high demand seasons in the summer months. If in summer, you do not calculate demand that it is constant all year round, you will greatly overestimate the size of demand: you will want to spend time learning the complexities of market search volume for any product that you are serious about. The Google Trend tool offers information that can help you avoid costly mistakes and optimize your marketing effort by considering search rates, regional distribution, high levels of searching habits, and seasonal conditions.

Measuring competition

Market analyzes can be challenging on a potential market. Too much competition and you will find it difficult to build traffic and compete with established players. Too little competition can mean a small market that drastically reduces how big you can expand. Many stores use paid advertising, but most rely heavily on free traffic from search engines to create a profitable business model. In this respect, the best method to measure the overall competition in a sector is to search the organically identified (that is, not announced) Websites on the first page of Google for a particular term. To order to generate a reasonable level of traffic, you must compete successfully with the sites on Google's first list, i.e., outrank.

Google's Linking

Domains ranking algorithm is heavily tied. The higher the connections a website has in the search results, the better it is. Understanding how many links lead to a website gives you an idea of how much effort (in earning and creating links to your own website) you will have to do to outstrip your rival. There are several hundred different SEO metrics, but one is especially useful when assessing the strength of a site's ranking: the number of unique domains linked to it. This statistic, also referred to as "connected root domains" or "one-way relation domains," represents the number of unique domains (e.g., independent sources) linked to a site and disregarded duplicate connections from a domain.

To understand this concept better, it is helpful to think about connections, such as personal recommendations. If your best friend comes to you and recommends a restaurant, you can keep that name in mind; If every day he gets recommendations (let's say, a total of seven recommendations) he raves about it for a week, then you are definitely going to be interested in going to that restaurant to eat. But even his fanaticism would not be nearly as intriguing as if seven different unrelated friends highly recommended the restaurant. We will have far more credibility in their opinions, as they are independent sources.

The same happens when the links to a website are evaluated. A domain that often connects to a site, but this is really a "private" recommendation, and conventional SEO metrics, such as "the total number of links," can give an imprecise picture when measuring the site strength. Alternatively, looking at the number of unique connection domains in the search results will show you how difficult it is to compete with a competitor. Google emphasizes the relation of certain realms, so you too should.

The best way to achieve this is to use an Open Web Explorer tool. Open Site Explorer developed by SEOMoz offers a set of useful SEO measurements and information. You will need to buy a paid membership for full functionality, but you can get the metric that you want—"Connection root domains" as described free of charge by the app.

You will want to look at the search results from Google for the first few pages (Google #1 and #2) and the last site rankings on the front page (Google #10). This gives you a rough idea of how much effort is needed to make this not only in #1 but clearly on the first search result page. The vast majority of searchers end up clicking the top ten results on Google so that you can understand how difficult it is to identify the domain.

Here is a simple cheat book to understand how many unique domains connect. (These are just rough guidelines, but should help you make sense of the numbers.) 0 to 50 Connect root domains: most worthwhile markets would probably be at the bottom. Many websites with high-quality content and focused marketing and SEO research should be able to acquire 50 linked domains within a year.

- Linking 50 to 250 Root Domains: This is a more realistic range for top locations in reputable niche markets. The development of a backlink profile in this field will take several years but is feasible. A competitive landscape with this profile often offers the best job-to-reward ratio for individual dropshippers, or particularly for very small teams.
- 250 + Linking Root Domains: It takes time and effort to create more than 250 unique connections if you are a highly talented marketer or SEO ninja. It isn't always an assassin—just make sure you're ready to

compete. Google does not just look at the number of links a site has when deciding on a site's rating. It also takes the essence of these relations into account. Thus a link to five Mike's Marshmallow Blog readers won't count as much as a similar link from the New York Times.

The Google metric used to measure a website's authority is called PageRank. This isn't the end of all SEO metrics, but it's a fast way to learn how important a Google page believes. As with different connection sites, you will be able to get a sense of how competitive a market is through the PageRank homepages of top-ranking sites. The best way to check PageRank is through a browser extension such as Firefox Search Status. You can also check sites manually using applications like this one.

Here's a simple way to interpret PageRank readings for a site's homepage:

- PageRank 1 to 2: A relatively small number of authority. PageRank potentially indicates a rather low market for this category's top homepages.
- PageRank 3 to 4: A much more common range for high-ranking sites in competitive niche markets; it's not inherently easy to achieve this, but not impossible. Markets in this range typically provide individual shippers with the best range of work-for-reward.
- PageRank 4 to 5: a rather high level of authority. In addition to a variety of other links, to reach this level, you will need numerous links from credible, authoritative sources.
- PageRank 6 +: The sales team and SEO have you, okay? As you will need them to thrive on a market with such pages.

Qualitative metrics to consider hard statistics, such as specific linked domains and PageRank, may aid in assessing how challenging it is for outdoor competitors. But it is also very important to examine a few qualitative factors that affect site efficiency and usability.

- Are they friendly and welcoming or old and outdated?
- Are the pages well organized and easy to navigate, or is the search box difficult to find?

- Do they provide high-quality details and detailed product lists, or do you have to crack the company's grainy images?

Now, how often would you buy from these sites? If you're blown away by the top positions of a company, it is hard to distinguish yourself, and you might want to look at another business. Nonetheless, whether there is plenty of space for change—or the opportunity we see to add value—this is a great sign.

- Site credibility and customer loyalty—Though an obsolete design and website are drastic, an online company could have a solid reputation based on years of customer care. Conversely, the most beautifully designed platform could have a common reputation for terrible customer service. It can be difficult to judge a book by its cover.
- Consult a renowned Business brand to see if a company has a history of customer complaints. You will also want to search the web to see what people say in social media, in forums and online communities. If the top competitors in quality and satisfaction are lax, a superior shop can be opened.

Important search results note.

It is important to realize that Google adapts the results you see for your location, browsing history, and other factors during the search. When analyzing a sector, we need to see clear data so that we can understand the real competitive landscape. Additionally, you need to access the search results, which your U.S. customers will see as those are the places you compete in if you live outside of the states, but plan to sell to US consumers.

There are two ways to deal with these problems:

- **Incognito Search:** If you use Chrome as a navigator, you can search the 'Incognito' app. In this mode, every custom configuration or browsing history is discarded so that you get an unbiased idea as to how the sites actually rank. You can open a browsing session in Incognito by going to 'File New Incognito Window' or by pressing 'New Incognito Window.' Other web

browsers have similar secret search modes that clear your browsing history.

- **Forcing country:** Specific results: at the end of the URL on a Google results page, you should add a small amount of text to access country-specific results if you want the results that appear in a country other than your own.

For instance, if you were in the United Kingdom, but you wanted the search results to be returned to searches in the US, you would add the "& gl= us" parameter to the end of the URL on the search results page. Likewise, you should add the "& gl= uk" end of the URL if you were in the US and wanted UK performance.

One final thing I know dropshippers are worried about is being able to answer the question, how can I be sure my niche will work? The truth is that you can't! Whilst the tips and advice of this chapter will increase your chances considerably and help you make informed decisions, it is not certain if you succeed in a company without jumping into it. We started many businesses, some of which prospered, and some failed, and we always had doubts at the beginning. This is part of the fear that starts a business and goes into the unknown. What separates entrepreneurs from mere dreamers is a desire to move forward and give it its best in spite of the uncertainty.

So, learn, research, and accumulate as much knowledge as possible. But then make the best option and continue to be given your hesitations and doubts. You're not going to start if you wait for "the perfect market" to solve all the uncertainties.

Chapter Five:

STARTING YOUR COMPANY

The fundamentals of dropshipping must be down, and you might consider starting your business. If you're serious about your new business, you'll want to consider taking the next steps before you launch. Some are mandatory from the outset, while others are a good idea, but it will save you time and issues along the way to tackle them. As with any other organization, building a productive dropshipping business need an enormous commitment and a long-term perspective. You will, unfortunately, will be disappointed if you're aiming for a six-figure income from a part-time time job in six weeks. You are much less likely to be disappointed and quit by approaching the organization with realistic expectations of the required expenditure and profitability. When starting a dropshipping business, you need to invest heavily in using one of two currencies: time or money.

Investing Time

Bootstrapping time investment and equity investment for growing your business are recommended, particularly for entrepreneurs who have done a few dropshipping businesses in the past. For many factors, you embrace this policy of investing large sums of money: you know how the enterprise works in and out, which is essential to handling others as the company grows and grows. You know your clients and the competition closely so that you can make better choices. It might be a bit more challenging, but you can certainly start with dropshipping even if you work 9-to-5 already assuming that you set the appropriate expectations of customer service and delivery times to your customers. Once you are through, you can then move into full-time cash flow and efficiency work for your business. All companies and contractors are different, but within 12 months, a

\$1,000-\$2,000 monthly revenue stream can be generated that operates between 10-15 hours a week to grow the company.

If you have the opportunity to work in your business, full time, then it is the best choice to maximize your productivity and performance. It is especially helpful to concentrate all your marketing efforts in the early days when it is important to build momentum. Based on our experience, it would usually take at least 12 months of full time to replace an average full-time salary of \$50,000 and strongly emphasize the marketing of a drop shipping company.

It might seem like an effort for a small return, but keep these two things in mind: If your shipping company is up and running, it will probably take much less time to sustain than a 40-hour job a week. Given the versatility and scalability of the dropshipping model, a lot of your investment pays off. You create more than just an income stream when you build a company—you build an asset that you can sell in the future. Ensure you take into account the value of the equity you invest and the cash flow produced in view of your real return.

Investing money

A huge sum of money can build up an investment company and extend it, but we advise against it. We tried both approaches to grow a company (bootstrapping it against outsourcing it ourselves) and had the biggest success in the trenches. In the early stages, it is important that someone invests heavily in the progress of building the business from the ground up. You are at the mercy of expensive programmers, developers, and advertisers, who easily consume any profits you produce, without understanding how your business operates at every point. You don't have to do it all yourself, but we strongly recommend that you be the main driving force at the start of your business.

Yet, to start and run your business, you will need a small cash buffer in the \$1,000 range. For minor operating costs (such as web hosting and

suppliers), this is sufficient, and any fees for incorporation that we address below can be charged.

Note: The information on the company structure and EIN (employer identification number) are unique to U.S. companies and will not apply for other countries. See the notes at the end of this chapter for information on the integration of a US-based company from outside the United States.

You'll want to set up a legitimate business entity when you take your company seriously. We are not attorneys, and we do not have legal advice, but we can send you an overview of three commonly employed business structures: ownership alone, but it does not cover personal liability. This is the simplest business structure to enforce. Therefore, your personal assets may also be at risk if your company-issued. The criteria for reporting are limited, and you simply report the income of your business on your personal taxes. No other federal or state-owned company filings are required.

Limited Liability Company (LLC) — The LLC offers greater security of your personal assets through the formation of your company of a separate legal entity. While the defense of liability is not stupid, it offers more protection than single ownership. You may have to meet additional filing requirements and incur both incorporation and continuing fees.

C – Corporation – Most major corporations are designed to provide the highest level of liability protection when properly carried out as C-corporations. These may be more difficult to implement and are subject to double taxation since sales are not transferred directly to shareholders.

So, what form to choose from? Also, we are not lawyers and urge you to talk to someone before you take any incorporation decisions. Many small companies prefer to go with either a single company or an LLC. We also used an LLC for all our dropshipping companies, as we agree that it offers the best insurance with regard to liability protection, the versatility of personal financing, and costs.

Requesting an EIN Number

The IRS requires every organization to have an EIN, which is the Social Security Number for your company. You need this number to file your taxes, apply for wholesale accounts, open a bank account, and do a lot about your business. Luckily, obtaining an EIN code is easy and free. You can conveniently request an EIN number online.

Get your finances in order

A common mistake is made by businessmen, who put their personal and business finance together when starting a company. It causes confusion, complicates accounting, can contribute to the personal perception of client responsibility, and is a great red flag for the IRS should you ever be audited. You will want to keep your business and personal finances as apart as possible. The best way to do this is to access the company's new accounts. You will want to open a new one: Business checking account—the entire finances of your business should be handled from a primary checking account. It should deposit and deduct all costs in favor of all business revenue.

This will make accounting simpler and safer.

- PayPal Account—Your business will want to have a separate account if you want to authorize PayPal (which you certainly do).
- Credit Card—You should have a business credit card that is used only to buy companies and stock exchanges. If you buy a lot of items from retailers, you can rack up some serious rewards with the right rewards cards. We find the best travel rewards plan for Capital One and Fidelity Visa / American Express has the best cash-back scheme for the deal.

You will only have to collect sales tax if both are true: the State in which you operate from the sales tax AND An order is made by someone living in your country for all orders placed by residents of other states—even if they enforce their own sales tax—they won't have to pay any fee. There is a good chance that these regulations will be changed over the coming years, but for now, the tax legislation is highly favorable for small online retailers.

If your state imposes a sales tax, be prepared to collect a small number of orders from the customers in your home country. You will need to contact the Commerce Department in your state to find out how often you need to apply the tax that you collect to register as a retailer. Many cities and towns allow companies to obtain a business license that needs to be renewed on a regular basis. For dropshipping companies, this requirement may differ, but many of them are likely to come from home offices. You will want to review local laws and regulations in order to see what is required.

Incorporating

Outside the United States, Dropshippers and US consumers can be difficult as international retailers can incorporate a business within the United States. The trader must fly in the United States to complete the necessary paperwork, have a trustful business partner in the United States who can operate on his behalf, or hire an agency to set up something. You can get started with the following resources, but before making a decision, we strongly recommend consulting a legal professional.

As the world's largest physical trading network, eBay is a well-known website for most people. Some reason you could consider—or stop shipping on eBay: the eBay Easy to Get Started Pros of Selling—With eBay, you can dive quickly into your wholesale items and start to list them. Create an account, add a list, and you're in business.

- **Connection to a large audience**—You have a connection to the many online customers who visit the auction giant on the eBay list. Millions of people will see your listings, and a fairly robust and competitive competition will help to ensure a reasonable price of your items.
- **Less Advertising**—Because, the major site of eBay, can be piggyback, you need not care about advertising, SEO or traffic payments. It saves you time because the promotion of a dropshipping business is one of the biggest challenges.
- **The main disadvantage of eBay Listing Fees**—eBay is the fees you'll need to pay. The most impressive is the performance bonus, which can be up to 10% or more of the selling prices of your items. This

will consume a large share of your income in the dropshipping market where the margins are already relatively small.

- Constant auditing and re-listing-eBay is an auction format marketplace, so you need to monitor and re-list items you want to sell constantly. Most tools make this process simpler, but listing a static product on your own eCommerce website is not yet so easy.
- Can't customize your sales platform — It is difficult to create a professional value-added page of your products to suit eBay templates.
- No long-term consumer connection—You may have a few repeat customers on eBay, but most of them can never buy from you again. The goodwill you earn from excellent service is probably lost. The marketplace system is built to serve itself. You don't want to focus on the merchants, and you just want to concentrate on the goods. You'll be extremely limited about how you communicate with clients, how you advertise yourself, how you design your store, etc.
- You're not building an asset—you build a real value company that you can sell to someone else when you create a shop with customers and customers. You do not create a permanent mark or web property with any tangible value that you can sell on eBay in the future.

Dropshipping on Amazon

Though Amazon shops and sells some goods, many of the products listed are actually sold to third-party retailers through the Amazon marketplace. Unlike eBay, Amazon works to make it easier to sell and solve problems. The benefits of selling on Amazon are similar to those of eBay: you have immediate access to a wide audience, and you don't have to worry about advertising or SEO. Amazon also provides its own fulfillment warehouses (Amazon Fulfillment), which allow you to add your own goods to your

items delivered without dealing with packaging, shipping, and warehousing activities.

- The disadvantages of the Amazon listing fee—As with eBay, you have to pay fairly large commission charges for accessing this large buyers ' network. The commission rates for Amazon differ according to product type but usually range between 10 and 15%. In addition, a large part of your income is taken from your work with relatively small dropshipping margins.
- Access to sales data— One risk that you take from the Amazon website is that Amazon will be able to see all the sales information from the products that well sell to the total sales. Amazon has been accused of making use of this data in order to find big selling opportunities and to boost its own position in the market.
- No long-term relationship with consumers—Just like eBay, you are doubtful that you can build long-lasting customer relationships. Amazon exists to help itself, and there is the best interest in focusing on the goods and not the sellers. Be prepared to limit yourself to branding strictly, showing goods, and engaging with your clients.
- No customization—like eBay, you will be very close in terms of configuration. All you do is branding, UI, marketing, and everything else under Amazon's control. The alternative to selling products on third-party sites like Amazon and eBay is to set up your own online store. This is the most important method for building a successful dropshipping service.

You can build a shopping experience with your own online store to sell your goods and, above all, add value to your customers. The benefits of more capacity at your own store. You can personalize the look and feel and create customized, personalized product pages to let your customers know about the best products.

Simple Design

Your own e-shop is easy to build, particularly with platforms such as Shopify. Just select a store template from hundreds of choices, customize your items, add your items, hook up a payment gateway, and run. Depending on the type of online shop you're looking for, you can run and run in one day.

App Ready

It can be an app hassle to sell on eBay and Amazon. If you choose to build your online shop with a well-respected e-commerce company, your site will likely be open, which makes your iPad or mobile phone look good. This is increasingly important in today's world because nearly 30% of online purchases are made via mobile phones that create a true brand—you can develop a long-standing business with a distinctive presence, professional experience, and repeat customers. Most importantly, you must create an equity fund. It is much easier to sell a company built around a separate website. The drawbacks of selling on your own store—you can generate traffic using your own website through marketing, SEO, and paid advertising. More costs are involved—whether you invest in money or time—and you have to be prepared to invest in a long-term campaign to promote your new store.

Chapter Six:

RUNNING A DROPSHIPPING COMPANY

You can save weeks of wasted time and frustration by knowing in this chapter if you have never run a dropshipping company. Many of these comprehensive theories are based on two fundamental principles:

1. Also, recognize that the ease of messy-dropshipping comes at a price, and the presence of an unknown third party in each transaction often complicates matters. From failed orders to outsourced products, distribution issues will have to be dealt with. If you look at this in advance, you are less likely to throw the towel because of frustration.
2. Take KISS mentality — Keep it simple and short, with the KISS mentality —this will do you well with the dropshipping model. Due to the inherent difficulty of multiple suppliers and shipments from different sites, etc., it is easy to believe that you need a system to manage your costs and inventory accurately. But if you try, you would probably be nuts, spend thousands on custom production and never start a store. Taking emphasis on the easiest solutions to implement, even if they are not "complete," is usually the best option—especially when you start. In view of these two principles, let's explore how to organize the business operationally to make things work as smoothly as possible. When suppliers place an order, even major suppliers make mistakes, and you may have mistaken in delivery from time to time. And what will you do if your supplier sends the wrong item or nothing?

- Own the error-You should under no circumstances, blame your dropshipper for the mistake. It just makes you feel lost and like a novice. The consumer has no idea that there is even a drop shipper. Instead, you must own, apologize, and let the customer know what you are doing to resolve the problem.
- Make it up to them—you may want to proactively give the customer a mistake, depending on the error level. This might be a refund (our personal favorite) of the shipping fee or an upgrade if the consumer needs a new item delivered. You might have to take charge of the mistake, but that doesn't mean you have to pay for it! Any supplier responsible would pay to fix their own mistakes, such as recharging return products for shipping costs. But it will probably not pay for freebies or updates that you have provided to the client. We must be viewed as public relations and brand construction costs. Even the best suppliers sometimes make mistakes, so pay especially close attention to a supplier who usually botches and does not execute the orders correctly. If you can (unlikely) change the manufacturer, your reputation will suffer. If so, you should probably start searching for another supplier. The majority of established horsepower companies agree that the management of inventory status through multiple suppliers is the biggest challenge for a horsepower company. Do this poorly, and you constantly inform customers that your order is out of stock—not an excellent way to re-attract loyal company fans.
- Proper inventory management—and limitation of the number of stock items you offer –by your vendors is a complex process. Web-based services can help with stock syncs, such as Ordoro and eCommHub. This is a great option because providers have real-time data streams, but providers do not always have it. The following are some of the best stock management strategies that should help dramatically reduce the number of production stocks you sell: multiple distributors—access to multiple suppliers can be a huge advantage. Why? Why? For what? What? The best way to

improve the order execution ratio is to have many providers with different inventories.

When supplier A has no products in stock, instead, supplier B has a good chance. In addition, the product is risky, depending on a single supplier as the only source. You will jeopardize the future of your business if you decide not to work with what is available, raise prices, or leave the company. You can always find two vendors who offer the same product, but both will generally store the best-selling products as they work in the same market or sector, which is what concerns you most.

- Choose your goods wisely— Try on selling mostly products which you know from both suppliers. In this way, you have two possible fulfillment options.
- Use Generics for Your Advantage—Even if they do not contain exactly the same object, two providers will carry almost identical interchangeable items. It refers in particular to smaller attachments and add-ons. When two goods can be proven to be almost identical, please write a generic product description that will allow you to fulfill the order of either supplier. List the model numbers of the two suppliers in the area of the model. Then, you can forward the order invoice without any modifications to either supplier. A word of warning: you must exercise some judgment in this area. - the market will have famous brands (such as Nike, Bose) and you should NEVER replace them.
- Check item availability—Just because a dropshipper list an item on its website does not mean it carries the item on a regular basis. It is a good idea to talk to your sales agent about the price of the products you consider selling. Are these stuffs 90% or more of the time in stock? Or does the dropshipper keep a few in touch and often find it difficult to reorder the sample of the supplier? You're going to want to stop storing these kinds of goods.

- Dealing with Out - of-Stock Order-You must eventually fight with your order, despite your best planning. You can not carry out your order. Enable a free upgrade to a similar product, rather than telling the customer that the item is out of stock. The customer is really satisfied, and you can maintain a relationship with the customer. You can't make money on order, and that's all right. Nor would you have made any money if your client had the order canceled.

The advantages we discussed here are numerous suppliers: it increases the likelihood of goods being on stock, provides regional flexibility for faster delivery times, and prevents you from relying on just one source to supply your products. But, how do you know which supplier you want to choose, with several choices for ordering?

There are several approaches to be considered: route all orders to a chosen supplier—If you have one of the best suppliers with which you can operate (superior service, great selection, etc.), you can easily forward all orders to that supplier by default. This is particularly simple to implement as you can simply add your supplier's email address as a receiver for all new order confirmations and automate the entire process. If you use this tool, your chosen manufacturer will likely process most of the goods you sell.

Otherwise, you will often have to deal with calls for re-routing that it can't do.

- Location-based route orders — If you use multiple providers to supply the majority of your products, you can quickly forward the order to the supplier nearest to your client. This not only accelerates distribution to your client but also saves on shipping costs.
- Availability-based route orders—When you store a large inventory of products spread through multiple suppliers, you may have to ship each order on which the shipper stocks the item. If you do so manually, but you can automate it with a service such as eCommHub (www.ecommhub.com) if your providers supply the data feeds.

- Price-based route orders—It sounds great in theory, but it can be hard to decide which supplier is the cheapest if a supplier has a much better price. Any automated solution will take into account future cost savings, real-time shipping rates, and supplier costs. Therefore, while not impossible, a detailed automated system can be difficult to implement. Note: The suppliers should compete against each other to achieve the best possible price as the business grows, even when your orders are not completed at a price. Consider not too early—if you're looking for opportunities to be handled as a newbie, the vendors would possibly be frustrating.

All four strategies have been attempted, and no "correct" way of doing that has been found. It depends on your company, your suppliers, and your personal preferences. Security and Fraud Storing Credit Card Numbers Store your customers ' credit card details to make re-ordering simple and can increase sales. Nonetheless, if you run your own website, security problems and liability are generally not worth it. To keep your credit card details, you need to abide by all sorts of PCI (Payment Card Industry) compliance regulations and security audits. This is an expensive and complex operation, in particular for non-technical traders. And you may be liable for the contents of your wallet if your account is compromised or broken.

The best solution is not to store the customers ' credit card data. Focus your efforts on marketing and customer service rather than security audits. Thankfully, you won't have to worry about any of that if you use a host platform like Shopify. However, if you are using a self-hosted cart, ensure that your settings panel disables the "store card information" function.

Handling fraudulent orders

The likelihood of fraudulent orders can start to be frightening, but with some common sense and caution, you can prevent the vast majority of losses due to fraud. The AVS or Address Verification System is the most popular and widely used method for preventing fraud. Once the AVS feature is disabled, customers must enter their credit card addresses in their

file to authorize the transaction. This helps prevent thieves from successfully transacting electronically with just the raw number of the credit card. Fraud is rare for orders that follow the AVS requirement and are sent to the customer's billing addresses.

When the billing and distribution addresses differ, the vast majority of fraudulent eCommerce orders emerge. In such cases, a thief shall enter the card owner's address as the address of the billing and enter a separate shipping address. Sadly, if you do not permit customers to send addresses other than the billing address, you will miss a lot of legitimate orders. But you are in danger of fraudulent requests, for which you will have to pay by accepting them. The credit card company shall make you pay the bill when you give an order to an address other than that of the cardholder in the event of fraud.

Thankfully, fraudsters tend to follow patterns that make it easier to detect illegal orders before ships. These are not individual signs that allow you to flag a fraudulent order, but if you see 2 or 3 of them, you can investigate: Similar charges and shipping-again, more than 95% of all fraudulent orders are charged and delivered differently.

- Different names—Different names might be a red flag for billing and shipping address fraudulent orders.
- Extraordinary e-mail addresses—Many people have e-mail addresses, which include some of their names to connect the aspect of the e-mail address to the company name. Though, if you can see an address such as dfssdfsdf@gmail.com, it is a fake address and a sign of fraud; it is a good chance.
- Expedited shipping—Because they charge everything on another's account, often the quickest and expensive form of distribution is preferred by fraudsters. It also reduces the time required for the object to be collected before shipping.

If you encounter an order you think is fraudulent, simply pick up your phone. Fraudsters hardly ever place an order for their actual number. You will typically have a 30-second chat with someone to explain everything if the order is valid. If not, you will obtain a dead number or someone who has no idea that a 25-foot-boat will be shipped overnight. At that point, you should cancel the order and make a refund in order to avoid charges or problems.

If a customer calls a bank or credit card company to challenge a fee that you make, you will obtain a "chargeback." The payment processor will automatically deduct the disputed fee from your account and ask you to confirm that the goods or services have been shipped to your client. If you cannot provide proof, you lose the balance and get a \$25 chargeback processing fee. When you receive too many refunds in comparison to the number of orders you manage, you could even lose your vendor account.

Fraud is usually the biggest cause of repayment but also because customers have not remembered your company, forgotten the transaction, or just didn't like the product that they have. We saw all of this. You often only have a few days to answer when you get a bill, so you need to act fast! To order to get your money back, you will have to provide original order documents, monitor the shipping information, and potentially a wholesale packaging slip showing which goods you ordered and delivered. If the contested payment is a valid purchase, you have a fair chance to recover the funds until no false statements or obligations are made during the transaction.

Sadly, you won't be almost sure if the chargeback has to do with an order for specific billing addresses and shipping addresses. Most processors would pay you only for fraudulent orders sent to the address of on-card payment. We don't even bother to answer these charges in our businesses, because we know that it's a waste of time. You will want to make sure you know and appreciate how all the vendors treat returns before you develop your own return policy. You can afford to be generous in terms of if you have a flexible return period of 45 days. Strict return policy from only one manufacturer will cause you to reassess the terms you can afford.

When a consumer needs to return an item, the procedure will look like that: the customer contacts you to ask you for the return. You ask your supplier for an RMA (Return Merchandise Authorization) number. The customer returns your product to the supplier and indicates the RMA at the address of the supplier.

The Following Factors Complicate Returns.

Restocking fees.

The majority of suppliers may charge a restocking fee, which is a surcharge for the return of an item. We strongly advise the supplier not to be part of your return policy, even when charging these fees. They look outdated and welcoming to the consumer. Although you may have to pay a fee here and there, there are likely to be additional customers who want to do business with you.

Faulty stuff

The only thing worse than having a faulty item is to pay extra postage to return! Many stores with faulty goods will not pay return postage. They have not produced the model in their minds to protect them from being responsible for defects. I personally see it as a marketing opportunity for retail items. Nonetheless, if you are interested in building a trustworthy business, ALWAYS will refund the return delivery fees for faulty products to your customers. Once, this is a charge you can't pass to anyone, but it's part of the cost of operating a professional shipping company. Printing a prepaid shipping label for customers can be challenging unless you have a UPS or FedEx account, so you may need to pay return shipping to refund them out of pocket expenses. You should definitely repay them anyway, but you do so.

If the faulty item is relatively cheap, it often makes sense to ship the consumer only with a new product without asking them to return the old product. Compared to returning an old item, it has several benefits, including being economical, so that it makes no sense to pay 10 dollars to return an item that cost the wholesaler just 12 dollars. You will earn a net

credit of 2, \$but the consumer, supplier, and employees will not benefit from this issue.

- **Blown Away** – How often do companies send a new product without returning an existing product? Fast never! Easy never! You'll score big points, and you can make a lifetime customer. The new product will be purchased much quicker by the consumer than if the old product had to be returned to the store before the new product could be delivered.
- **Your Provider can pay for shipping** – Providers do not repay shipping back on a defective product, but most will pay to replace the consumer. Since they will pay for the return shipping, most suppliers would talk for the supply of a replacement product that you only purchase separately. In addition, many are in a position to endure the problem of return delivery.
- If a consumer chooses to return a non-default product for a refund, most companies may expect the buyer to pay for the return freight. This is a fairly reasonable solution. You will certainly stand out if you're able, and businesses like Zappos have made it part of their unique business model, to offer free returns on everything. But it can be costly, and most buyers accept that the shipping costs of the refund should not be coughed up merely because they bought a product that they ultimately did not want.

Shipping problems

For merchant dropshippers, estimating shipping rates could be a huge mess. With so many different shipping products from various locations, the precise calculation of shipping rates is difficult for orders. You can use three kinds of shipping rates: real-time pricing—this way, the shopping cart uses the collective weight of all purchased items and the destination to get an actual quote in real-time. This is very accurate, but for several warehouse shipments, it is difficult to calculate.

- **Tariffs by type**– You can set flat shipping rates depending on the type of product you order. All small widgets are delivered at a flat rate of \$5 while all large widgets are shipped with \$10.
- **Flat-rate Shipping**- As the name implies, you will charge one flat rate for all shipments regardless of type. On all orders, free delivery could even be granted. This solution is the simplest to include, but less accurate than the real shipping costs.

In shipping, it is important to adhere to the fundamental principles of dropshipping that we stated at the beginning of this chapter. In particular, we would like to find a solution that emphasizes simplicity over perfection, particularly when we are just starting. Most retailers spend days or weeks attempting to configure automatic transportation rules for a store that has yet to be sold correctly. Rather, they should focus on other concerns such as marketing and customer service, and rapidly adopt a shipping plan that is global. They can then invest in a more accurate system as they begin to grow. That method will often boost the estimation of an average shipping cost and make it your overall flat rate. You're likely to lose money in some orders, but return it to others.

Even if you could implement a system that transferred additional shipping costs based on the supplier's position, would you really want to? Many consumers are subject to unreasonable shipping charges, particularly if they believe that their order comes from one place. Seek instead to restrict multiple shipments by choosing and using the overlapping inventory of providers. This is a much more practical and simple long-term solution.

International shipping has become quicker, but domestic shipping is still not so fast. If you are shipping overseas then you have to consider and/or deal with: varying weight and length requirements for different countries Extra charges for international order processing from suppliers Extra costs for the settlement of complicated orders as a result of higher freight charges Excessive shipping costs for large and/or heavy products Is it worth the trouble? This depends on the demand and the profits you gain.

If you sell small items with higher margins, the expanded market can help you to deal with the trouble and cost of offering international shipments.

The additional benefit is not worth the cost and discomfort for others—especially traders who sell larger or heavier products. Choose a carrier to choose the best carrier because it can save you a lot of money. The biggest decision you have to make between UPS / FedEx and the United States in the United States. Email service. Email service.

- UPS / FedEx—These privately run giants are excellent to ship large, heavy packages domestically. Our prices for large shipments will be considerably lower than those paid by the USPS.
- U.S. Postal Service—If you are shipping tiny, lightweight items, you can not exceed the rates charged by USPS. After dropshipping prices, the lowest UPS delivery price will probably be around \$10, while you can also ship products for \$5 or less through the post office. The post office is usually a better option for sending foreign shipments, particularly smaller ones.

When establishing your shipping options ("Within five days" or "Within three days," try categorizing them by shipping time because that allows you to choose the carrier that is most affordable for each order and delivery time. Take it from us: it's NOT convenient to handle all of your customer emails, requests, and returns in an Excel spreadsheet. As large as Excel is, customer support is not designed to meet these criteria. Likewise, as the company and the team grow, handling aid with a single e-mail address often breaks down and leads to problems and service gaps.

Implementing a help desk is one of the best things you can do to ensure quality service for your customers. Help desk software comes in a number of ways, but they all provide a single platform to handle your contacts and customer support issues. Many offices encourage team members to assign problems and maintain contact history between all related parties.

- **Help Scout**— Help Scout handles each thing like an email and eliminates all the typical ticket information that consumers see with requests for help, which is less cluttered than any other desk. Instead, service tickets function as regular emails to customers, providing a more personalized experience.

- **Zendesk**– Zendesk provides a number of tools and integrations that are highly customizable, powerful, and one of the most popular support centers. It takes some adjustment, but it is very powerful once it is adjusted to your business.

Desk–Backed by the well-known Salesforce, Desk's Virtual Inbox enables you to communicate on multiple platforms with your customers from a seamless platform.

Kayako–Kayako provides an all-in platform that incorporates traditional ticket service with digital live chat, telephone calls, and remote problem management.

It can be a tough decision to decide whether to provide telephone support. It is obviously a great way to provide support in real-time, but it is one of the costliest support methods. When you bootstrap a business from 9 to 5, calls cannot be treated. Nonetheless, if you work in your company full-time—or if you have an employee who can—this could be a viable option. You will always be able to get your telephone number to voicemail and respond to customer calls later if you cannot staff the phone all day long. This solution is not optimal, but a successful balance can be achieved.

While thinking about how to provide telephone support, consider the type of products that you are going to offer. If you're a diamond shop selling \$1000 to \$5000 in jewelry, many customers won't be comfortable placing a big order without talking to a real person. Nevertheless, if you sell products between \$25 and \$50, most visitors would feel comfortable purchasing without telephone support, if you have created a professional website rich in detail.

You can find creative ways to do this when you plan to provide telephone support. When a big 800 number appears on the top of each list, low-value telephone calls cost more than they are worth helping. Instead, consider adding your number to other strategic points, such as contact us and the pages for the shopping cart, where the visitor is likely to buy. Regardless of how you plan to deal with sales queries, you should always be prepared to call customers to address any post-sales problems. There is nothing wrong with carefully determining the best ways to support people who have

bought from you, but you should never refuse to support them on the phone. The following services help you to build a free telephone number and sales line:

Grasshopper– Grasshopper provides telephone services for small businesses. A toll-free number, unlimited extensions, call forwarding, and voicemail is available at a reasonable monthly fee (approximately 25).

RingCentral– RingCentral is a VoIP of 800 numbers, and we have used it in the past with mixed results. The flexible architecture allows you to create personalized routing rules and extensions. For Mac users, we recommend that you search for another company when buying a VoIP phone, as the OS X phone software from RingCentral is insecure and unreliable. We have covered a host of material to date from the concepts of dropshipping to the complexities of finding a niche and running the business.

Chapter Seven:

THE KEY ELEMENTS OF ACHIEVING SUCCESS IN DROPSHIPPING

You should now have the foundations to start researching and start your own dropshipping company with confidence. It's easy to distract yourself by learning so much and losing track of what is really important. This is why we have assembled that list of the main performance elements. These are the main "must-do" acts that will make or break your new business. If you can successfully implement this, you can get a lot more wrong and still have a significant chance of success.

1. Add value

The most important performance factor is a robust strategy to add value to your customers. This is vital for all businesses, but much more so in the dropshipping world, where you will clash with thousands of other 'me' shops carrying similar products. You will easily believe that you sell a product to consumers with dropshipping. But successful small merchants understand that they not only sell experiences, information, and solutions to services they deliver. You think you are an e-commerce dealer, but you're also in the information market.

So how do you add value and solve problems for your customers? If you are uncertain, read the previous chapters again, which addresses the subject in depth. You may want to consider choosing another market if you struggle to answer this question for a certain niche. If knowledge and feedback on quality can not add value, then the price is the only thing you can compete on. Although this is a successful Walmart strategy, it will not help you to build a profitable shipping company with a decrease.

2. Marketing emphasis and SEO

The ability to drive traffic in seconds to add value as a key success factor. The #1 problem and annoyance of modern eCommerce retailers is their website's lack of traffic. For months too many merchants have slaved on the ideal platform only to send it into a world where there is no idea. Marketing and driving are essential for your business success and are hard to outsource, especially if you have a small budget and bootstrap your company. You must take a personal initiative to develop your own SEO, advertisement, marketing, and guest blogging skills.

This is particularly important in the first 6 to 12 months when no one knows who you are. For at least 4 to 6 months after your launch, you have to spend at least 75% of your time on ads, SEOs, and traffic generation—that's right, 4 to 6 months! Once you have formed a strong marketing platform, you can take a step back and think about the effort you are making. Nevertheless, ads cannot be overemphasized early on.

- You can start with these resources and blogs if you are not yet a marketing or SEO expert: SEOMoz— one of the most popular online SEO communities. Your SEO guide is a great resource for beginners.
- SeachEngineLand— The SEO blog is very popular, and every day there are dozens of new posts.
- SEOBook— This is a popular SEO blog for SEO experts and home for a private paying group.
- Distilled—This marketing and SEO business has a first-class blog and several high-quality trainings and guides, several free of charge.
- Marketing Resources: Hubspot Blog Tips on everything from improving e-mail traffic to social media tips. High-level marketing and community building tip Seth Godin's Blog-Strong. Burst Free Brand Images-High-quality product images for famous hijackers.
- QuickSprout—A blog mainly dedicated to marketing, SEO, and traffic generation by renowned entrepreneur Neil Patel
- KissMetrics Blog—Extended marketing posts that concentrate on research, usability, and conversion.

- SparringMind-How to use behavioral psychology to help clients manage the company and sell it.
- CopyBlogger-marketing material tips with a focus on good copywriting.
- Mixergy apps and online field interviews with active businesspeople. Not only ads but many useful tools for young entrepreneurs such as advertisement and early-stage counseling.
- EcommerceFuel-Tips on how a successful eCommerce entrepreneur can locate, expand, and trade online stores. Specially written for each shop owner and smaller shops.

3. Specialize! Specialize! Specialize! Specialize!

Almost every famous shop we find has one thing in common: it is specialized in a specific product or niche. The more specialized the stores are, the more popular they are. You just don't want to sell the bags. You look to sell backpacks for people all over the world who are fascinated with lightweight gear. You don't just want to sell security devices for the video. I want to concentrate on security systems for gas stations. Many people believe that raising their focus will reduce their potential customer base and cost sales. Exactly the contrary is true!

Specializing enables you to communicate more effectively with your customers, stand out from the competition, and compete with a smaller field. It is rarely a bad step to specialize in a dropshipping service. You probably don't know which consumer group you can concentrate on when you open a shop in a new niche—and that's OK. But you can recognize the most lucrative section that allows you to add the highest value, as you experience your customers. Seek to focus the business exclusively on customers needs and concerns. You will be surprised at the high conversion rates even if you charge a premium price.

Remember: Nobody is if everyone is your client. Specialization makes it easier to differentiate, claim premium prices, and focus the marketing efforts more effectively.

4.Starting a dropshipping business is like starting another value

It requires a large amount of investment and dedication over time. Yet some people believe that they create a passive six-figure income with a drop-out after a few months of part-time work. It just doesn't work that way. It is also important to remember that the first few months are the most difficult. You will deal with complaints, get into issues with your website, and potentially have a website launch that will produce zero sales. Understand that it's normal! Rome was not built in one day, and no effective dropshipping companies were built. When you plan emotionally for a rough beginning and don't expect to become rich overnight, the business will stick with it much more often until it is successful.

5.The Internet has always been a fairly transparent place, but the recent rise of social services.

GETTING YOUR OWN DROPSHIPPING BUSINESS OFF THE GROUND.

It's easier than you think to start your own dropshipping business and has some great benefits—you don't have the solution for anyone but yourself, and it's satisfying for the effort you put in. Sadly, most people think of one or more of these three things when it comes to starting their own company on-line.

- I don't have time to run a business, and I don't have the money to run this business. You don't take a lot of time; the time you spend most is setting up your online store. Once you know how to do that, you can set up a fully functioning e-commerce shop in less than a day. You don't need big money because you have no stock to purchase or heavy overheads to pay. You just need money for creating a website, managing domain names, etc. and, if you go shopping, you can make great deals on them. Alright, you need a little skill, but it's not difficult to get through.
- Hosting companies offer packages with a domain name and a web site creator with full instructions. You no longer have to be a computer programmer or coder, and you can even get the website for free by using WordPress if you pick things to create a blog around. One thing you need to start your new business is to have an

online store. You can't sell your goods online without the use of an online store. The online store is how the customers see where their goods are bought; they don't see what goes on behind the scenes, and they don't know much about it either. An online store should be simple for your customers and visually friendly and welcoming. In times gone by, coding was the only way to construct a website. There are definitely other options while you may still use the coding for creating a website and making it completely your own. The process is nowadays all but automated, and these are the steps you will take to set up a WordPress website (WordPress is one of the easiest to start from).

- Get your domain name and set up your hosting kit. A domain name is how you and the website that you worked so hard find potential users. Because the Internet is based on IP and not domain names, a domain name program must be used to translate the domain name into IP for each web server. A strong domain name makes it much more available to your customers. For example, the domain name in the www URL is "WordPress.com." WordCom.com. "WordPress" is the domain name dominant and the extension".com."

Numerous extensions include:.com for businesses,.org for organizations,.mobi for websites for mobile devices,.net for companies and organizations alike, and.me for private projects. If you want a domain solely linked to the United States,.us is available, and.ca is open to Canadians. While you can get free hosting and a low-level domain name, you can't end the problems. The best way to get your website listed on the search engines is to select the right domain name and hosting package. In terms of the domain name, you must keep in mind: the name must be important to your business.

- The name has to be kept simple and short
- The name has to be the one you know
- The name has to look professional— most hosting services check the domain name availability for you. The best extension for an organizationis.com.

This is one of the most common extensions and is also more costly to register. Nonetheless, if your company is marketed by word of mouth, most people probably typed in if they knew only your company name. Another alternative is to use a cheaper version such as as.net and have the name of your domain flow so that it forms part of your name, such as shopforyourpet.net. Rhyme and flow make the extension part of the name as consumers share their goods with friends. Often reporting more than one extension of your company is a good idea. For example, you might also consider

registering www.awesomeshirts.net and www.awesomeshirts.info if your website is awesomeshirts.com so that the contest cannot compete on coattails with the same domain name and extension.

Because a domain name is not costly, it never hurts to play safe, particularly as your company grows. If you do, you can buy and park your property. This means your property, but it includes no content to shield it from the use of anyone else. It is also a good idea to do this if the domain you choose includes a popularly misunderstood term. When you have your domain name, you need to pick a suitable WebHost. The domain name is simply a sign that leads users to the server on which the website is stored. This server must be capable of running as the website requires. This is the costliest way to start your own business with dropshipping, but you will not have to spend your wealth digging around, and you will find some good deals, but use these parameters.

- Review user

Reviews and look at review sites that are independent of the host you consider. See their customer service feedback to find out what you need to know. Make sure they have fast servers in the country or countries where your website is for them. You can now start the next move by building a domain name and a good hosting kit: installing WordPress. WordPress is far the easiest platform for building your website, removing all the coding, and enabling you to concentrate on the content of your website. WordPress is a popular website for a wide range of people, including authors, news shops, Fortune 500 companies, and even famous people. WordPress is free and can be used from a forum to a directory for almost any type of site as well as a voucher site, work

page, booking system, help desk, classified announcements, and, obviously, an online store.

- Opting for WordPress as a platform, by adding to its existing APIs, you can create your own framework and implement user management and security features. This will allow you to create a special site for your customers, easy to install, and easy to use.
- As I said, your host will run CPanel or DirectAdmin—cPanel is the most popular and simple to use. Part of the reason cPanel is more common is that it divides features into groups so that individual features can be easily identified. Many features and plugins than DirectAdmin are available in CPanel, which gives you much flexibility about how you set up your website.
- You sign up for your account, you will receive an email with full instructions on how to install WordPress—DirectAdmin, you must click on "Upgrade software installer" button, while in cPanel, the link would say, "Install WordPress with a click." One of the best parts of WordPress is that you can customize the basic framework according to your needs. You will choose and install a theme to make your website look good and meet potential clients. A theme is nothing more than a template on WordPress, and a variety of different ones can be found—some premium, some commercial. Although there are thousands of thematic choices, you don't just want to select the first one that you see you want and assume it's working for your business. You will consider a few issues before making a final decision on the subject you will use.
- Simplicity—You probably won't want to create a theme with many colors, complex designs, and flashy animations. While these would be effective for some websites, a website that seeks to sell should keep products simple and clean so that the products are the star rather than the background of the website.
- Responsibility—A flexible theme adapts its design to various sizes and devices in the frame. As a lot of web traffic comes from

smartphones and other portable devices, a subject that addresses a big advantage and makes it easier for your customers to navigate. If your topic does not respond, consumers can lose their sensitivity to other web stores. The topic you chose should also be relevant to, or not at least, the product you are selling. When you sell snowshoes, for example, you don't use a beach theme, while a theme that is all in blues or greens would be ideal to sell items. Choose your theme and customize it to suit your personal needs. These are the main things that you want to alter to make the topic genuinely personal.

- Change the logo into your original logo—this is where the tracking code that is given to you will be pasted if you choose to use Google Analytics-side panels and sliders—you'll want to customize the theme for content in Google Analytics.

Installing an e-commerce plugin for WordPress does not include a website but allows for plug-ins. Choose a good eCommerce app WooCommerce is one of the best and the simplest, but you need to install and activate a compatible theme. You will customize your plugin with fundamental details such as currency, shipping costs, etc. Configure anything you need to alter but pay particular attention to the following.

Pages

It is important to guide your customers to the information they are looking for. There are eight sites to ensure that your web store supports optimal customer navigation. Welcome: The welcome page is used to welcome customers to your store and share relevant or useful information that the customer thinks the customer will provide for them. About us: The page about us is used to give potential customers the information they want to know and persuade them to shop with you instead of someone else. This page should be personal and informative. It is not enough to say that you are the best in what you offer; you should show that.

- Contact Us: The Contact Us page offers customers the opportunity to contact you for input or questions. The page may include a contact form and an e-mail address if you want to email from your

e-mail account instead of filling in the form. It is also helpful if you have a telephone number to add it to this list and the hours you can run.

- **New Product:** a new product page allows your clients to access your new products and inspire businesses to repeat. Customers may come to your website to see what new products you are selling.
- **Top Products:** Customers buy top products most often. You want to add items on this page that attract new customers and have good ratings that encourage customers to come and purchase more.
- **Promotions:** Used to inform customers of all deals you deliver.
- **Privacy Policy:** This is a legal document that informs your customers of how you use the personal information of your business.
- **Terms and Conditions:** This is a legal arrangement to control the relationship between you and your customers. This includes payment terms, shipping conditions, and any other relevant information.

You can also add additional custom pages that you feel are suitable for your website and improve consumer usability, such as pages for facts or news items related to your company. Ensure that all pages are configured correctly—if any are missing or if they don't work properly.

o Taxes

This will depend on your country of origin, but most will make it clear which tax will be levied if applicable. Make sure that the plug-in is activated to display taxes at check-out.

o Payment Settings

It is nice to get clients, but it doesn't work if you don't give them a way to pay, only when you pay for your goods. This is not necessary if the manufacturer accepts the payment.

o Shipping

You must let your customers know how much they can expect to receive. Even if these expenses are not passed on to the customers, you still need to set up the settings properly to ensure that the company does not pay more or less than it would. This also helps consumers to be aware of the costs they

can expect when the order is finished. You should now have a domain name, a hosting kit, and a WordPress website that functions. Now it's time to add some items for sale.

The next logical step is to pick your suppliers, and I'll get there later. You just have to learn how to apply this to your goals. Make sure the title is short, not too long, and easy to understand. It must include certain details concerning your product. You must then ensure that your product explanation is simple, thorough, and easy to understand. Ensure that your product types, as the form, size of the delivery, price, item code, and all other information that the customer has to see, are clearly labeled.

Dividing the products into categories is an effective way to prevent frustrating customers. You want to ensure that all category pages are transparent, well-structured, and do not confuse your clients.

If a product is listed more than once in one category, it can easily be found wherever the user searches. It is also important to include images that most consumers won't buy without seeing how the product looks. You can use the logo used by the listed suppliers. Don't use too many photographs as people tend to skim, and if there are too many to see, they don't appreciate the variety of pictures. It is nevertheless crucial to provide a complete product description because it is more likely that consumers remember a product that has been presented orally.

Make sure you tell the customer how your products can be used and why he should buy them. You now have a domain name and extension chosen and registered to direct your website clients easily. You have managed to set up your store with a straightforward and friendly subject, and the pages are built in a way that is easy to use and lets your customers navigate to what you want without being frustrated. That's all you need to set up a good e-commerce shop to sell your fall. In the next chapter, we will look at how to choose the right products.

Your biggest obstacle is to choose the right niche and the right things to focus your attention on. The success or failure of the dropshipping company is key to that decision. The biggest mistake you can make is to choose a

product that is based on your own desires or preferences, particularly if you want to create a successful hijacker—what you want, not what other people want. Especially if you are not the kind of person who follows trends or the type of person always called outside the box. I don't know the product to sell, but I can give you some suggestions for choosing the right product.

How to choose the right product

Your company will struggle to succeed without a good product line. It might seem difficult to try to figure out what literally millions of items you are going to sell. The product you choose can also cause other problems you have to deal with. For example, shipping could prove a problem if you plan to sell refrigerators.

When you sell beer, legal restrictions can apply, depending on the location of your customers. Market research may seem overwhelming, but it is crucial to make sure that the people you reach with your website appeal for your product. If you already have an idea of what to sell, you can check the trends on the market to see how the product is currently working on the market. If you are not sure what you will sell, market trends can still be advantageous. Market trends will give you an idea of what items people actually buy or want to purchase. Look for products that address the problem of the target audience. If the current range of products is fed to your market, find a new and better product to sell. It can also be a good idea to choose a product which is not easily obtained locally or a local product which is pursued by an area outside where it is currently available. Another idea is to look for a product based on the desires of your target audience. It can be in the form of a new TV show or phenomenon.

This is also valid for discovering a difference in chances. When you buy a product that many other rivals already sell, you will find something different or better than anyone else. This can be a reinforced product element, a segment completely missed by your rivals or even something in your marketing strategy. When you sell a product that is now popular, make sure you focus early on this phenomenon. At the beginning of a trend, more people tend to buy the commodity. If you get into the bandwagon at the end

of the cycle, everyone else is already going to the next thing. Don't wait long to take advantage of a market trend if you think you can relive a fading phenomenon. It is important that you take product turnover into account when making your choices. A product line changing annually will require much more time and energy to ensure that your product range is up to date and does not include products from last year, which could no longer be available.

A low sales product allows you to invest in a more informative website that applies for a longer period of time. Don't be afraid to look at smaller product categories and niches. While there may be fewer potential customers, competition is also less, making it easier to reach the top search engines and more advertising-efficient. Your success is based on the right product, take your time, and don't jump into the first good-looking product. In order to build a profitable company, you have to be able to make one such thing: having access to exclusive distribution or pricing will give you the opportunity to sell online without having to purchase your own products or manufacture your own.

These are not easy things to do, and you may find that you are still overpriced because other droppers are always selling the same or the same at wholesale prices. If you can get an exclusive distribution, you must find a way of persuading your customers that the product you sell is of better quality than the competition, particularly when a lower price knock-off product is offered by the competition. This is where the "about us" page of your website is even more important, as it's great to share your product exclusiveness. Sell at the lowest possible price. If you can sell your products at the lowest price, you can steal buyers from a whole section of your niche market! The biggest problem is that you are doomed to fail because the results cannot really be accomplished. Low price is not always the main driving force behind the buying decision of a customer. Customers tend to spend their money on the lowest-risk high-value commodity.

This means you have to convince them that spending a little more money on your product is the best choice because it has less risk and more value for them. Attach your interest outside of Price Think for providing information

that complements your chosen items. A true contractor would resolve problems while selling products at premium prices at the same time. Make sure you offer guidance and helpful advice in your specific niche. Your customer service is a highly effective way to add value outside of the price to your products. If you are able to respond to all queries of your customers without calling them and are able to respond quickly to all e-mails, it will separate your web store from others.

Price Adding

This isn't always easy, and some niches can work better than others. Look for key features that will make it easy to add value to the content, particularly in niches that have several components. If a product is made of several different components, and it is more likely that potential clients will look for information on the internet. For example, when you buy a new chair for your office, it's easy to buy. Unless, on the other hand, you were not to buy a full home surveillance security system, you would like to know how each part of the system functions and how everything works together. The more components and the more complex the components, the greater the ability for you to build value by delivering product information and training.

If your company falls in this category and is not a product line that changes regularly, then you have a great chance to build an informative website that makes your customers understand why they should buy from you. It will also help you build confidence as you can answer all your product questions without spending time talking with someone on the phone or going to a shop to talk to someone. If a product is flexible or confusing, you will be able to provide feedback and advice on how to use a specific product where and how to use it and how to modify it if the choice is customizable or confusing. Again, you can easily create an informative website when this product comes from a line that doesn't change constantly. If the customs changes constantly, it may be harder to build an information center, but depending on the product, it is by no means impossible, particularly if the main component of the product remains identical, since the main component information is more important than the variation.

Require Installation or Setup

This can be one of the easiest products to choose from, especially if not straightforward. Go home safely—say, you select one website that has a 2-page software set-up system, and one website has a detailed guide through several websites, including troubleshooting. What would you buy? The best way to reach customers is to provide the best knowledge and advice. How to add value to your product is fairly easy and can be accomplished in many ways:

- Create detailed user guides
- Create a detailed review and product descriptions
- Create installation guides and setup details
- Create detailed videos showing how a product operates
- Create a product quality guide or program... You want to know what markets your company is popular and how to cater to the market you like.

Under the same umbrella, you can't mix up all customers—a customer buying a small, cheaper item is likely to expect you to come back and go for them, while a customer buying something more expensive is likely to ask you nothing else.

Chapter Eight:

HOW TO BOOST VISITS AND CONVERSION ON YOUR DROPSHIPPING SHOPIFY STORE WITH INBOUND MARKETING

1. Getting online with remarkable content creation, optimization, and promotion
2. Converting traffic into transactions and leads to remarkable
3. How inbound marketing can help you build a website and shop

Inbound Marketing can enable you to create outstanding content to attract potential visitors to your site and store and to turn it to customers by remarketing and reinvigoration. In this chapter, you will learn special inbound marketing methods that help you to grow your online sales. The chapter explores the fundamentals of inbound marketing: traffic and sales are established, transformed, and analyzed.

Increase traffic interaction and visibility

New and repetitive visitors to the Shopify Store and your web site will make it possible to confront more people, generating additional sales for your store. E-commerce companies understand this principle well and apply it every day with a sales-driving traffic acquisition strategy. Think of your website and its pages. Is it available within product pages? How much of your website content is unique? Your blog? Do you blog? By using unique content creation as an essential part of your marketing strategy, you create powerful assets in order to attract more consumers at different stages in the purchase process. New, amazing content that is important to your goods, and customers can make your site a magnet for people to look for, compare, and buy your products. This interpretation of the content of a website as a traffic generator is the central pillar of inbound marketing.

Collect more e-mail addresses for more sales

Inbound marketing offers strategies to generate value earlier in the purchasing process for site visitors. As the procurement process progresses from study to purchase, you want your shop as often as possible in front of customers. If you can gather customer e-mail addresses early in the purchase process using successful commenting strategies, when the customers are ready to buy the shop will be top-of - the-art.

An important principle of inbound marketing is to show visitors who are not yet ready to purchase with strong content and offers that inform future purchasing decisions. With this structure in place, visitors will provide their names and email for deals that will provide marketable advice for your business and provide them with details from your store to make a purchase decision. How do you market today to non-clients? If someone comes to your shop and doesn't buy, what equipment do you have to use in the future? Inbound eCommerce marketing provides a critical strategic advantage for the acquisition and remarketing of travelers.

Measure traffic and funnel production

You can better understand the long-term value of each visit and the particular visitor when you are able to meet the right customer more often, gather visitor information sooner, and educate visitors accordingly. In addition, through improved site interaction and remarketing, you can maintain and improve traffic to increase sales over time. Do you measure traffic from every source? Are you assigning the sales of each channel to specific marketing efforts? By examining the entire sales process, you will understand what marketing events contributed to the sale. Implementing successful remarketing strategies, balancing investment across many traffic channels, and evaluating the effectiveness of each strategy enables every stage of the sales process to be streamlined.

Growing the sales and marketing funnel

Inbound marketing eCommerce helps companies to fill the top of the sales and marketing funnel. It also helps to transform more website visitors into leaders, clients, and ultimately repeat customers. Inbound marketing takes the current eCommerce transaction funnel and increases the efficiency of the transaction at every stage of the sales process.

What is the lead in eCommerce?

A lead is a key concept in inbound marketing and is often unknown to eCommerce companies. Strictly speaking, a lead means a site visitor who provides your site with its name and contact details. Anyone who contributes to a newsletter registers with your website, or is on your email list is the lead. In the past, some leads have been purchased by you, but everyone is potential future customers—fresh and repeated. The benefit of the leads is that they can be sold. Since these customers have sent their email addresses, you may give them deals, product alerts, and newsletters. Inbound marketing-driven leads are special because they represent someone who came to your site. These prospects are looking for a good reason to buy in the future and can be provided by your remarketing.

There are three types of leads to eCommerce sites:

- **Transact leads** – tourists who have landed and purchased a product. So why are they called a lead if they've already bought it? These are (hopefully) grateful clients who can be kept for company repeats. Marketing efforts for this community concentrate primarily on knowledge and special offers, which will lead to future sales or referrals. You should make informed decisions on other items you may be interested in based on your previous purchase.
- **Non-transacted Product Leads** – Visitors who choose a product and start the check-out process. You have logged in or provided your email address for an account in your store but have not completed the complete transaction. The group's marketing efforts will promote the completion of the planned transaction in the short term and return to additional transactions in the future. HubSpot

and Shopify have actually worked together to create an integration that allows you to track and sell these abandoned carts.

- **Non-transacted, Non-Product Leads** – Visitors who have not yet transacted yet subscribed to your email newsletter or otherwise sent you their contact details. Such leads are not able to be purchased yet. They have shown interest in your products, brand, and services, however, and offer good prospects for future sales. How you can drive more traffic to your website and shop One of the most important growth inbound marketing strategies is to extend your reach—the total number of people who can see the contents and products of your website and shop. More road transport leads to more sales at the top of your funnel. And even if you didn't make changes in the center of your funnel (product pages, landing pages, and remarketing), you would still make more sales by attracting more qualified traffic to and from your site.

Use marketplaces and data feeds. You need to make your products more visible to more consumers to sell more items. Place your products in every market, 1) host your products, and 2) add to their scope. Although every marketplace has its own unique considerations for your business, iii more listings usually mean more visibility and thus boost sales.

- Each market needs different attributes
- The manual uploading of goods to various markets takes time.
- Plan automated XML data feeds to be submitted to marketplaces when necessary
- If it is not financially or technologically possible to create an automatic data feed, build your own feed and upload it on a regular basis. It reduces your time and money spent while still giving you the benefit of increased product exposure. After you have made a sale on the market and have paid charges to that marketplace for sale, you should concentrate on converting your customer to another sale on your Website and not through the marketplace where additional fees are to be paid.

- In your physical packaging, include time-sensitive promotional fliers with a short link to your unique website landing page, or store
- Adopt prices on your site and store that are lower than those in marketplaces
- Offer discounts for first-time customers on your website or store
- To the extent that each place of the market allows, you can use email lead nurturing campaigns that promote visits to your site or your store
- Presenting discounts for some existing clients based on your previous purchasing behavior.

However, before you invest, consider carefully whether the acquisition price is worth the admission price. Make sure when pricing your goods, you take account of listing fees, real shipping costs, product costs, taxes, and processing fees. Then use remarketing tactics after a first buy from you on the market to turn these marketplace customers into regular buyers on your platform or on your store.

SEO product pages

Product pages should be put as often as possible before potential buyers. If properly optimized, your product pages themselves can improve existing traffic opportunities significantly. Develop a uniform, clean website structure A clear URL structure that is easy to read makes your pages easier to understand and categorize both for search engines and people. Organize product pages in this way:

<http://www.yourstore.com/product category/product>

And make sure that your blog is either located at

<http://blog.youourstore.com>

or

<http://www.yourstore.com/blog>.

This product structure makes sense both to search engines and people and provides important but short URL elements for SEO. Hosting your blog on your own domain will usually improve the search capability of your site.

Chapter Nine:

HOW TO ADVERTISE AND MAKE SALES IN YOUR DROPSHIPPING SHOPIFY BUSINESS

Create unique product titles

The value of the duplicate content is reduced by search engines. When you use the same product title like many other stores that sell your same products online, competitors with higher rankings use the same content on their product pages. You may even be penalized because you use the same copy as many other pages. To beat the competition, you need to move beyond the titles and descriptions of the manufacturers or distributors and create unique product pages. Include appropriate keywords in the description and ensure that the keywords commonly associated with the name are omitted. Include keywords that differentiate the title from those used in qualified search queries by consumers. Potential customers are still looking for the specifics of the product description, so you just need to update yours.

Go beyond the description of the manufacturer, too,

Smart inbound marketers do not necessarily copy and paste the description and the frames of the manufacturer on their product pages. Take the time to write your own titles, creative descriptions, and use your own images in particular.

If you want to be exclusive, special, and important, separate from other stores that sell similar products. Such search engines and people will acknowledge your efforts.

Create your own customized images

Product pictures can be the main feature of an eCommerce store and can make or stop selling them. Of course, people want to pick up something and

touch it before they buy it. To attract this momentum, capture product images from several angles and let the user take a closer look at the image. It enhances user experience and creates additional interest and confidence within your shop, which is important for this: add a click to the map. In addition to adding multiple images, apply an alt image tag to all your products' images. Search engines can not read pictures, but the alt attribute of the image can be read on a page. The alt tag allows people to find pictures through image search engines such as Google Images. If you use alt text relevant to products, you will find your products on another path.

Using tags for heading

Your title tag (H1 tag starting with < h1 > on a page) should be improved, and your product name should be enhanced. The search engines play a key role in heading tags, so it is important to use them on every page, particularly on product pages, whenever possible. Using the H1 tag to improve the keywords in the titles of your website produces an optimized page that can be searched for a particular keyword combination more easily.

Use keyword-rich anchor text.

Use keyword-rich specific anchor text when linking to pages within your website and store. Use targeted keyword phrases as internal link anchor text, helping search engines understand the content of each link. More relevant contents of your site will be surfaced and ranked higher by using good, relevant anchor text.

Include secondary navigation on all internal pages

Secondary browsing, also known as breadcrumbs, helps potential customers to return to the main product categories and other areas of interest. They also create useful anchor text for internal connections.

How to Blog for eCommerce

How can you push more traffic outside of the product and category pages after optimizing your current content? Many eCommerce organizations are familiar with paying traffic generation approaches. You may incorporate

paid sources or increase current, non-paid, traffic sources by creating unique, exceptional, and useful content. The most effective way to create this type of content on a regular basis is through a blog.

What to write about

It is an important decision to write about developing a topic to write about constantly. Develop a content strategy that not only includes your products but addresses the needs and interests of your industry and customers. When you sell widgets, write about how widgets, new widgets, and industry news are used. Don't just sell your products on your blog. Consider, instead, how you can create newsworthy stories about your devices that are interesting to people and want to share with friends and colleagues.

Making your content outstanding

By creating unique, innovative, and valuable information, you will create remarkable content. To this end, don't be afraid to test video and graphics on your blog with other mediums. If writing text is not your skill, consider video or graphics to write fewer words, but still create widely shared content. Video demos are a beautiful way to present goods and produce excellent content. In reality, it can simply be a shortcut to content that you wish to find and share using different marketing tactics than your competition. Remarkable content also draws connections to your shop from other websites. This leads to new traffic and increases the credibility of your platform in the eyes of search engines.

Don't over-think it

Driving more traffic to your website and store is made possible by publishing regular content on your own website. It is important not to over-think or over-write each blog article to keep posts producing frequently. After all, more traffic you drive to your web, the more sales opportunities you make, so that you can get used to making simple content for you. Although every blog posts differ in length, most blog posts should be between 200 and 1000 words. Remember that each blog is intended to traffic on your web, create your brand, and be shared online. Although a blog post does not always require lengthy, it is usually hard to create high-

quality content in less than 200 words only, unless a strong video or graphic feature is included. If clients asked us, we say, "What are the 10 most frequently asked questions you have about your company? Do you have your product(s)? There you have 10 themes for your 10 first blog posts!

Engage users in your brand and products

Create your own buyer community that wishes to share information on your network. Creating a content center on your website offers an extra chance to promote your products and promotions. Using original content to carry tourists to interested purchasers on a long-term basis.

Leveraging on the use of eCommerce for dropshipping Shopify marketing

Making use of social media for e-commerce opportunities allows your potential customers to function on social network sites irrespective of their industry, age, and gender. You should benefit from the increased popularity of social media and engage in new conversations to broaden your visibility and reach.

Follow in the footsteps of your clients

Your customers are looking for answers, opinions, and suggestions on what to buy and who to buy from in social media. The risks of stumbling in these related interactions are quite small. Strategically targeted monitoring of social media talks is necessary to engage and reduce the signal-to-noise ratio effectively. It's time to speak up once you learn to listen. Your primary aims on social networks should be to increase brand awareness, track competitiveness, establish relationships, and transform the traffic in social media into leaders and clients on your platform. Start with the core—Twitter and Facebook— and then start listening to and looking for more niche networks.

Protect your social media accounts

Try Facebook and Twitter if you don't know where to start. However, do the following for each social media network you want to interact:

- Open your account and optimize your profile

- Learn the rules, regulations, and culture of the community
- Navigate the community for brand mentions, competitors and conversations about your products
- Find tools to utilize and interact with a selected social media network
- Market exclusively for the market. Business marketing in existing communities must understand that they are no longer on the surface and that they may have to stick to community standards smoothly.

As marketers, you first need to become a valued community member and consciously develop the trust of the community before being advertised. So first connect and then encourage.

Listen and respond

People like to share their problems on social networks because they obtain instant answers. They use various platforms to gather advice, feedback, and recommendations—in many cases, related to specific products. Use this knowledge to create content which solves these problems and place your product or customer service team as a viable solution later.

Converting traffic in social media into leads

A significant consideration in social media is that the bulk of your audience is not yet ready to buy. Note that these potential buyers are not shopping in conversational mode and accept this by having non-transactional ways of accessing your site and store. You can then re-engage them as a marketer through email and social media. Promote social media landing pages designed to collect e-mail addresses in exchange for a strong offer such as —20% off future members ' orders Only for or — download an exclusive Twitter product catalogue. Instead, continue to purchase these new leads over time so that they will purchase from your store and not your rival when they are ready for sales.

Monitor your competition and seek out ways to do better

Follow your Twitter competition, your friend's fan page on Facebook, become a fan of their brand, subscribe to their special offers and blogs, and actively seek your participation in and around the blogosphere. The aim is

not to copy your competition, but to pick effective strategies and to make them yours and participate in product-related conversations. Build your own dedication and build your fan base, increasing your influence by being better than your competitors.

Capture Visitor Information for More Sales Later

It is time to deal with the center of the marketing funnel now that we have discussed best practices for traffic growth, the creation of content, and the product pages. The main goals of your store should not only be focused on optimizing conversion and checkout processes but also on converting non-buying site traffic to marketable guidelines. Time is extremely rewarding in the long term to develop a strategy for non-transactional deals. The return is twice as high. First, you will turn more visitors to the website into guides. Third, you should point out these instructions to an existing customer as you would. Strategies include calling for action, landing pages, and email marketing to foster your funneling. Place call to action section to yield increased traffic and transactions.

Build action calls that drive traffic and transactions An action calls are a **button**— an image, literally— used to catch attention and drive traffic to a certain website. A typical eCommerce call to action is "Buy now or" add to cart tube "or" Checkout. "Please think about the places where you have these calls to action and consider the unique purpose of them: buy.

What about the other 98% of visitors to your site who don't buy after visiting? Early-stage shoppers are in research mode, so take advantage of this mindset by placing buttons that meet their research needs. A convincing call to action could be "10 Things You Do Need to Know About Widgets" or "Download the Spring Widget Catalog" or "Ultimate Buyer's Widgets Guide." This is the kind of call to action that attracts and converts the majority of the traffic on your pages to non-transacting customers.

Landing pages that are sure to convert

Once a visitor clicks on a "Call to Action" button, the visitor will be taken up to a landing page. The purpose of this page is to get visitors to fill out a

form in exchange for what they already wanted (the guide). Please keep in mind that everybody who sees a landing page is interested in the site by clicking on the link—the form just needs to complete the deal.

- Provide information to visitors for the value of the proposal
- Do not blur the visitor with text
- Use bold text to highlight important information
- Use pictures, videos or graphics to demonstrate the value of the offer
- Keep the form short and ask for only needed information
- Remote the following best practices for maximizing the rate of your landing page conversion:

Such non-transactional leads reflect vital visitor information unless you are using value-added marketing deals such as buyer guides, eBooks, and lists on your website. These types of offers also address a large part of the traffic on your site.

Email nurturing campaigns that drive repeat traffic

Like a previous customer emailing about promotions and new offers, you should notify visitors who have expressed interest in your store or products but have not yet purchased. Since every lead has opted for your form and given you their information, you are entitled to comment on them. A campaign to promote these leads via e-mail will give the user a few different reasons to visit your site. By referring to current promotions and product updates, you are keeping in touch with visitors and position your website as a preferred shopping destination. To increase the value of a non-transactional lead, email support campaigns should be:

1. Present shoppers with research-oriented knowledge
2. In the middle of your campaign, push products, or free high-value offers.
3. Give out coupons or discounts to consumers so they can have an overwhelming number of purchasing options, so it's essential to keep up with your wallets. Using lead diet camps, which include a strong call for action, leading to your site while also pertinent to your new site conversion. Your lead nutrition plan will consist of several emails, not days, lasting weeks and months.

Metering and managing traffic sources

The website and storage traffic should be made up of more than one source so that every visit and transaction needs to be calculated for proper analysis. Track the ROI for PPC campaigns, terms, and lists. Compare organic vs. paid traffic, social media vs. direct, and weigh which channel you should regularly invest in. Your time and money investment in the acquisition of traffic should be based on the sources that bring most transactions to you. If you have no start-to-end funnel exposure to cars, abandoned carts, and carts, you would probably waste a lot of marketing dollars and energy. Whether you combine data from different sources or use an integrated platform like Shopify, you need to connect the data in order to do more and to improve or stop what doesn't work.

Attributing purchases to traffic sources

The attribution of a one-time purchase is defective. Instead, capture early-stage leads, extract information, and assign your eventual purchase on the basis of the prior involvement with your site and shop. This brings complexity to an otherwise obscure process in which transactions are only delegated to the final source of traffic. This can help answer questions such as:

- Are your PPC dollars attracting unqualified buyers in high volume terms or early-stage buyers who come back to purchase later?
- Should you invest more in content if a visitor purchased by paid search, but initially purchased through an organic search?
- Does traffic in social media eventually translate into income?

If you are able to record visitor information earlier while properly nurturing visitors, the long-term value of each traffic channel can be better understood. This, in turn, enables you to improve your marketing efforts. However, it is essential to measure traffic with the early signs of a visitor's purchase intentions, and a hit website is not sufficient, and a purchase is too late.

Cart Abandonments

eCommerce sites lose a large percentage of buyers interested in the check-out process. During the transfer of an email address to the final checkout page, most eCommerce sites lose approximately half of their potential buyers. When we interpret these cart drops as "leads" rather than "visitors who didn't buy," we open up a wide range of opportunities.

- Cart abandoners have shown the highest possible level of buying intent without actually buying
- Carts are, in many cases, abandoned for reasons unrelated to a lack of buying product
- Cart abandonment has an enormous and measurable short-term potential value
- You have already captured their name and email, and you can reach them and make an offer you can't resist Cart dropouts that include a quick email message such as "you've left in your cart, we'll hold it in 24 hours," which can be good for visitors who have accidentally abandoned or just need a subtle memory.

Free shipping offers, a few dollars off, or extra points of loyalty can help price-sensitive visitors to buy. These are just two ways in which tourists who leave carts can be turned into paying customers. An analytical system that measures visitors, cart abandonments, and customers is essential to the successful pick-up of carts.

Analyze and repeat each success

Whether you use email remarketing, modify the checkout process, or optimize product pages, these changes can always be linked to actual sales, and the revenue-based ROI of your tweaks can be measured. The same approach applies to high-level origins of traffic or non-traffic lines. The goal of changing your eCommerce site is to increase income through proven methods. The identification of factors that contribute to revenue and

investments in the most successful will increase your bottom line: do more, do less. By analyzing each piece of your marketing and sales process regularly, you can reduce customer acquisition costs quickly.

Get Inbound Marketing Started

In this book, you are sure to find out the best practices for inbound marketing for eCommerce. Ready to begin? For a condensed version with actionable steps, see the following checklist:

1. Make noteworthy product pages. The most important element of your store is the product pages. Make sure they are both unique and outstanding.
2. Enhance the visibility of the store. Use social media and marketplaces to extend the selection to potential buyers.
3. Using Lead Nurturing to reduce marketplace fees and cost to purchase by sending timely emails that entice marketplace customers to buy from your store.
4. Start a blog. Start a blog. And remember: your blogging platform is much less relevant than your content. Read material people want to read two or three days a week.
5. Make a deal without a credit card. This could be a newsletter, purchaser guide, checklist, or tip sheet. Keep it interesting and supportive.
6. On the landing page, place your bid. Keep the page form short and collect visitor information for visitors who are not ready to buy.
7. Link to the landing page of your destination. Link with the call-to-action button to your offer. Help purchasers that are not ready to purchase find useful information and add non-transacted connections to your email list.
8. Optimize the funnel on your feet. Reduce the friction of your funnel purchase. Please remember that a purchase does not always occur on the

first visit and that methods of not transacting traffic are used.

9. Set up a cart drop-out program. This campaign applies to a high-value traffic category. They absolutely can not refuse to offer updates and opportunities.

10. Track everything and attribute the customers to their original source of traffic. Analyze these data actively to reduce your customer acquisition costs.

Wondering how to get traffic to your shop?

Let's tell the truth to ourselves; several sellers struggle with Facebook ads, why? Because the way they go about the whole thing with Facebook ads is just WRONG! And it's sad, and I don't want you to fall into this unfortunate pool.

Chapter Ten:

DROPSHIPPING RISKS AND DRAWBACKS

About 50 percent of all start-ups would fail in the first 12 months of trading, but it is possible to stop being one of those figures. There is a lot to do to ensure that you're not another tried and failed company. If you can understand the ways that most companies fail, you can avoid falling into any of these falls and are more likely to succeed. The first way to avoid failure is with careful planning. You will be going through some difficult times, and it definitely won't be plain sailing, with both existing and new businesses.

No matter how long you're in company, you will probably struggle with some problems constantly; the first year is good practice for the rest of the time. With a clear plan in place and approaching from the right direction, you can definitely find the right way through the problems. If you do that right, your company will emerge better than you ever expected as a powerful front runner. In order to draw up a plan that works effectively and keeps you company, you have to be conscious of the problems that many entrepreneurs face, which end up putting them in a long list of failing firms.

They also have to find out how many other firms will keep them from struggling with the same problems they have suffered. Once you begin your dropshipping business, you must be fully aware of these risks:

Supplier Reliance

No matter how well you obey all the orders, guidelines, and sources from multiple different suppliers, you are still relying on those suppliers. We are the ones that have the stock, and we offer it to your customers within your timeframe. Once your order has been passed on to the manufacturer, it's out of your hands very much, so you can't do much to manage how everything

goes. It works most of the time smoothly, but if it's wrong, you face the angry customer, a customer who can hurt your credibility seriously. In rare cases, your manufacturer runs into a problem and can not meet the standards your customers need, and it is important to have a plan in place to deal with angry customers. In having a plan already in place to reward an unfulfilled customer, you can guarantee that you satisfy the client before they are able to disseminate any negative reviews about your business and instead concentrate the customer on the good customer service they provide. Don't just plan to blame the provider.

Many consumers will not consider this as a good excuse for errors. You trust to ensure that your product is paid for. It will make you untrustworthy and sound like a criminal to blame the provider. Excuse yourself for the mistake and offer a way to correct it. It is vital that you have agreements with a variety of suppliers to ensure that you can access the products when you need them. However, you should not fall into the trap of listing every item from each different supplier on your website. If you do so, you run the risk that a client will purchase many products, each from a different provider, making it difficult and costly. One choice is to have a different website for each supplier and try to stick to one supplier when you start up — it will cost you, and you want to keep it until you're set up. In one platform, more than one vendor can be found, and the customers can order from either. It ensures, though, that you must be mindful of stock levels. To carry out the order, you must manually select, transfer, and incur additional costs.

One safe way to prevent this is to restrict the additional inventory lists to the main product items that will not cost you any extra money. Try to limit it to goods that will provide you with enough money to cover delivery. If you want more than one supplier right from the beginning, you can try to use a supplier who sells the same products so that you can use one as a backup if and when necessary. One reason you might need a backup supplier is if the commodity is incredibly popular and often out of stock. You rely fully on your supplier to order, and you will find it difficult, if not impossible, to keep a record of the product while it is being delivered by your supplier.

This could lead to complications because your business won't look professional, and your customer can't track their order. Therefore, the customers are able to question the entire order because order monitoring is now a normal part of every purchase. This kind of problem will cause even more problems when the year is busy, like Christmas, because more items are missing than normal. There are a number of ways to address this problem. One alternative is to send all shipments to customers on your own account.

This means that the manufacturer is responsible for the packaging of the product and the calling of the shipping company that you agree to send the product to your customer. This helps you to monitor your order and ship it whenever you place an order. While this has benefits, it is a time-consuming approach that may seem to negate the intention to run the company with dropshipping. In recent years, things have progressed a little, and now electronic software packages can be used to pass supply data between couriers and suppliers. When you visit a retailer before filing, ask if they have a system for tracking orders. If there is a mechanism for tracking orders, the delivery process will be much smoother for your customers. If the order monitoring system is not in operation, ask if this will be enforced in the near future by the manufacturer.

Product Differences

As you start up your new business, you are more likely to focus on adding new products and creating relationships and on social media. The items you apply to your website may not have been changed or even removed by the manufacturer or manufacturer. While it is important to focus on developing your contacts, it is also important to ensure that your product range is up to date and available to your customers. If you actually sell a product you cannot offer to your client, you must go back to your client to explain why the product they thought was not available.

This can make you look like an idiot and very humiliated and can cause considerable harm to your reputations if customers receive different items or they don't receive their orders. The new product version may be better, but it could also be more expensive, and a lack of concentration means you

have to pay the extra price, not the customer. It may also not do something the user wants to do. It is worth saving you an unhappy customer, not to mention the money you might lose because of the error, to spend a bit of time ensuring your offer is current.

A piece of information like this is easy to miss and can have serious effects on your business. If you choose a supplier, make sure you choose one that regularly updates your products, especially if they are changed or discontinued. If you are informed, your website will probably do something about it. In turn, notifying you of product changes will save you the time that every product needs to be checked periodically. If you cannot find a manufacturer who can update their product, consider keeping your range small so that you can check products periodically, or select another product line to sell. Failure to plan properly or not at all It is fair that the best way to build a successful business is through very careful planning.

The more detailed and thoughtful the approach is, the better it can be taken into account when dealing with new situations and problems. Nevertheless, two big planning issues will put the business at an important risk. When you fail to plan, you cannot understand what challenges you face or what obstacles the route might hinder or even know the best way to get started. This does not mean instant failure; it only means that success will be much harder to achieve. Preparing over is just as bad as preparing. One side of the coin indicates that you will spend so much time planning that you will not have a chance to trade. You will concentrate so much on planning every eventuality that the actual business never happens.

You can not do this, and the company will fail because it has not even started. The other side of the coin suggests you should plan to start the business, but you follow the plan so closely that you don't have to deal with it when anything that isn't planned is happening. It ensures that flexibility goes out of the window and sales to decline. In addition to the risks of dropshipping, some serious pitfalls can completely throw your business out of control just if you feel like things are going well. Most, if not all, can be avoided if you include them in your plan and are prepared.

Pricing

The low cost in which to start a dropshipping business makes it easy to choose from. Nonetheless, this is why many people are trying to set up their own dropship companies, and the market is intense. The market is saturated in some niches to the degree that you can hardly benefit from. While it is important to keep the prices low to attract customers, you don't have to get the completely lowest market price. The best way to do this is to build your credibility and be known to supply more than just a commodity. We want customers to know that we provide high-quality customer service, aftercare sales, and information about the goods that you market. You may also suggest providing a good delivery bundle to help your customers get their orders delivered quicker or receive a free gift that allows them to return to you. The great way to gain an advantage over a rival is to have a good return policy.

Price is not the driving force behind a consumer who chooses a product. Customers want a business that they can trust and rely on to provide the best of all. Customers want to ensure that they are protected if they end up with a sub-par product or a product that is not what they planned. Even if the customer feels that his company is morally better than his rivals, he will pay a little bit more than his competitors. Logistics It is important to run a number of websites, numerous suppliers, and various products in order to live well and to operate a successful business with dropshipping. Nonetheless, you need sufficient logistical support to do all this. You must ensure that your system completes all your orders on time and that your sellers can complete their work on time. The best way to achieve this is to automate all your processes.

A good system means that your customers give their orders to the right supplier. With the advance of technology, a good program can track your product and warn you if something has gone wrong with an order. Knowing that your client has an issue before it does would allow you to approach your client with a solution rather than taking your client to you with a concern you did not anticipate. In the absence of this, orders are missed, or incorrect information is provided to the manufacturer that the consumer receives the wrong product. The processes involved in monitoring and

handling orders can very easily be complicated and potentially take much time to sort out orders from several different locations and for different providers. This prevents you from pushing the business forward and growing your reputation and profits.

Don't think you can run multiple web stores without some kind of automated system. All you can do by manually trying to run multiple stores is stress yourself and probably end up without business because of mixing ups and misunderstanding. In the same way, you can spend too much time on the operations side of your business and spend too much time on your social media profiles as well. This can be so easy as you talk to people many times. It's awesome to be available to answer questions about social media for your customers and encourage more people to buy from you. This, however, can easily go beyond the point where it stops and begins to impede your business. It might sound like an absurd idea that too much time to reach your customers will cause your company issues, but they do. Because if you spend all your time on social media, you won't spend enough time with the rest of your business. Some of the business aspects that also need your attention include keeping customer orders up to date with the manufacturer and all the items you have on the website.

If this is your concern, you need to reduce the time you need to spend in the places you need it in your company to tackle more important issues. Have a plan and stick to it as rigidly as possible. So many people start a dropshipping company and see it as the only thing; they don't want to switch from the original business to their dreams.

Dropshipping is indeed an excellent way to start a low overhead and low-risk business, but, as it expands, it should only be in a longer-term plan that includes both dropshipping and holding your own stock. You just depend on your suppliers and the market if you just stick to the long term, and you don't really have the room to change if something changes. What if your provider leaves work? To achieve a reasonable degree of control over your company and less risk of losing it all at a time, you need to prepare your hijacker only to be a part of a larger company.

There are two things that many drinkers ignore: the first is to copy a product description directly from the supplier or the manufacturer, and the second is to stick to short descriptions so that more products are listed on the Website. First, long, copied descriptions of the supplier or manufacturer word for word will not get you fast, because your search engines will significantly lower your ratings. Make sure that everything you post on your website is free of plagiarism and is exclusive to your site to maximize your search engine ranking. There are options to ask or employ others to write to you if you are not qualified in writing. You may even notice that your customer just goes to your manufacturer and leaves you out of the loop. Furthermore, brief descriptions won't provide consumers with enough information to help their purchasing decisions. Otherwise, use the manufacturer's description as a guide and rewrite the term. Make sure you keep it as accurate as you can. If possible, get a sample or buy one for yourself, so you can ensure all the in the description is right, and there are no questions left to the user.

One thing to bear in mind when writing reviews is to make the products readable. Bullets and line lengths are your strong points, so if the entire text is compacted into one segment, it is difficult for customers to understand. Put yourself in the shoes of your customers and consider what you would want to see if one of your products was to be bought. Include your details in your descriptions, use your own words, and make your descriptions more effective.

- Check out a Dropshipper before signing up for a supplier on a dotted line to handle your orders and deliver your deliveries to check them out. Confirm how long independent user reviews have been exchanged and read, whether or not they are accurate.
- Ensure that the supplier you are using is licensed by the manufacturer to resell the goods and that the consumers do not offer a knock-off of the product. Another thing you want to do is ensure that they are producers and not personal shipwreckers. When you put your orders through another dropshipper, logistics would be a complete nightmare. Besides not regulating the quality of your products, you will not actually be able to compete for the

price you sell with your customers. All you really want to do is add extra costs to the product, and your customers probably end up completely bypassing your company, as the product would be cheaper elsewhere.

One safe way to avoid using another dropshipping service is to inquire about a physical address or a web address. It's not a dealer if it takes you to a store like yours. Take your time and order some test items for the first time. It shows you how your customer service is and how efficiently you work. This may be the key part of the process, and you can't rush it. It cannot be emphasized enough that the supplier that you choose to sell goods to your customer is an important part of your business and that you have to make sure you choose someone to boost your business and do not create additional problems for you.

Regardless of which companies you choose to work with, inventory levels and back order systems must be equipped with a storage system that ensures quality and availability. It means that your website is always up to date and that inventories and availability are always right. That means you're not going to have to tell your customers to wait for their item because it's not available. On the same stage, the last thing you want to do is start placing orders back-order. There are really only two options when it comes to a rear-ordered piece, and neither of them is ideal for you or your client. One alternative is to keep the customer's money and tell them when it is in stock that you have this item for them. This is risky because there are laws that prohibit you from holding the consumer's money over time. If this time is around the same time the product is on sale, you must refund the cost of the product that the customer then gets.

Another choice is to give the buyer money back and tell them when the item is back in stock and hope they want to do so. Not only are you confronted with the selling failure, but the logistics involved are also a nightmare, and that is a difficult task. The consequence might also be a loss for a customer as they wait for an order that you do not have power and may have forgotten. This is the best way to hurt your reputation, not to do something. It is, therefore, very important to keep your product lists up to

date. Running an online shop that certainly uses dropshipping doesn't have its threats and challenges.

Preparing yourself for the complexities of working as a middle man between consumer and supplier is absolutely essential to your success. In order to be prepared and finally shut down your business, it is important to identify all problems that could lead to you losing money and customers. Some of these items are evident, like products, knock-offs, and shipments lost. Some others are less evident but still equally important to your business success, such as spending too much time on social media and spending too little time on product descriptions.

Make sure you examine the supplier and maintain open lines of communication with them, and don't be afraid to ask questions. You just want to choose them, and they should be ready to reply to any requests you need to encourage you to select them from any other provider. Once all possible downtimes and risk to your company have been established, you may plan to avoid it before it becomes a weakening issue.

CONCLUSION

While dropshipping can give you the perfect opportunity to start a company, particularly if you have little in financial and experiential terms, it should not be seen as a fast approach to making wealth. You have to treat it like any business opportunity to succeed—with dignity. You must have a clear strategy and must clearly agree on realistic goals. If you have one main objective, it can be useful to split it into a number of smaller objectives, goals that can be accomplished weekly or monthly. This is important to see whether the company will prosper or not. Instead, you should revisit your place and all your choices compared to your strategy and how the company progresses if you don't see where you want to stay. You can also change your plan accordingly. Dropshipping is perhaps one of the most competitive of all business models, and without the intense competition of already-established companies, it can be very difficult to pick the right market and the right goods.

If you are in this position but do not want to change the market or product lines, you have to consider the best solution. You should offer things that your top competitors can not give to consumers. You can learn many things from your competitor by looking at the sites where they are active, where they get the most results, and what marketing tactics they use. Study competitors who are difficult to know what they do right and what they do wrong—this will show you how to do more or something else than what they do, something that adds value to your customers.

If a person believes he/she can gain more value from you, he/she will buy it from you, and you can easily poach customers. Dropshipping can be an ideal way of starting a low-cost business but can come at a lower price profit margin. If you want to be competitive with only a dropshipping service, a very large number of purchasing customers or a wide line of products with each product purchased by customers are required. You can

use social media to promote the products and their marketing strategies and generate interest.

A dropshipping company works with traditional marketing very well. With this book, I've tried to help you gain a better understanding of Shopify dropshipping and about what it's like. The true key to success lies in how you handle people and in how well you offer customer service. That's what separates you from everyone else in your niche. It is important to be aware of bogus suppliers and scams.

New entrants to the dropshipping industry can easily be the victims of scammers and will quickly and often lose money if they do not do the right research. If a dropshipping supplier asks for money before or every month, go away because they most likely go fake and only after your money. There will be several scammers for each real company, but as you should know, the actual costs to start your business are small. The cost of setting up and hosting your website is all you will pay for. If ordered, not before the whole product is paid for, and this is when the customer places an order with you. Your dropshipping business is best maintained by keeping open communication lines, keeping in touch with customers, and building good relationships. If they want to return and tell others about you, they may trust you.

Make sure your customer contact asks them what you can do for them, and what you can give in terms of value because that will hold your reputation solid. You also have to maintain contact with your suppliers—it is easier to deal with any problems, such as incomplete or incorrect orders, if you have a good relationship with them. You can also have access to special pricing offers, decent discounts, or first call on inventory if the supply is small. I would like to thank you for this book download. I hope that it gave you the inspiration to see that you can start a business with little money and become a successful dropshipper.

Despite the harsh competition you face, you still have profitable niches and products that will give you a good return. Make sure your niche is well understood, and your audience is established. Although dropshipping does not open up many of the dangers of traditional eCommerce firms, it can still

collapse and cost you money. You can build a successful company with a lot of hard work and experience and use it as a step towards the future.

AMAZON FBA GUIDE 2021



**ALLAN
KANE**

MAKE MONEY ONLINE NOW WITH MASTERY, USE THIS BEGINNERS' GUIDE TO BUILD YOUR ECOMMERCE BUSINESS, EASILY, STEP BY STEP WITH THE AMAZON FBA MODEL, AND GENERATE PASSIVE INCOME!

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Allan Kane

INTRODUCTION

Anyone who has ever tried to sell something online, whether it be via their web site or by using major e-commerce sites, such as eBay or Shopify, will show that packaging, delivery, and the fulfillment of the orders sometimes constitute the most challenging and typically unpleasant aspect of any transaction. Very simply, this is the largest part of any online business; it may take time to limit the number of orders which can be fulfilled and ultimately eating into the potential profit.

So, what if this time-consuming phase can be eliminated from the process, freeing up more resources to concentrate on actually increasing revenue and building up improved cash flow? Well, Amazon might have just found a way for you to do that. This e-commerce giant has introduced in the last few years a great program that allows you to sell a range of items, including media, books, and household products, including consumer goods on-demand, without having to do everything you could to fulfill the orders. So, you're getting the message!

Amazon, the online retail leader, calls you. We can see a great chance here, as Amazon is already the biggest on the market and will continue to dominate. There are so many who want to get on this train and take advantage of Amazon's profits. Are you among these people, and without spending too much money, you want to start up a business; but you don't know how to do that, right? Okay, this book is for that.

This book contains practical strategies for thousands of people, as opposed to those "Get Rich Soon" books, which are always available on the Internet. Yeah, you have to do some research, but

the hard work will be worth it, trust me. With these tactics, people have created millions of dollar empires, and so you can, if you do the right thing.

In this book, we are going to examine how this service, known as Amazon's "Fulfillment by Amazon" (FBA), will get you one step closer to the realization of your home-based or small business goals. Explore the following chapters to learn more about the business model from Amazon and how it can provide you with versatility and independence to achieve your eCommerce goals in 2021.

So shall we? Let's Begin!

Chapter one:

A BRIEF HISTORY OF AMAZON

Founded in 1994 by Jeff Bezos, Amazon is a Seattle, Washington based American e-commerce corporation. Now America's largest Internet retailer, Amazon, has some truly humble roots. This soon started to expand with the first headquarters in Bezos ' garage when Bezos learned that his books were distributed to customers all over the US. He then realized that there was a chance to expand his business. Inspired by its ability, Bezos created a web site that provides a broad range of items and accessibility as a marketplace for bricks and mortar.

Once book sales were established, he diversified and added to the mix CDs, computer software, DVDs, toys, household items, and other products. In a short period of time, large retailers like the Old Navy, Target, and Toys R Us signed up to sell their products on the Amazon website. This helped Amazon to broaden its offerings and open up even more categories of products. There is a huge opportunity, with over thirty different product categories and over thirty-six million listed products (not even books) to reach buyers and start selling Amazon. So how can you benefit from it?

Apparently, very easy! More and more home and small business owners concentrate on the expanding FBA market with more and more time and resources. Whether you plan to produce your own products or simply buy things to resell, a large amount of potential waiting to be developed. This book will help you make Amazon's FBA system work for you irrespective of your financial ambitions, history, and experience.

Chapter Two:

WHAT IS AMAZON FULFILLMENT (FBA)?

Fulfillment by Amazon model focuses on the manufacturing or procurement of a product that can be sold through Amazon's online sales platform. By limiting the goods, you wish to sell and pricing, Amazon will take care of your product's storage and distribution and the customer service aspect. It gives you more time to concentrate on your real goals—boost sales and make more money! Understand that FBA is not a brand-new initiative and has an outstanding track record. Amazon has developed warehouses and distribution centers in the United States to make sure all customers receive orders quickly and cheaply, and sometimes even free-of-charge. As a result of this increase in efficiency, many retailers, large or small, use the FBA system, accept its capabilities, and enjoy a steady stream of income for years.

Through FBA, you, as a seller, will benefit from the extensive Amazon facilities and effectively outsource the packaging, distribution, and execution of your business. Touched as the future of online retailing for home and small business vendors, FBA is a great way to reduce or remove your problems and worries, which allows you to concentrate your business to develop and eventually expand.

In the following chapters, we will discuss the insides and outs of the Amazon FBA system so that you can determine if your business model is the right choice. You are so much closer to

having the company that you always desired with a little inspiration, some new information, and the resources in this book.

FBA or Fulfillment by Amazon is a simple way to deliver your goods to your customers. You just have to deliver the things you list to an Amazon warehouse on the website and take them from there. Amazon brings more exposure to your products and is a convenient way to earn money. You don't have to face the problem of packaging and delivery, and you get the brand name of Amazon that supports your company.

Amazon has several Amazon Fulfilment Centers set up in many parts of the country, and all you need to do is deliver your products to these centers. The storage and distribution of goods must be accounted for. Amazon is responsible for the packaging and delivery for you whenever you place an order. You should receive a notice from Amazon when it is sent to the customer. Even the rest of Amazon's customer service is managed if problems arise. It helps you get your company to higher levels without stressing yourself or your business structure, and it is cost-effective.

Benefits of Fulfilment by Amazon

FBA is truly beneficial to emerging sellers. Here are some of FBA's major benefits:

- Products can always be delivered with FBA to customers at any time. You have nothing to worry about packing, handling, and returns. Amazon works with you 24/7 to ensure that your goods meet consumers on a timely basis and that your customers have the best experience. For your orders, you don't even have to print shipping labels. All you have to do is track your stock levels so that you can submit more stock if appropriate.

- When you opt for FBA, you can use Amazon's world-class delivery centres. Thanks to Amazon, the customers will take advantage of services like low-cost delivery, free shipping, and a one-day shipment without any further headache.
- The costs and damage are reduced considerably. This is because you work with the most trustworthy eCommerce site. The customer satisfaction levels of Amazon are the best and take pride. Your products become more than your goods when you use FBA. For the time being, they are Amazon's property, and Amazon treats them as such. Their system of order management and stock monitoring is very secure, so you don't have to worry about losing or destroying your products. Amazon is very effective, very competitive.
- The customers are happy because they get fantastic packaging and faster deliveries.
- You are drawing more FBA customers. Amazon is a huge platform that knows how to cater to consumers. Amazon FBA traders are more prominent as the top customers, and Prime buyers market their goods. The latter group receives a lot of discounts from Amazon and has a much better buying experience, so they are much more expensive than their average buyer.
- Most online shoppers choose to search for similar items through Amazon rather than using a search engine. It gives retailers from Amazon a huge advantage over the others.
- When you agree on using the FBA program, you are no longer subject to small-scale limits. Bad logistics will not hinder you. Amazon will provide you with the best possible logistics and level the playing field. This will help you

quickly grow your company and spend more time on marketing and promotion.

- FBA goods are those often revealed to Amazon Prime members. Such goods offer unique discounts, which boost sales. This is very good for you and your business.

How FBA Works

It is really easy to understand FBA and its operation. All you have to do is give your product to an Amazon Fulfillment Center, and the Amazon people will look after it from that moment till it is delivered to your end-user. All the back-end processes will be done. They do everything from stock management to sales, customer support, and order returns. We are very reliable, increasing the value as a seller. It's entirely up to you, according to your finances, how much you want to keep.

Here's how to register for FBA:

- Open www.amazon.com/fba URL on your browser.
- Press the "Get Started" button.
- If you already have one, you don't have to register for a Seller Central account. All you need to do is click "Add FBA to your account."
- Sign in and search the Inventory tab for your Seller Central account.
- Click on the "Inventory Management" link to pick the items you want to list for FBA. Next to each product is the checkbox, and you can pick it to list it for FBA.
- Once all the items that you want to list are found, click on the Action drop-down menu, and select "Amazon Full Change."
- Click "Convert" on the next page.

After that, you will need to prepare your stock and send the stock to an Amazon Fulfillment Center. Here are the instructions:

- Go to the Inventory tab of your account.
- Click on "Manage Stock" again and mark the checkbox for products for FBA.
- Then press "Send / Refill Stock" in the drop-down menu of Activities.
- You will then be asked to give the address of the container. Provide the specifics required.
- How will you ship the products: case-packed or individual items?

Note: Before you do this, please check the Hazardous Goods, Dangerous Units, and EBA Prohibited Products page to be sure everything is legal. Once you have done so, the next step is to check the criteria for labeling. Amazon receiving systems are based on bar codes and must, therefore, be labelled with scannable barcodes for all devices that you send to them. Three forms are available:

- Print and apply labels manually for each package.
- Use FBA's own Label System. Amazon will do all.
- Register for the Sticker-less Commingled Inventory if your items are eligible.

Here are Amazon's guidelines for preparing the items for printing labels:

- Use a laser or thermal printer and avoid using inkjet printers. It decreases the chances of smearing and fading.
- Your printer should be able to handle 300DPI resolutions.
- Make sure that you use the right print media.
- Clean and patch the printer heads regularly.
- Periodically check the labels by testing them yourself. See if they are readable.
- When you have entered the number of units, you will ship for each product, and you will obtain a PDF file. Such marks can be reproduced later. Also, there is some

guidance: make sure that you print these labels using a white label stock with removable adhesive. It makes it easy to search and delete.

- Make sure that only your product label issued by Amazon is available. If your product/package has other barcodes, cover them all correctly.
- Many goods need some planning before shipment, which can slow down the shipping process. You can use FBA Prep Services to prevent this. You can also send them to the fulfillment centers fully prepared.
- That package sent to Amazon should have a unique label. It is the only way to recognize it in the middle of fulfillment.

Here are your label printing guidelines:

- Don't put labels on an endpoint where they are cut. When possible, try and put them in the middle of the box. Don't put them on the seams or corners.
- A special shipping label must be placed on each package.
- If there are pallets, five labels must be placed on each. Another goes up, and the others go on both sides.
- When all this is completed, you then set a time for your product to be processed. Mark all things that you ship as "Shipped" in the List of Shipments. From there on, you can monitor your shipping queue status. Enable a period of at least 24 hours before the "Submitted" status is reviewed. You can then call your carrier for confirmation of delivery.

Checked-in means some portion of your cargo has reached, and they await the rest. At the beginning of the barcode check, the condition shifts again to "Receiving." The entire process normally takes about six days, so don't be impatient. The size of all the items

is then registered. They can be delivered whenever they are processed.

Amazon's selection program from cloud to warehouse is very sophisticated. It can really quickly sort inventories in the warehouse, and when a customer orders something, it chooses the best way to deliver the product to them according to their choice. The order can be monitored reliably by the customer during the entire transport cycle. It gives the customer a very pleasant experience.

How to Get Paid With FBA

It is super simple to get paid with FBA. Through visiting the "Manage Orders" tab on your Amazon Seller Central account, you can check the status of your orders at any time. It will show one of the two: "full bill" or "pending." If you go to the "Comments" tab, you will verify whether the payment for your order has actually been made. For each payment, there will be a transaction.

chapter three:

LAYING THE GROUNDWORK

Like many successful businesses, the Amazon FBA platform can only offer you great success if you take the time to learn how it operates. Just like any other software, there are pros and cons, and in the following chapters, we will discuss all categories. It is critical, however, that you lay the groundwork for any product before subscribing to it and use any resources that you have to determine whether the service is right for you and your business objectives. You should continue to educate yourself and become an FBA literate and help you avoid surprises. It is important to find answers to all pressing questions before you leap in with both feet. Some of the things you should consider at the initial groundwork phase include:

Making Research on Potential Items

One of the fundamental aspects that you ought to remember in the initial groundwork process is to find out what goods Amazon can successfully sell before you begin to dive into the FBA Programme. You need to learn the goods that consumers want, so that you can compare and contrast with your future items, how they evaluate and determine whether you can achieve that level of success for yourself.

One way of discussing this is through the top-selling ranking of Amazon goods. What is required to establish a potentially

successful product are: high volume sales consistent Price appropriate to sellers and buyers A strong number of positive reviews While you want to find products that people purchase regularly, you also want to ensure that sales will make a solid profit and that people, in general, are pleased with the purchase. Once you have matched these requirements, your sweet selling sweet has been identified.

When you have decided to go for your ideal item, check for the product type to see what the products are priced for. You want a realistic idea of what every product will pick up, and this will allow you to set your own price. Test the starting price of other suppliers. Does joining this market make sense? Can you get the item you need? You don't always have to pay the lowest price, but learning how to preserve an inexpensive item can help you survive in a competitive market.

While top-selling products serve as an excellent starting point, there are other factors that help you decide on the type of product you will effectively market. You want to see not only how many made, but also the number of other suppliers (competition) as well as the prices of the competitions. These are the factors that, together with an awareness of market rankings, ensure that you are informed and educated before you start selling using the FBA system. Remember that the quantity of any commodity available can be a key factor in the feasibility of selling the item. The lower the number, the better it is for your company. You don't want to try to compete in a flooded market.

Sales Rank

Knowing Another tool that can help you determine which goods Amazon should deliver by using sales ranking details. Such

information is crucial to giving you a true reflection of the general popularity of any company. When you know where certain products fall, you will decide whether a product on Amazon is to be sold or not.

Sales lists are much like a bestseller list. The higher the item number, the less common is an object. Number 1 is accordingly the highest number, with everything from there flowing down. Exploring a particular product range on Amazon is quite straightforward. A number is clearly indicated and shown by scrolling to the summary of the product. Nearly all products have a price score, with a few exceptions. If no selling rank is shown or the item is listed as zero, this might mean that there has been a significant amount of time since this item was last bought. It might be months or even years. That is a good indication that you may not be looking for a hot item.

This item can also be brand new and has no selling background at all. This may also be an item you might want to avoid because it is not tried and checked like other Amazon products. Nonetheless, bear in mind that sales rating is like the stock market because it can change from time to time. It will not necessarily show how fast an item will sell, so avoid generalizing whether an item will be purchased in a certain period of time. While the sales rank is a solid indication of the general popularity of an item, certain considerations, such as general market availability, the time of year, and the number of competitors, are not automatically taken into consideration.

The best way to receive a sound indication of not only how the commodity ranks but how well this rank retains, is to see an object moves over time. Learning the movement of an object can be very useful if you are using the local product sourcing for goods you

would like to sell regularly (such as in Costco or other big shops). As you watch the action, you will learn how famous the item is and how often a purchase is made. You must avoid grouping good and bad products solely on a sales basis. The entire sales list will tell you how the item is going, but knowing the selection will offer a better perspective.

Although an item's selling rank is not the only factor to be determined, it will eventually help you decide what to purchase, the amount to buy, and how many to send to Amazon at any time. Most sellers who start with the FBA system already have a commodity they want to sell and would know the cost of the goods in advance. If the commodity your company sells already suits what you have heard about the best-selling Amazon products, you have a leg-up from the other sellers. You will have carried out a cost analysis at this stage and understand what you would need to sell an item to achieve the desired profit.

If you don't want to try other goods that might work well with the Amazon FBA system, it is important to research and find out what products have the profit margin you need. This can be done by costing the things at the source. For some retailers, the items that they pick are purchased at large box stores, while others are dependent on a wholesaler. Regardless of the source, bring it to understand whether an element will be profitable. You simply should not take any sales decisions without first having a clear and accurate product cost.

UNDERSTANDING THE AMAZON CUSTOMER

Amazon has an impressive range of potential customers to reach over 250 million users. But you have to understand who they are to connect to them and to sell them. One of the great things about

using Amazon FBA is that you already tap into a large population of loyal customers from Amazon who you wouldn't get through normal business channels. Knowing what motivates these customers and how you can sell them the goods you want will take you and your company a long way into sales. Few things to remember about Amazon customers are:

- Amazon customers pay more than other e-commerce website customers (for instance, eBay customers).
- Customers from Amazon do not hesitate to pay for additional items, such as smooth delivery, quick shopping, or a money-back guarantee.
- Customers of Amazon can easily qualify for free shipping if they choose the products with the "Free Super Saver Shipping" logo and have a total value of at least \$25. This is an opportunity for customers to order more, which often contributes to buying urges.

For a fact, Amazon operates a membership program where "Prime Members" pay \$99 annually. Such customers receive anything free of charge with the Prime logo within two working days. You will make money in no time with a host of customers waiting to buy your goods! Nonetheless, it is crucial that you really understand Amazon's purchasing patterns, purchase history, and motivation. Unlike other shoppers, buyers in Amazon can be attracted by a fantastic offer, quick return, or free shipping.

Amazon is the best place for sellers today, as so many online retail sites have appeared on the market. Most people can sell their goods and sell their old things easily through so many channels. You can also start a serious business if you want to. Most of these e-commerce sites know little. So, it can be difficult to make a choice between popular ones.

Nonetheless, Amazon is the best choice for you if you're in serious business. Amazon makes so many things easy for you. Here are a few compelling reasons why Amazon is the best location to start your e-commerce business: Amazon provides its sellers with the most competitive price on the market. Amazon's ASP (Average Selling Price) is higher for most items than most other similar sites, particularly for products sold through FBA (Amazon fulfillment). The great thing about Amazon is that customers are looking for shopping choices and convenience, not at the lowest prices or unique products.

Usability

Amazon's interface offers its vendors, as its consumer website, with beauty and usability. Compared to so many other e-retail sites, it is far more effective and professionally qualified. Things are so much better for you with Amazon, because you don't have to deal with several third-party platforms like PayPal. Nine out of 19 times, you can even get rid of most of your jobs, such as listing the items, handling your fees, and shopping for products. Amazon makes it work for you in the trade.

Exposure

It is much harder for small sellers to get exposure on most e-retail sites for themselves and their goods. We begin as a small part of this huge system, and it is really hard to get to the top. Amazon has much better visibility for small vendors than any other website. Amazon uses a revolving search algorithm that keeps consumer search results shuffling from time to time, providing better visibility for new sellers. You can also purchase sponsored links to improve access to your goods and boost your sales if you can afford it. If you have a solid product, you'll make healthy sales.

Fee

Many people who worked in this business before having a fair idea of the margins. They're big, aren't they? This is the main reason why each seller needs his listing fees to be that. Once, Amazon benefits you and saves you money. At Amazon, for most products, you don't have to pay any listing fee at all. Many specific types still need a listing fee, but compared to other sites, it is so small that you will be happy to pay it. This lets you retain flexibility in your inventory because your initial costs are reduced.

Fast order fulfillment

Most e-commerce sites don't care how you can deliver your products to customers on time and not about your shipping needs. Amazon is different, and the headache is new! If you like, Amazon will take care of and fulfill all your orders. You don't have to work hard to complete your orders or to have relations with your fulfillment partners. Amazon is taking care of it for you, encouraging your work, and making the machine work better.

Overhead Costs

Overhead costs are unavoidable and will be reduced by every seller. Here too, Amazon shines as a retailer leader. It allows you to reduce overhead costs in so many different ways. You don't have to pay any listing fee or maintenance costs for high-resolution images for your items most of the time. You even save time to communicate. It makes Amazon one of today's cheapest sites.

Growth prospects

Amazon dominates the retail industry, and this is thanks to its success and pursuit of creativity for the foreseeable future. Amazon

will continue to take up much of the business and thus increase the exposure. This is the place where you can develop.

Integration

You should choose Amazon to be one of those who don't want to face the difficulty of dealing with payment providers like PayPal, TeraPeak marketing research service provider, ShipWire or Fulfillrite fulfilment partner, and don't want to pick which tools and formats to use. It simplifies everything and makes it easy for you to navigate without making many hard choices. You can learn how to access all these various services and handle them from a single interface. You have full integration with all kinds of services, and everything from your Amazon account can be managed.

Stability

Amazon's interfaces are one of the most stable and reliable. This works quickly and is not likely to change often, so you don't have to go through a learning curve every so often. So many other sites continue to change their configuration and workflows just so that sellers find it interesting. Amazon is very reliable, so you don't need to worry about changing trends, market rules, charges, and features all the time.

Chapter Four:

GETTING STARTED WITH FBA AMAZON

Now that you have become clearer about the system, and that Amazon FBA is able to work for you, it is time to get into your own successful online company. It is important to keep in mind that you will always be learning during this process. Amazon FBA is always evolving, and that with your interaction and you will have to be cautious about monitoring patterns and movements of items in order to stay on top of your market.

Try to think critically about what this platform can do strategically for you, and realize that when you first get up and run, you're upset. Just stay focused, keep up with the inventory, make sure the products flow to Amazon, and you know you're on the right track. You will continue to see the financial results you want if you stay vigilant. One of the great things about getting started with FBA is that you have very few resources or equipment to work. Several measures to make your life slightly easier are recommended:

Scanning application

this includes relevant information about the objects that you are scanning and that you might consider sending to Amazon. Such applications can provide you with information that will help you make procurement and purchasing decisions, and they often come at a very low cost.

Web machine and a thermal printer – This is a no brainer. You must be able to search for products, set up listings, and print shipping labels. Although an inkjet printer is good for shipping labels, only a thermal printer is suitable for individual item labels, as specified by Amazon regulations.

USB Barcode Scanner—This item can make listing the process part much simpler than typing in every UPC. The buying of one saves you a ton of time over the long term.

Shipment Scale

Having a precise shipping scale will help you to lose weight when you ship, so you don't lose money in packaging rounding.

Polybags - These can be incredibly useful if you want to make multi-packages or bags for Amazon (some of the liquid products or toys not fully sealed).

If you are already a running company, it may be second nature for you, but if you're new to the sale, you might need a gentle reminder. You will have to keep track of your finances, and it is crucial that you have a functioning system.

See the following tips to keep your business smooth. You can store them in a shoebox in an old-style or adopt the more modern electronic storage path. Attempt to scan all receipts and save them in a folder on your computer. It serves as a backup if anything happens in the paper version. This storage form also makes it easier to retrieve receipts if you need them and saves you from searching in a pile of paper.

Inventory & Sales Tracking –The best way is to build an Excel Tab. Hold a record containing ASIN, where you bought it, the price at the time of purchase, and the price for which you listed it. Record every item it sells with ASIN, payout, purchase price, days

to sell, and the income earned. These can be used in combination with sales and inventory reports cross-reference to receive accurate readings, together with project income and time to sell the product. Tracking as much as you can give you an insight into your company and help you to recognize where you get the most money and where you lose money.

Sign Up

Before you can even start selling your pieces, you'll have to do some important things. At this point, we are assuming you already have an Amazon account, but this is the first move if you don't! You will: sign up for an Amazon Seller account from there. Only check and click on the option "Sell your things." You can then pick whether you have selected an individual account or professional account option (remember the cost of the professional account). You will receive information about where to ship your goods when you build this account. Make sure to use the address you are given as a particular warehouse is assigned to you.

- Fill in your seller account with FBA.
- List your things! List your items!
- Send your Amazon products.

Chapter Five:

THE VALUE OF PRIVATE LABELING

Private labeling is now very common, so you could probably hear about it. Many online retailers now use their items with private labelling. It gives the goods a unique identity, which reflects the logo of the retailer. Private labeling also helps to market the product better and to build a reputation for your brand. But how is anything going to happen?

Next, you buy a supplier's goods to market them under your brand name. In reality, you don't manufacture them, which is the traditional way to do business. You create a private brand and then place all the items you have bought under the brand to resell. You need to have new logos printed, and the previous brand names (if any) stripped from the papers and their packages. It means that the consumer identifies the product with your name, not the manufacturers. This technique is currently extremely popular and is used by most online sellers. You will find companies that help you create your own brand identity. They will advise you to develop, promote, and place your brand on the market so that you can do your best. A good example of such an organization is the J&D Consortium.

Let me tell you how your company will benefit from a private label brand on your products.

- **Simpler to handle:** it is easier to trade than to make, which is quite clear. There are many fewer problems, so throw away any misunderstandings that you might have about

private labeling. Many people believe that selling your own products is the only way to roll and do not sell private-label goods. Let me promise that nothing can be far from the facts. Nobody knows who made a good quality product that you sell at a fair price. It's a smart decision to avoid huge costs to market it under a private label.

- **Modification:** You can change the goods according to your needs and wishes using private labeling privileges. It ensures that you can make your products exclusive without having to develop new product concepts. Take goods already on the market and change them to give them personality. Public labeling is not reselling because reselling rights do not permit you to make changes, as is not the case for public labeling rights. Make new ideas available and include them in the product design. Do what you want, it's your stuff!
- **Consumer satisfaction:** Private labeling promotes the company by eliminating measures. First of all, you won't have to spend time on product conceptualization when doing private labeling, which is pretty difficult, by the way. Even if you come up with a good product idea, somebody will probably do it better than you and start up again. In almost every market niche, there are many giants, so it's useless to try and beat them in their own game. Purchase the items and make them your personal brand instead. In this way, you can concentrate on other important things, such as customer satisfaction. Your full attention will be paid to your customers because you do not need to worry about things like personnel management, preparation of goods, quality monitoring, and other big tasks.

- **Riding the Bandwagon:** It's always risky when you introduce a new product on the market. In general, new ideas seem to be like that. Either you are a super flop, or you are super hit most of the time, and you never can be sure. If the product fails, a high margin of error makes things costly and difficult for the manufacturer. It's not everybody's lane. Nonetheless, private labeling is much simpler. You don't have to worry about money loss because you can choose an already popular product and sell it under your private label name to enjoy its success. You will earn a customer base with little effort and without spending much money on marketing.

HOW TO CHOOSE THE BEST PRIVATE LABEL GOODS FOR AMAZON FBA

Private label products are one of the most common sales practices on Amazon FBA, but the challenge with which most people work is to figure out what products they want to sell and what they want to create their own brand. Many people choose the difficult path, choose things that will require a lot of change, and cost a fortune, and some choose the easiest way.

The first question is why you choose private labeling. Many people using Amazon to build their brand are fed up with trying to find decent items on eBay that they can use Amazon for a profit or vice versa. Reselling isn't a great game—it can get you a little additional money, but it's never a stable income, and a lot of work is involved.

Private labeled goods give you the best opportunity for stable, relatively passive income while keeping jobs, money, and overhead to a minimum. Many consumers can see the real benefits of building their brand around private-label goods without trying to

seek new ones to maintain revenue. Nevertheless, there is a major obstacle to true success—needless uncertainty.

Keep it simple

The advantages of brand building can be easily seen, but the more complicated a product you pick, the more work needs to be done to generate more sales. Sure, that could be true; the iPhone is, after all, far more expensive than a pack of plastic products, but building a new iPhone doesn't guarantee people will buy it. Easy products will be the most profitable, the most money you make.

When it comes to business, the best private label items to create your brand are easy, and you can find it working if you follow certain rules. Ask yourself these questions before putting your money on a specific product: is it evergreen? Does the client return to it over and over again? Think of things like shampoos or conditioners—products people are going to purchase over and over again. Is your commodity that is desired by people?

Imagine spending a few thousand dollars on a product, spending so much on branding, then finding out that no one is looking for that particular product. Not only the brand itself but the form of product itself. How are you going to feel? Foolish? Gutted? Dumb? Ensure you do your homework before embarking on any business adventure. There is an easy way to find out what people are looking for on Amazon. Before you waste away your life savings, ensure you what people need or searching for on amazon using Keywords. You can do this by entering certain keywords in the Amazon search bar and see how the answers can be found by using one of the several predictive search tools. Some of these resources tell you what you are looking for in other listings, and others will define business holes into which you can think.

- **Is your product in a competitive market?** You could struggle to get your foot at the door if you choose a product that is extremely common in Amazon. There are, however, several products which lack competition and these are the ones you should look at. Even if the object has competition, ask whether you can bid for something, such as multiples.
- **How Easy And Inexpensive Is It To Make Your Product?** You don't have to sell expensive things that are costly and involve a lot of change. Fifteen units of plastic containers should be sold every day at \$20 than for a product to be sold once in a while as a very low-profit margin.
- **Does this product have documented sales data?** One step many people miss is to check their Amazon lists of retail products before they choose to place a bulk order. This is an important step to show how a fabricator will market your goods before you start the expensive process of sourcing your product.

Actually, nothing is too scientific or complicated. The best products for the selling of private labels are plain. Articles that stand the test of time, goods that people repeatedly return to. In Amazon FBA, you should know how to get through private label sales on Amazon FBA. But there are still those who think it would be a simple job and that they can make money instantly.

The five main rules for the selling of private label on Amazon are as follows:

You need capital

This is the most important rule-you can not make money from the sale of private labels unless you have the resources to set up first.

You can not buy your stock, create your brand without a lot of capital to start with, and design your packaging. Having build your own private label is NOT the same as having to find an Amazon reseller. You need the money to purchase the product in bulk, to pay for any modifications you want, which are not optional. Initially, your providers won't give you the best price on your preferred product, and they will not create projects for you unless you buy huge quantities—which means lots of money. If you don't or are not willing to pay, go, and find another path because you will waste your time.

You Are Not Going to Make Any Quick Wins

There is a big difference between the person who resells using the Amazon platform and the person who makes his own products and brands. The latter construct an inventory, which takes the profits into the foreseeable future. In contrast, a dealer only earns immediate income and has to go and find another product to sell later.

There is a huge difference between these two personality types. While everyone wants to gain funds, the person who creates an asset knows that, while their product draws an additional \$100 a month, it is much higher and lasts much longer than the person who turns on a costly object. Why is that? Why?

Assets are always better than having the skills to sell a single product. Assets have a more sustainable value and will last for longer. It's far better to have ten assets worth \$500, which means that you can make a potential \$5000 a month, every month than to resell the products once, and then they're gone.

Know Who your customers are and ensure the risks are low

One of the most successful ways to succeed with a private label company is to know who your customers are and identify them

correctly. And Amazon Sponsored Advertising is the best way to understand your clients. The most stupid thing to do is choose a product, talk to your vendor, purchase an entire load, and stick it on Amazon with money. This works, but on very rare occasions. When you build your private label product, you must keep your risks low.

Using Amazon Sponsored Announcements to check the offer and make sure that people really want it and reach into their wallets. You need to change your mind but know how to use these sponsored ads for your benefit before you pay for something you can't change. And stop thinking, like many people, because you think like an Amazon reseller and not as a private label vendor.

You are not Amazon reseller, have a mind-shift

You have to spend time developing your brand and assets to thrive and run a real company. The assets you build up will generate money with very little feedback from you. A reseller will start each week or every month again in search of the next big commodity, handling the shipments and everything else that goes with it. A private label seller who has done his homework will create something that lasts a lot longer than it is.

Don't Forget to Build on the Success of Your Work

Don't forget to build on your last achievement, and most importantly, build on your future. The money you earn from your company needs to be created and preserved. It's so hesitant to earn your money and spend it, but the more you bring it in, the more you go out.

To excel in the selling of private label items, you must be mindful that they are not easy to make and that the first time a very unusual person enters the room. Do not despair; check your goods before you buy them and start small. Do not despair. Create your company

as you go, and if you do it correctly, you will finally have a stable asset that generates income consistently with little input from you. These are more than good reasons to convince you. As an online dealer, you definitely should consider private labeling as it will take your business far faster to the next point. Now let's talk about how you can start your Amazon company.

Chapter Six:

SETTING UP AN AMAZON SELLER ACCOUNT

Amazon allows you to make money online by selling on the platform. You can make some additional income from it or even leave your job and set up a full-time Amazon company if you want. It offers you plenty of flexibility, and you can take more than you have put in it.

Let me list some benefits from Amazon's sales:

- Flexible working hours and freedom to work
- Financial security Good returns on your investment
- More free time to do what you want to do with
- Experience in carrying out major projects in the future.

You monitor the profitability of your company. Your efficacy in the implementation of the above techniques will decide how good you are. You will also gradually learn the ins and outs of the trade, which will further improve your profits. But all this comes later. We have to continue with a few baby steps right now. Build your Amazon Seller Central account is your first move.

The method is quite easy. Amazon has provided helpful tips to make it quick, and you don't have to follow anything else.

- Open the following URL on your web browser, "sellercentral.amazon.com. I'll simplify the process for you here.
- A login page will be open. If you click on the "Sign Now" button on the login screen, it will take you to another tab.
- You must first choose whether to sell you as a "personal" or as a "professional."
- Let's dig at the differences between the two.

a) A seller may only sell a limit of 40 products within one month. On the other hand, a skilled seller will sell several items in one month. There are no limits.

b) A fee of 99 cents is paid to the individual seller for each item he sells. In this scenario, there is no monthly fee. In comparison, a qualified seller pays \$39.99 a monthly fee. In either case, you can sometimes have to pay extra costs, such as referral fees and variable closing fees.

c) Certified sellers can sell items in all Amazon categories. Individual sellers can not achieve this. You can only sell a small number of categories. It is, therefore, best to go with your business' "Professional" strategy.

- You will have to read and sign a seller agreement once you pick a package.
- Before you go any further, print out this agreement. This will allow you to sort out any future problems. Once you have read the terms and conditions, agree to them and then go ahead.
- You need to fill in important information from the next slot, such as credit card details, billing address, seller

name, and business address.

- You'll have to test your identity after this. A PIN is provided to you via a text or a telephone call on a number you have. This is a standard procedure practiced by many places.
- In order to proceed, Amazon must also provide a qualified seller with the requisite tax information.
- Once you have received your tax information, you can complete the registration process and will be taken to your Seller Central account homepage. You will handle all activities on your account from here.

There are several tabs in your homepage's top navigation bar. Allow me to give you an overview of these tabs.

- Inventory: from here, you can add new products and handle existing ones.
- Reports: You can show all your payment reports and tax information on this page.
- Orders: Review all orders obtained and process all returns.
- Performance: All reviews obtained from customers and all statements they make and other performance-related details are provided here.
- Settings: You can alter any account information in this tab

SET UP YOUR SELLER PROFILE

You will need to complete your public profile when your account is enabled. To future customers, this is the Amazon equivalent of your Facebook or Twitter profile. Your customers will learn who you are, what your business is, and what you do for shipping. You will see the return policy, other customers ' reviews, and much more.

The main components of your profile you will concentrate on are:

About the seller

This segment provides you and your company with information about your customers. You have to say to people who you are, how your company began, what motivated it. Speak about your business vision, what you want to do, and give your customers and say anything that is important to them. You try to connect to your consumers and need to be as transparent as possible. This will help build trust, and your customers will choose you more often than not.

Your Logo

Your prospective customers will be able to see your logo at various places on your website and at a glance, including the Offering Listing tab. Hold the logo to 120x 30 pixels and don't have any URLs or link references to your website.

Your Return and Refunds Policies

The Return and Refunds Policies Provide the customers with full guidance on how to return refund or replacement goods. Now give them the address to which they must send returns and inform them how long it will take to process a refund or deliver a replacement product. While designing the policies, keep in mind that Amazon will require all sellers to return their products for at least 30 days after the sale.

You can build your Amazon Seller Central account with this information, start listing your products and make money!

Chapter Seven:

CHOOSING A GREAT PRODUCT

This is perhaps the most important step in the entire process. It's all pointless if you don't choose a highly lucrative product. Why does it matter so much? Just because the only way to succeed is for you to pick a good selling product. It must be marketable for a product to sell more. You can't make your business work without a great product. So, what makes a "perfect" product? Let's look at a few important factors.

Good sales volume

This is a basic rule to pick a good product. You want this commodity to be marketed so that you have to ensure that it is well on the market. If you choose a niche product that only sells a few units each month, you won't benefit. There is too much competition in the market, so you have to choose a product that sells through. But it is also important to ensure that there are no major players already selling this product on the market. Such sellers appear, by selling at a low margin, to dominate the markets in which they sell. And they appreciate the large-scale markets that small sellers can not.

Attractive Pricing

You should know how important it is to set the right price on your product if you are familiar with a behavioral concept called impulsive purchasing. You must pick a commodity that falls within the right price range. It should be high enough for people not to find it a pointless drink, but it should be cheap enough for people to feel the urge to buy it as soon as they see the price. That's what we

call impulsive purchases. If the consumer feels the price is not too high, she does not find comparing similar products to give you a competitive advantage.

Since you have to pay Amazon fees, you can't choose a product that is very cheap, because you're not going to benefit. The best price is from \$20 to \$100. If you want to customize it further, choose a commodity below \$50. Extremely generic products will not sell, at least not for your company. So, if you thought about going with clothes or soap bars, drop the idea. The goods must be a bit unique so that they can fill a specific niche.

Niche Products

Generic consumer markets are already very crowded, and there are major players in the field, so you don't want to go. What you need to do instead is target a certain consumer group, a group that is not too big or too small, but just the right size to make a profit. Sell a product that customers in stores or centers in every city don't find easily, something that isn't common practice.

Non-seasonal commodity

Would you like to sell all year round? Don't pick a simple seasonal commodity. You're surprised how many people don't take this into account before selecting the right product for their client. If you want to sell all year long, choose a commodity that is not seasonal. And, if customers don't need your product, sales will drop dramatically and damage your business. If you can not do away with a seasonal product, then pick a few other items for sale and make sure that certain goods are non-seasonal. You will continue to sell this throughout the year.

Healthy Competition

Not all competition is poor competition; you know it before you begin selling. A small seller like you can't spend much on

advertising your product, so it's nice to have some competition in your business. It's safe, even beneficial for your company. You will not profit from being the only player on the market since you can not raise awareness of your product on the market. Choose a company that has a healthy competitive environment. It means that you can profit from the ads of your competitions. Be mindful of over-saturated markets at the same time. Too much competition will destroy your business, as previously discussed.

Good suppliers

Good suppliers are important to such a business. You can trust him if you have an excellent supplier to produce the right products in good time. In addition, this means that you can meet orders on time and build your credibility. A bad supplier, on the other hand, is unreliable and can damage your company if it is not delivered on time. It is suitable for a trustworthy seller for your selected product(s) and for multiple suppliers. In this way, even if a retailer is facing other problems.

Mobility

The product's mobility is also an important factor. You should choose a product that is easy to ship, because when it comes to packaging and shipping, Amazon enforces strict standards. This can lead to problems if your product is too small, bulky, or easy to damage. Fall checks are to check the labeling of most items. It decides if they are eligible for shipping.

Returns

This is the most noticeable. How can you sell a product if you can't make profits from it? Finally, you're in the business to make a profit, and you can't do that without a profitable product. Make

sure that the product you choose to sell even after you pay the Amazon fees gives you decent profit margins.

Now that we have discussed some of the key factors in determining the product to market, everyone must ask how to find the right product. Let's give you a head beginning.

The easiest way to get started is through the Amazon bestseller list. This page is updated every hour, and the highest sales items on the website are available here. Amazon has sophisticated algorithms that provide very accurate and reliable results. You can get more at www.amazon.com/gp/bestsellers. Finally, you can find a commodity that can easily be marketed and sold.

You can also test other venues if this is not enough. There is a Movers & Shakers section on the website and a Hot New Publications section, both of which tell you about items that currently sell well. Amazon also has wish lists, so you can search the most desired section for an item. In addition, you can also get ideas from the Gift Ideas site. Make a small list of products, then transfer the parameters we discussed above on to each one. This allows you to select the best product for sale.

If you are still not happy, there are other places to look for future goods. Check eBay, Google Shopping, and other popular websites for e-commerce.

Here is a short checklist of items to do when deciding on a product: Review the product specifications by using the bestselling list or the Google Keyword App.

- Make sure the commodity is not seasonal.
- Ensure that the commodity is priced correctly to encourage impulsive purchases.

- Test that there are no major players already selling the product on the market.
- Make sure that you can ship the product quickly.
- See those good suppliers for the product are available.

Now there are those Amazon sellers that seem to be able to judge the market but don't get anything else right and still make money. There are also the sellers who do wrong on the market but do everything else and don't make a lot of money. This shows that the market that you are targeting is significant, but everything else is also right. I'm giving you another way to make sure you get the right product and the correct market, along with everything else in this chapter: a way to test whether you're going ahead or calling for it ends before you spend any money or time.

The following checklist is simple to use and helps you determine if your product is viable and whether your competition is viable. The program will inform you whether you should proceed with or continue to search your private label company. There is a mark next to every line—give yourself the mark if you can respond yes or zero if the answer is no. Finally, we'll check the points and see where you are.

Business viability

Is there a high competition of the national brand name in the business? Score 5 If your company competes with a national brand, you can also give up in all honesty. Let's say you want to go with cameras; you're insignificantly rushed in like Nikon and Canon. Consider using products like kitchen accessories or any other form of accessories that do not dominate the market with a national brand name?

- Is the average sales price about \$15 and \$60? Score 5

One important point to remember is that you need some leeway to pay for your ads. When you sell something worth \$50, you'll need to do the same job when you sold products that weren't more than \$7 or \$10. If you run a big department store, the low profits / high volume game will be very difficult for you to win.

- Are the sales rank below 10,000 for the top three items?

Score 4

When choosing a product for sale, you must ensure that the amount to meet your profit goals is adequate. Do not produce a product where there is little to no demand; your time and money will be wasted. Much will depend on your choice of category and the time of year, but you will use the following as a reference. Goods in the range of 8000 and 10000 are sold between 4 and 6 goods a day; products in the 5000 to 8000 range are sold between 6 and 10; goods in the 200 to 5000 range are sold between about 10 and 20 products a day; items below 2000 are sold more a day than likely.

- Do the top three products have 400 or fewer reviews –4

Reviews are extremely important to get a product rating and persuade prospective customers to buy it from you and not from a rival. While over 400 reviews are possible, it takes you much time, effort, and, perhaps most importantly, money. If many items have less than 400 stars, then you can use your excellent marketing skills for a great opportunity to get into and surpass them.

- Are there goods with 100 or fewer reviews? Score 5

Money must be made from items dropping outside the top three positions on page one. It might be that place number 6 or 7 can still receive a possible \$1000 or more per month, and not so many people would turn their nose every month. When the

number of products with 100 or fewer reviews is fair, you have a good chance of getting on page one.

- Are there many business keywords? Score 5

Is your audience likely to use a number of keywords to search for your product? The more keywords you have, the higher the chance of a sale. For example, if you sold cutting boards, some people will check with "cutting boards." You will end up ranking for several different keywords by using good marketing skills and significantly increase your sales and profile.

- Are all pay ads in use per click? Score 1

Check out the competitions—are they on the PPC ad for long periods on the bottom or side pages? If they are, then they make good money from them, and this is another avenue to explore the market.

- Is there a product video on Page One of Google's top keyword search results? Score 3

If you don't make a video, then get busy. Build a YouTube channel for yourself if you've not already started making a few videos of your company. You will find yourself on the Google Search results, and adding links to your videos directly sends people to your Amazon product page.

- Do the top three keywords have more cumulative inquiries than 100,000? Rating 5

This can be found with a resource like Merchant Language. Do you use it, because it is a good way to ensure that ample searches are carried out to make your company viable? This may sound very counter-intuitive, but if other people make any money on the market, then you know that you can produce a better product, take better pictures, write a better copy of the products and surpass them in those lists. It is also a validation check to prove that the product is available.

- Would you give your product some value? Score 4

See your competitions ' negative reviews always and see just what their customers complain about. Use the issues you pose for developing your product. For example, can you attach some kind of accessory to your merchandise, maybe bundle two products together, or offer good discounts for more? Consider it something a prospective customer sees as important—don't forget, everybody likes to think it gets something free or cheaper than anyone else.

- Were goods that are competitive in the market? Score 5

If the goods are breakable or not meant to last very long, such as glass products, they tend to break up when delivered. The customer will always blame you and give you bad reviews, rather than blaming the shipping company. This is not your fault, but the profits will never grow as long as this continues.

- Is it possible to use the product without a detailed instruction manual? Score 3

It is always your fault if the customer doesn't understand how to use your stuff. And they'll give you a bad review as a reward. It will be your fault if you don't understand something; if you don't use it correctly, your fault. Return to the cutting board we mentioned before—a basic product that does not need explanations or a user manual. Compare this with something electronic first to assemble, and you can see where the problems lie.

- Does the company lead to additional orders or orders? Score 5

Would you market your company repeatedly to the same customers? Do they continue to return for more? Every month, this is the easiest way to grow your company.

- Can the commodity be a gift? Rating 3

Gift buying is the biggest market these days. If your packaging looks like it's for a gift item and the product itself is giftable, sales increase considerably. You will find people who order for themselves and then rearrange them as gifts to others.

- Can't the commodity easily be bought elsewhere? Score 2

Commodity goods can be purchased everywhere, in particular in large chain shops, like this ordinary trim board. These are things that most people buy from their local shops. If you make this cutting board special, with features that customers can't get anywhere, they will come to buy from you.

- Does the product weigh one or fewer pounds or less? Score 4

The smaller the commodity, the lighter the normal score. The cheaper a product is, the lower the supplier's shipping costs are, and the lower the Amazon prices will also be.

- Is the product tiny? Score 4

Imagine an object about 8 "by 8" by 8; "putting your hands together will typically give you a sense of how big it is. Think of your offering, is it bigger or smaller than that? If it's smaller, you're probably able to get into Amazon's lowest price, which means more money in your pocket.

- Can the quality be improved with better packaging? Score 5

Packaging is an integral part of the company. Better packaging encourages higher sales and costs. Keep the packaging appealing and product-appropriate.

- Could you purchase your commodity for 20% or less of the resale price by shipment? Score 5

Amazon charges add up—they get 15 percent of the sales price, shipping charges, and packaging charges start at \$2.50. If your company has a sales price of \$15, then you will lose \$2.25 in commission and about \$2.50. Take away 20% for the price of

cot and shipping, which leaves a profit of \$7.25 per piece, equal to 47%. This is not bad for working in your PJs from home! If your sales and expenses are in excess of 20%, your income will decrease significantly.

- Can you buy 500 units or less first? Score 4

You don't want to put every single penis on your original order, but you need enough things to cover promotions and sales before you raise enough money to buy more. Score 4 Too much is going to kill the income stone dead.

IS YOUR COMPANY A LEGITIMATE AMAZON PRIVATE LABEL?

Attach the points you scored and use the following to decide if you're going to be able to go ahead or call it a day: 0 to 40 points—walk away now, don't look back 40–50 points, possibly you'll not do that, and it will take you 50 to 65 points. Come on now!

This checklist aims to give you an idea of whether you have the demand and the product for the serious marketing of Amazon FBA.

Chapter Eight:

SEARCHING FOR THE RIGHT SUPPLIERS

You will begin to search the right suppliers for those goods after you have one or more items that meet your criteria. Each chapter focuses on how you can quickly and efficiently find the right manufacturer for your goods.

This is best done by looking at www.alibaba.com; Alibaba is a traders' website. This site has a large number of manufacturers and suppliers of all kinds of products — sellers from almost all over the world trading in a wide variety of goods. Traders can contact them and import goods via the website. You can still locate suppliers and distributors using trade magazines, as we used to before Web, but Alibaba is definitely the easiest way. There is also a lot of choice between sellers.

You can go and find them on Alibaba when you decide which product(s) you want to sell. A lot of suppliers will be available for each product. It is not uncommon to find hundreds or even thousands of suppliers for a company, which makes it very difficult to pick a supplier. Ah, the preference paradox. But I'm going to say something to you—they're not all-important to you. You can, therefore, skip the irrelevant ones and narrow the search using the correct search filters. Let's get you up to some basics quickly.

The "Gold Supplier" badge is awarded to suppliers with a good reputation on the website. Under the supplier info, you can see how

long a supplier has retained that position. Then there are vendors that Alibaba or a third party verifies. The authorized staff has inspected their plant or store, and they are identified under the "Onsite Test" tag. If a third-party inspection firm inspected a manufacturer, it would be shown under the "Assessed Manufacturer" label. If you want to see the inspection report, you can do so too. An "escrow" feature guarantees safe online purchases, which means that fees are not made to the retailer until the items have been securely shipped.

The use of these filters affects the search results a lot. Nonetheless, you will have a lot of options. What you should do from here is to test every seller's price and minimum unit sales policies. You will consider these numbers negotiable in most situations, so please contact a few vendors before you decide to settle them.

Start with six providers. Call each of them and let them know your needs. Try to get a sample from suppliers before you begin negotiations on price and minimum order size with them. Your goal is to reduce the price per unit without having to buy large quantities at once.

Speak to them about private labeling and tell them how you want the items to be labeled. This is critical because you want to build a brand identity on the market for yourself. Immediately ask the manufacturer whether they are prepared to mark the items with your private label. Stop patronizing sellers who are not immediately responding to your emails and messages. Shoddy customer service is not something with which you have to deal.

Here are some tips to help you through the process:

- Remember that it takes time to find the right supplier. Once you settle for a manufacturer, a good deal of testing will

take place, so don't waste time looking for the perfect fit. Try to get samples from some decent suppliers fast.

- In the future, you are probably going to settle on one vendor, but in the beginning, you have to start with multiple suppliers.
- There is a sister site for Alibaba: www.aliexpress.com. In this case, you can put smaller orders and test samples.
- As your savings, handle your samples. Instead of selling them on Amazon, check them loosely and see how long they are. You don't want unfriendly customers, so that's important.
- It is not appropriate to place a large first order. Several factors determine the size of your initial order: your money, product demand, unit price, etc. Begin by ordering a few Aliexpress units if necessary.
- Don't put a big order before you start, even if you've got considerable capital to start with. First of all, you need market testing to verify the viability and demand of the product you are selling. You will start placing larger orders once you have assessed all this. This also helps you to move suppliers without delay if one supplier is not happy.
- As your sales increase and become more consistent, your relationship with your supplier(s) will be improved. You will soon be able to receive better deals, and some may even offer additional services such as customer service and delivery. This helps you to automate a lot of your business.

You may not know this right now, but choosing the correct way of shipping will have a significant impact on your business. It is an important decision to decide how the company works. Your initial investment and the quality of the workforce play a substantial role in this decision. Most sellers begin with either private or FBA

shipping. Nonetheless, whatever you start with, you should strive to get your goods delivered as soon as your business takes off.

Some people start by turning their garage into a temporary warehouse. If you don't have much capital at first, you can also begin with private shipping. Ship your goods when your manufacturer delivers them to you in your garage and send them to your customers if you order it. You don't have many orders when you start, so this approach works well.

It allows you to make all your orders more personal. Once you prepare your items, you can add a custom note and thank the customer for his purchase and tell them about your brand details. On the record, you should add your web address. If your product is excellent and your packaging effective, it will have a good effect on the consumer and emotionally connect you with it.

You need to be good at the timing of this process since shipping goods are of paramount importance on time. Everything is done individually, which can be genuinely inspiring or overwhelming. You must be able to handle everything well. Make sure you turn to better shipping methods once your business has advanced.

Fulfilment by Amazon FBA is an easy way to complete orders once you have started to sell properly. This helps you to automate more of your organization and allows Amazon to take care of it. Instead of handling the whole delivery process, Amazon charges a small fee. All you have to do is ship your goods to a warehouse in Amazon. You can even ask the manufacturer, which further reduces the prices, to ship directly to an Amazon warehouse. You save a great deal of time and money.

Dropshipping

Dropshipping is a common shipping method right now. It is used by many online retailers worldwide. Items are sent directly to the consumers by the manufacturers. The trader doesn't have a share, i.e., you. Which ensures you don't have to think about the commodity itself being packed and delivered. If you are a regular customer with a decent business to a manufacturer with whom you work, he agrees that the products are sent for you. What else? What else? The manufacturer could even decide to manage any customer service for you, which automates the company a lot.

Your company moves to another level of automation by establishing such a partnership with a supplier. You only need to handle the front end of your company and take care of things such as marketing and brand promotion. The manufacturer will look after the back-end for you.

Private Labeling

The application of a private label to the products they sell to you is not uncommon for most suppliers. You will easily agree to do it for yourself. Many of them even have ready-made models for their designs and logos. Once you have a logo created for your company, you can pick a template and print your logo on product packages. It's a very simple way to create your brand identity.

The first thing you have to do is to build a good, innovative brand name so that consumers can associate your product with it. It's also something you should recall. Once you have done this, it is time to design your logo. You may create or employ a designer for your own logos at websites such as www.logoyes.com. Some of the web pages where freelance designers can be found are www.odesk.com, www.elance.com, and www.fiverr.com.

Other websites are also open. Freelancers can be identified who are going to do this for you at a reasonable price.

If required, the next step is to pick a box design and to get a UPC code for your order. Ideally, you should also register your trademark with the agency concerned to keep it from being copied. After all, this has been finished, call your manufacturer and ask them to print all your goods on your private label.

The Importance of Having Samples

This is an important part to bear in mind. We tell you to take a sample of your product, but you must be asking why it is so necessary to do that. After all, you know how your product works; why do you need a taste of it?

First, you may want to purchase a product that needs a small change to really make it original for you. In this case, you need to see how this prototype feels, how it works, if it works, and if it looks.

If you can, you should try to order at least three samples of your product, especially if you make changes. When you sell in different colors, ask for a sample in each color to see what they look like. You want to see how the samples are packed in your choice of the box to ensure that the quality is correct. You wouldn't know if you buy just one item and if it was only packed into the package without padding if it would be a one-off or the way it would usually pack the product. This question will be answered by ordering a number of samples.

Costings

The cost of the samples will obviously increase if you customize the items. Let's say it costs \$100 for every sample (these are just

selected estimates, so don't panic!), and you have ordered and paid three for delivery. You'd have to pay 300 dollars and shipping for cases, 150 dollars. That is a minimum of \$450 to make the samples and ship them. Now it may sound like a lot of money just for samples, but it's relevant here.

First, you can see the product quality. You could find that you could sell a piece of poorly made rubbish if you just go ahead and purchase thousands of units without checking them. Paying the samples money gives you the option first to see what they are. Bad goods will only give you a ton or refund request and a bad reputation. Second, you can see each product variance and see which products work well and which can probably be removed. Second, you can check the product for yourself, and all the money you can spend is worth it. You will at least know that the product works and is safe.

How to use your samples

Once you buy these samples, you first check the quality, but there are several things you can do to get the most of your money from them. These are the best ways to make use of your samples:

Use them for the images you have on your Amazon page.

If your supplier gives you pictures of your goods, they are not of the highest quality and definitely do not reflect the items you sell well. Customers like to see clear pictures of a product they want, and a poor quality image is a big turn-off.

Most buyers are using the pictures to decide whether or not they want to purchase the product so that you need the best quality images. You can photograph every difference and every color using the samples and also photograph the product from various angles. Use a good quality camera or tablet to get the best you can without

hiring a professional photographer. You can submit one of your samples and still have a few left if you notice that you have to use a specialist.

Make sure that the packaging looks the right way

The vendors will give you packaging images, so what you see in the picture is two things, and what the packaging looks like. In some situations, you may not even look like the packaging now. The packaging I talk about here is the material in the shipping box which packages the product.

Let's assume you've ordered an iPad case. The case must come into the package inside the packet. A package in a shell, if you want to. You must know at the front that you can put your own brand and design logo on this packaging to help build your own brand awareness. Use your samples to decide what advertisements you want to sell and tell the provider to make any changes you want. The packaging is the first thing people see; if it's not perfect, they won't trust the actual product much. These can also be used to promote your own website and drive further traffic and sales.

Use the Review

Using feedbacks is one of the best ways of making sales. Present your family and friends to other people and ask for their input. As a product owner, you have some partiality, and it is nice to get the feedback of others, a fresh pair of eyes if you like. Let them use the sample for a few days and ask for feedback—positive and not negative.

There might be something wrong, something small that you might not see but would be an "outsider." Get as much feedback as you can before you go live with your product. During your visit, make

sure that the product does what it is supposed to do. All of this is for validating not only your product but also your preference.

Your marketing strategy is crucial to your business ' success, and that is just what selling private label products is - a company. Take and use these pictures not only in your listing but also on your website, on your social network sites, anywhere you think you can advertise. You can even make a short video of the product shown and upload it. Use it or post it to YouTube on your social pages. Videos are a great means of enticing prospective customers because they can really see how the product works and why it works for the reason it is made.

Check the reliability of your product

Push your product to the limit, ensure that it is robust and does not crack first. When you advertise that your product is safe to use in the washing machine, put your samples multiple times in the dishwasher to test it out. Make sure it is waterproof with a few hard water checks if you think it is waterproof. You almost want to risk breaking the product by pushing it to its absolute limit. If the product is supposed to be safe to wash and then dry, try it out and make sure it's safe. You will make sure the product works as you suggest—if you do not, a number of bad reviews and a bad reputation will arise.

Check the requirements

Check and then double test the sample for the product specifications you got from the manufacturer. If the spec says the product measures 5 cm by 10 inches and weighs 5 pounds, make sure it is right. Measure and measure, ensure that it is of the correct weight and size. To ensure the product is what you—and the

manufacturer—suggest, review all the specifications. Your product has to suit your advertisement; it's just as plain.

Test, Test, and Test Again

Also, checking, testing, and testing cannot be emphasized enough—check your sample and, if necessary, test it for destruction. You need to know how strong it is, how far it can be moved, how long it lasts, and what it can handle. Make sure you spend thousands of dollars on this product; a product you know is of the quality you say it to be. Once you put your first order, you can take a big gamble, so make sure it's worth selling first.

Chapter Nine:

LISTING YOUR PRODUCT ON AMAZON

The listing of your company on Amazon also includes hundreds of product pages, but you can build your own product page if your product is not included in the catalogs. All that you need to do is upload some good pictures, write a good summary and name for your company. Click Save, and your product listing is shown in the Amazon catalog. Nonetheless, you must first have a Pro Merchant account. You do not have to add your own listing for an existing product page to the Pro Merchant account.

If you don't have a Pro Merchant subscription, here are the steps.

- Sign up for your Central Seller account in Amazon.
- Click the Settings tab and then the "Seller Account Information" button.
- Click on the Account Pro Merchant.
- Now press the Inventory tab to choose "Manage your inventory." Click on the button "Build a Product Information Section," which is available only to Pro Merchant subscribers.
- You will first be asked to choose a category for your purchase. Pick one that is appropriate for your company and search the available categories. You can also look for a group by entering the search box. Choose the right one if there are subcategories.
- Type the name of your company and enter, if you do, a UPC, ISBN, or any other ID. This identifies the items. Fill in all the fields next to them with an asterisk. These are

necessary, and without this knowledge, you can not go further.

- Now write a good product description and upload some quality pictures of your product.
- Once you have done so, the state of your product shall be entered, the price set and the shipping information shall be included. Even if you create a listing for an existing product, it is the same.

Most products are on Amazon already and have a dedicated product page, so keep that in mind and first try to look for the product page. Check "Find it at Amazon" and click on "Sell Yours" to build your own listing if you find a store.

To make a sale, you must first sell the idea of your product. Write a captivating sales summary. That's right; the first thing to happen is for the consumer to become interested in the idea of the product. There must be a desire in the buyer's mind. Once there, you must show them that your product is the best. This is how a transaction occurs.

Write a Captivating Sales Description

The best way to do this with Amazon is to write a great product description. This is a tried and tested way to convince potential buyers that they need your product. If you have a product description that appeals to their personality, it is very difficult for a potential customer to ignore your product. It is, therefore, important for you to create a powerful product organic, which gives your consumers the right push to buy the product.

Let's look at certain things that make the definition of the product convincing.

Address the consumer

We have already mentioned that you have to pick a niche product. The niche market thing is that it is harder to cater to. You know what they like and what they don't. The most important thing for you is to know your key customers.

If you want to sell toys for children or very young children, women between the ages of 25 and 40 are targeted. Usually, they will be your primary customers, so you have to write an organic product in mind. You will mention them explicitly in your product description.

You can do a few things to make it attractive to your demographics. Try and talk about the definition, for a start. It helps the reader feel that they are talking to you and that instead of reading a monologue, you answer their questions. In your description, you should also often use the term "you" to address the buyer.

Mention the benefits, not features

This is a basic rule of sales. Don't concentrate on the features of your company; focus on the benefits. The customer doesn't want to ask what the product can do; she just wants to know how the product helps her.

This is essential knowledge, and even if it is necessary to do so, you must also be mindful of how you do it. Start writing everything you know about the product. Try and be interesting; be funny and imaginative. Either color, design, special features, or ergonomic comfort, it's all right to write something positive about your company. Once you have done so, select the best and rewrite them, concentrating this time on the customer and how they will help him.

Technicalities

In your product description, seek and use a few technical terms. So long as you don't go overboard, this works for you and

authenticates the product's credibility. If you have patents or copyrights, you will definitely mention them in the biography. It brings more credibility to you, and your company and customers are more inclined to buy from you.

Customers like unique and refined products, so you mention any patents you have at least twice on your product. It means that the reader discovers it. It helps to reassure the consumer of the quality of your goods.

Nonetheless, try never to lie about it. It can get you into legal trouble easily. Don't think the customer is stupid, and discuss only real patents and copyrights.

Impressive word structure

You must weave your words with magic. Write the product description impressively and write in a way that entangles the senses of the reader and persuades them to buy the product. It's not about using big words, and it's about writing impressively. You want the consumer to feel the necessity to shop.

Graphic Description

You have an obvious downside with online sales. Ultimately, the customers can not hold the product in their hands and check its consistency. All they have are photographs of your items, so you must be as good as possible with the pictures you upload. These should be of high quality with proper lighting, and the image should also be shot from several angles. Make sure any physical aspect of the product is shown in all significant angles.

Start it with a pictographic summary, explain the product details in the pictures, and embellish them.

Formatting

You have to hear how critical it is to write good texts for formatting. The way a consumer perceives your product makes a lot of difference, so you need to pay close attention to it. Keep the summary as fun as possible to read. Here are some tips:

- Using qualified fonts that have proper distance and no needless curves. It should look good and should not have designer components in a product summary.
- Efficiently using bullet points. Place them in the text in several places so that the reader can absorb the text in small quantities and get the summary even without reading anything.
- Leave some white spaces in lines. It makes it easier to read and easier to digest.

Highlighting

Readers read the entire summary carefully, and there are others who do not read the newsletters properly. Unfortunately, there are many these, and if you don't care, that can affect your sales. When your product summary has been written, take a look after a break. Mark and highlight the most important parts of it. You can do this by making them louder and bigger. The idea is to draw them out so that they catch the attention of the customer, although they do not read most of the explanation. This is better for impatient readers who don't read the organic product.

Evidence

You have to show your customers proof that people really like to use your product so that they can trust that your product is reliable and useful. The best way to do this is to show evidence from your previous customers. Include such testimonials in the definition of the product. If you have five-star ratings and reviews, your reputation will also benefit. When the customer sees all this, it

looks like your product is trustworthy and makes an educated decision to purchase your product. Don't forget to provide the customers with the evidence.

No nonsense

Don't give your product summary any unnecessary information. The customers need not read it, and it just adds noise to your definition. Understand that people are busy and do not like to read unnecessary details. Less is more, mind. Mind. Read the product description several times before it is released, and each time gather useless information. Make sure you use spelling and impeccable grammar.

Outsourcing and monitoring

Make sure you track it if you obtain it from an external source. Externalizing research is not a bad thing, but tracking performance is critical. Review the description(s) several times before publishing it and make sure it is written correctly.

Chapter Ten:

FEES INVOLVED WITH FBA AMAZON PROGRAMME

It is important to have a clear understanding of the costs and charges associated with the use of this service before you board the Amazon FBA program. For some salespeople, FBA tends to be a more expensive choice than other programs. It is important to remember, however, that FBA covers all rates of delivery fees, including warehousing and shipping (costs that can be easily escalated if a business is left alone to incur). For many businesses, the expenses are not prohibitive, but it is very important to understand the financial consequences of the partnership in any business enterprise. No fee or payment will impact your income, but be mindful that your total sales volume and the exposure to your company may also be enhanced with the FBA system. Ultimately, it is up to you to decide whether you can guarantee that the product works within limits.

FBA fees include:

- Inbound shipping fee—that is the net cost of getting the goods into the FBA warehouse. You can use UPS affiliate delivery from Amazon to enjoy the Best UPS prices (which are some of the most competitive). You can also choose your own shipper if you believe that elsewhere you can find a better price.
- Amazon Commission—this is the cut that Amazon takes to list and comply with your products. That amount varies according to the category in which you choose to sell.

- Taxation-varies by the object.
- Choose & Pack Fee-varies according to object.
- Weight Based Fee-varies according to object.
- Space fees –space costs are very fair and often free for the first 30 days.

Chapter Eleven:

CAN THE FBA PROGRAMME WORK FOR YOU?

Now that you have some insight on how the Amazon FBA program works, you can determine whether this software can help you achieve your business objectives. When you understand how Amazon operates, study ranking systems, and learn how to pay, you may feel a bit confused, and you know that the Amazon FBA system is very easy at its heart. It works essentially in a few key steps: you first enter the products you want to sell in your Amazon FBA stock online (this will be addressed in the next chapter).

- Generate and print an Amazon shipping label, and send the package to one of the Amazon warehouses.
- Once the package arrives, Amazon workers must check the content and then go to the web live until it is delivered.
- Amazon is responsible for all outward delivery and customer service.
- Until the item is delivered, you do not pay a cent.
- Every few weeks, money from your sales will be sent directly to your bank account.

You have the option for one of two types of seller accounts when working as a seller with Amazon: user or skilled. The individual account is open, but only 40 products or 600 \$per month can be sold. This may work well for small-scale retailers, but you might want to look for a qualified membership if you really want to grow your business and produce substantial income. Professional membership costs \$40 a month, but subscription benefits are available. The most relevant is no limit, so your profit potential is

infinite. This fee also gives you access to feeds on the Amazon sales list.

One of the most important factors when determining whether you want this software is to compare the price you think you can get for an item with the cost of Amazon. You will certainly make the program work for you if you find a product with which you can reach a comfortable margin, and the revenue earned will offset the FBA charges you are paying. Many people argue that if you ship yourself, you will make more money and frankly, they could be right.

Nonetheless, many people want to expand their business and pay the fees for the money they have saved worth it—which can be channeled elsewhere. You may also not even have the physical space for the large inventory you need to make the profit you want. Amazon provides lodging and shipping to a substantial amount of a company for home-based or smaller companies, where this was not previously possible.

Keep in mind that your company will benefit from piggybacking in the popularity and customer confidence of the brand of Amazon if you are new to the market or are just starting e-commerce. Most Amazon customers can not distinguish between Amazon-direct products and third-party sellers. This could come from the joint shipment so that their goods can be shipped easily and fast. Most businesses struggle to gain a reputation or become successful in a competitive market. If you list your products with Amazon, you use your name, which can lead to higher sales if you play your card correctly.

Making it Work for Small Retailers

One of the great things about the FBA platform in Amazon is that it has gained the competitive advantage large retailers have had for years. In the past, you would need a huge influx of time, cash, and space to expand your company, making serious growth prohibitive for many smaller businesses. As a smaller retailer, you typically have fewer staff and limited storage space. It usually means the fulfillment and distribution of orders are slower than larger transactions, contributing to a reduced income capacity. Although a small business can fill 20 orders a day, a large business with room and employees may fill up to 300 orders. Think of what a significant difference your company could make!

If you use the FBA system, your growth potential is no longer limited. In essence, this program eliminates the space and time constraints and matches existing sellers as of day one. As long as you have the goods and can get them to Amazon, you can instantly and consistently sell items without tracking, shipping, or controlling your orders.

Chapter Twelve:

BRAND PROMOTION

For a number of reasons, building your own brand is important. If you want to become a top Amazon seller, you must create your own brand. A company must have a unique identity with which its consumers can connect. In conjunction with quality services, this will inspire loyalty to your customers and will continue to purchase from you. You should differentiate the product from others on the market by changing it little and adapting it. This also assists you in attracting more orders and making you a top seller.

The way you choose to brand your product depends very much on the type of product you market. It can be as simple for certain products as putting a sticker on the product. For others, you may have to make further attempts, such as graving the logo on the product itself during the fabrication process. For some, you can create a unique package. It is also a convenient way to distinguish the items. There are many other ways of doing this. You just need to be imaginative and use it for your benefit. Perhaps build a custom package for your company. If others are available in 100-ounce packs, you can sell in 150-ounce packs. Users will like it.

You can add a handcrafted card to your purchase kit as well. It supports the consumer emotionally by a personal touch and a feeling of individuality.

You can do a lot when it comes to promotion. Start a product blog or website and redirect it to the Amazon site. You can even

integrate an e-shop into your website so that you can sell from there directly. You can also get people to register for your newsletter. If interesting, you will be left with your email addresses, which you can use for promotional purposes.

Here are some things to encourage you: branding is not an unnecessary cost. This is an investment which helps you to sell more.

- Avoid spending large amounts on advertising when starting.
- Remember what your customers like when settling on a brand name and a logo, not what you like. Make solid work to have the correct name and logo.
- Make sure the logo looks polished and built professionally. Amateur logos are sending the wrong messages.
- When you work for the same market, keep all your items under the same name. It is easier to tag them differently if they belong to different niches.
- Branding is very important for you if you want to create a serious company. You will only note its long-term effect. It's all right not to tag all your goods at first. Do it with one product and sell other products until you make consistent money.

If your brand name is on the market, you can start promoting it, as you have ample money. Start publicity with PPC (Pay Per Click), SEO (Search Engine Optimization), and other techniques. There are many ways to advertise today.

Things like "Amazon Brand Ads" should also be considered. Amazon produces personalized ads for you and targets the right customers. Like other services, you are paid on a PPC basis. Google Adwords is a fantastic PPC tool, as well.

"Amazon Webstore Service" is a fast way to build a website that seeks your goods professionally. It is connected to your Seller Central account, so all services and resources you use at Amazon can be fully integrated.

There are too many sellers on the market for almost any commodity. The competition makes it difficult to draw customers' attention. So how are you going to get an edge?

To that end, you must first grasp the Amazon "order box" algorithm. This algorithm determines which seller is first allowed to sell by clicking "Add to card" directly after searching for a product. The seller who wins the buying box is the top seller. Customers can browse for other vendors, but they don't in most cases. You only buy from the default seller.

Many vendors may be similar to the consumer, and some may sell more custom

products. Others may offer lower prices or shipping costs, while others may provide specific added-value services. Nonetheless, most buyers don't bother to look for different sellers. The "bid box" vendor sells the most automatically.

The development of a brand identity helps you to win the "big box." You must spend more on ads, but in the long term, it is very useful. Winning the buying box gives you an enormous boost to sales, so always use a custom brand if you can.

Here are a few tips for becoming a top Amazon seller.

Only offer high-quality products. Quality products. This is the only way to get a good product ranking. Cheap knock-offs are never going to make you a top commodity, even if in the short term, your

profit. Satisfy your customers with excellent products and give you good feedback. It is going to build your credibility.

Shipping

Once you have received an order, submit the product as soon as possible. Customers loathe late deliveries, so don't give them a bad experience if you want them to return. Boat always on schedule.

Good prices

Don't overprice your goods. At first, you will make huge profits, but your volume of sales will suffer. To become a leading seller, reduce the profit margins a bit, as low prices draw customers.

Customer satisfaction

Positive customer reviews make efforts to please customers. It's important for you as a seller to maintain good product ratings because even a single negative review will have a significant influence on your sales at the start. Please communicate respectfully and politely with your customers and use an account to respond quickly to customer emails.

High-quality photos

Using high-quality photos always for your products and make sure you record them from a variety of different angles. Customers will feel good about it before purchasing it. When you can't get pictures for your company professionally taken, hire a photographer, and click on them.

Product descriptions

Creating compelling product descriptions is very critical, as we have already mentioned. This drives and turns potential customers

into actual customers. Write and customize detailed descriptions of your goods.

Complaints

Amazon customers do not hesitate to lodge a complaint if they are unhappy with their experience, so Amazon is the king of customer services. Make sure that all the customer complaints are treated fairly and rapidly. Amazon also looks at the case without bias, so you should be adamant about it. Satisfy your customers always, and your ratings remain high.

All you do is a way to achieve an end here, with the result being good customer feedback. This is the most important factor in determining your seller level. You may hear people use gray-market tactics such as paid reviews. I would strongly advise you against this. If captured, your Amazon account may be locked, and the business you created will fail in seconds. On your side, integrity is of paramount importance. Often you can't become a top seller, and that is all right. You just need to shift your market to a less competitive niche, to become a top seller.

One of the easiest ways to promote your products is through your own website and, if it is a decent some, you will be able to direct more traffic than you ever dreamed of, not only to your website but also to your Amazon product page. If you have more than one product on offer, this is even more important.

The Amazon FBA niche has everything you want—an audience that is obsessed with shopping for goods, social media websites, blogs, and forums to meet your target audience. You can take traffic via blog posts and

forums to your website and domain. You may set up a Facebook or Twitter account and do the same or comment on other similar and prominent sites.

You can go to other Amazon FBA blogs and get feedback into your blog, then write it much larger, much bolder to make sure you stand out. If you do that right, your market will expand, and your profits will increase. Through partnering with others in this niche and networking, you can share your content, connect to your blog, and see your own website grow—and most people benefit from it.

Email List

One of the most important things you need to do before you start using your Amazon FBA product is to build an email list. These are people with whom you can legally sell your product, build a strong relationship with them, and watch them spread the word for you. This is one of the most important parts of promoting the company and one of the most important:

How to get started.

You can either start with a free one or pay for it. Make sure the content is informative, appropriate, and up-to-date –post regularly. The best type of website you can start with is a blog, and you can do it with a free WordPress account. The free ones offer a host, but you better find one that's trustworthy. A good domain name

that can be branded, A good paid WordPress or Studio Press subject Good pictures and videos. If you want to use royalty-free ones, you either need to contact the owner for permission or buy the photo.

A good self-answer tool for building up your email list and maintaining contact with your customers. A good email capture tool to help you expand your email list very rapidly If you are deadly serious about developing your company, building a large, healthy email list is your main priority. This is the only commodity you control completely, and one of the best ways to begin is through a strong presence on social media. You should also aim for a high search engine ranking, particularly Google. Nevertheless, you both need to keep up with software updates that are continually made by Google and Facebook. Your email list is different-I can take it from you, and no one can change it.

To attract attention, you have to use your website and your social media pages to encourage people to visit and follow you. You will allow them to fill in their opt-in form and to register for your email list. You may contact them by e-mail once they have completed this because it is permitted to do so-don't overload your inboxes too often because even if they have subscribed, this can still be considered spam, and it can offer you a very healthy black mark against your name.

The Basics of Building Basics Email List

Getting Started—There are several items that you need to get on the road to a good email list that you can use to advertise your Amazon FBA goods. The following list addresses the key activities that you must do to achieve success:

- Find and sign up for a good email marketing service.

We start right at the start, and I'll presume you don't have an email service provider. It gives you all the tools you need, the models you use, and the resources you need to get the right customers to check your sales and marketing strategies and to handle all your daily tasks. Several e-mail service providers are

available to choose from, and each of them has a different price model. It is important for you to do your research carefully and choose the right service for your desired list size and development. Many service providers charge a flat fee annually, depending on the size of your list, and some will charge you the number of e-mails sent. One of the best free services you can use when you start is MailChimp.

- Come Up With the Right Temptation

will like something for it before anyone gives you their e-mail address. You need to make the right deal, which tempts them to subscribe to your email list. It could be a free gift, an eBook, access to a hot webinar, deals, anything that would make them more appealing. You can rewrite a few parts of your content into guides or lists of tools. Whatever you do, whatever you sell, it must be convincing and something that is seen to be of real value.

- Create your Opt-In Form

of which e-mail provider you choose, you will find all the resources you need to create your opt-in form for visiting your website. You should generally keep it to the basics, ask for the minimum amount of information, like first name and e-mail address. If you do not ask for more details, your prospect is far more likely to sign up. You definitely need their email address, and just to ask for their first name, you can give them personalized emails and deals. If you are asking for more information than this, the chances for conversion will drop quickly, and you will obtain no valuable information.

- Use the Opt-In Form on your website

is relatively easy to do and usually involves copying and pasting your service provider's piece of code on your website. Placing the form is crucial if you want it to be seen, but not for the rest of your content to be hidden.

Many people tend to put it in the right sidebar, a location with the highest conversion rate. You can do this wherever you want, however, and the seven best places to transform your website are:

- In a special feature box
- At the top of the sidebar
- At the bottom of each article or blog post
- In a little bar on the footer of your site
- Placed on the About Us tab.

WordPress includes plugins that can help you with that. Each of these places works differently depending on your audience, the niche, and the location you are in. Check several different locations to see what works best and what brings in the most registrations.

Make sure you give new subscribers easy access to the deal you are using to persuade them to sign. When it's an eBook, webinar, or other content, give you a download link on the page you're sent to when you've confirmed your email address. If it's a discount from a transaction, make sure you give them the correct code or information to claim the discount.

GETTING PEOPLE TO SUBSCRIBE

Now you've set up to collect your email addresses, the hard part begins. The next move is to subscribe. It should not be too complicated to have people subscribe to your website if you already receive a decent amount of traffic and have anything to sell that can not be missed.

Some people will, however, have to put some hard graft here and start looking for their current audience to list.

- Using lists from others - Consider offering something to repay for letting someone else advertise your company on its website. Use lists from other people - The other person needs to be something, even when it's a return, i.e., you plug them on your web. You can also approach

anyone and suggest a joint venture. You can not plug them into your email, but you can use other advertising channels—your website if you have already earned traffic levels from God, your social media accounts, etc.

- Apply Your Opt-in form to a different form - You are likely to have format on your website, such as registrations, communication, quotation form, competition entries, etc. If your platform already has any forms on it, you can add an opt-in tab. This is a simple and quick way to create your email list because your guests are clearly interested in what you deliver.
- Have a contest or a gift season - If you do this correctly, prizes or contests can be an outstanding way to bring new, highly targeted leads. It works better if you already have a good audience on your social media accounts, but you can also attract people in different ways. The best way is to give something to your target audience, which is very important. You can give or offer the possibility of winning items relevant to your niche but take care not to attract people who are only interested in the competition, not the rest of what you have to do.

These are some of the easiest ways to attract users to your web and fill out your registration form. If something doesn't fit, don't be disappointed; find another way. There's plenty to do, just don't try all of them at once. Low and steady win the race here; doing too much just means you crash and burn.

CREATING A PROMOTION

The process starts with Jump Send. Once you have built and synchronized an account with your Seller Central account, get

promotions. Let's clarify what a targeted keyword URL is (also known as a super URL) tell a customer searching for baby hooded towels. You then click on your list and order. It suggests to Amazon that your offer has to do with the word ' baby hooded towel.' The higher the Amazon ranks you for this term, the more your product is bought from that search term.

A regular URL is a direct link to your product listing on Jump Send, and you wouldn't gain from this additional ranking strength. The keyword-targeted URL is where one of the top keywords can be put, and we'll send customers to Amazon via a custom URL that seems to be identified when you look at that keyword, and that adds to the rating. Nevertheless, the note is that this is a very gray area. At some point, Amazon would penalize sellers using this tactic, but at this stage, we have seen some sellers achieve ranking advantages, and no inconvenience we are aware of. It is, therefore, up to you whether you decide to try this or not.

Sponsored ads, also known as pay per click or PPC, are a vital marketing tool for your listings. Pay PER CLICK Amazon Once you start, your listing is quite search results, but Amazon gives you a chance to pay and above all the rest, regardless of how fresh or how many reviews you have. It's really easy to customize. All you do is choose the keywords you want to show and how much you are willing to pay to view under this keyword. When you start first, and your listing appears on page 20, you will actually pay to have your list on page one and get it in front of all customers.

Before you start, we recommend setting up two types of campaigns. The first is a plan automatically. You might want your default bid to start at \$1. Don't worry; that doesn't mean that every time someone clicks on your ad, you should pay \$1. That just means that you are prepared to pay the maximum amount. If the

previous person offers just 30 cents, then your offer maybe 31 cents. And \$1 is a pretty high bid. If you start and want to be a little more traditional, maybe make it about 50 or 70 cents. But after several days, if you don't get many impressions or views, your default offer might be too small, and others bid higher than you are, and then your ad doesn't appear.

If this is the case, try upping your deal a little more after a few days. However, to keep it simple, make an offer between 50 cents per dollar, press the Launch Campaign, and it begins!

Automatic ads are perfect to start for a number of reasons at the beginning. One is that they're easy to set up and don't take long. The second is that they start collecting data for you. In the beginning, you don't know which keywords people click to find your page. Amazon can show your listing on keywords that it finds the most important with an automated campaign. You will also download a report after running this campaign for at least a week that displays all the keywords for which Amazon presents you.

You can gather this information, select the best keywords, and then place them in your own manual campaign where you have a bit more control over how much each one is spent. The second type of Pay Per click campaign is a manual. This is where you choose the keywords instead of Amazon. It gives you more leverage so that you can make specific offers for each keyword.

The other vital thing to do is to set up automated email campaigns. It sends follow-up emails to all customers on Amazon who order from you. It offers excellent customer service and also allows consumers to check. This increases the probability that you will receive feedback from all of your sales. Not all of the customers will leave you with a score. Some will, however, with automated

email promotions, the chances will certainly increase. Our Jump Send software, which we suggested earlier, can also be used for setting up promotional donations to set up email campaigns.

IMPORTANCE OF MARKETING BUDGET

For some time, your PPC campaigns and promotional contributions will cost you money. They would probably not make a lot of profit, but it is very important that you require this budget at the beginning for marketing to start your listing. The long-term effects are that you continue to rank higher and higher for many of the keywords people look for to find your stuff. When you start ranking for several keywords and begin to build your ratings, you will get a lot of natural sales. That is, we think you're not going to spend any money on sales. You are only identified by typing it on Amazon.

Some people hesitate to give promotional donations at the beginning of PPC campaigns because they lose a bit of money. The consequence is that they are trapped on page 20 or 30 where visibility is not available, and they are not sold. It is, therefore, very important to have this marketing budget to get your listing started. So, we have dealt with the way to find your product, how to submit it to Amazon, how to build your list, how to maximize the listing, and how to receive sales.

Chapter Thirteen:

SHIPPING OF BOXES

It is extremely important, as stated in the last chapter, that you keep the shipped products together, grouped. So when you enter an object, make sure that it is attached to the box in which it is delivered. You don't really want to lose track of which object in which package. Once all of your products and shipments have been identified, a little more work has been done to get the goods to Amazon. The following steps will follow the instructions from the last chapter. Once you have attached the last item to a package, you can click on the Work on Shipment button to start the shipping process. Additionally, if you pick Manage FBA Shipments from the Inventory tab, you can always locate your FBA shipments.

- The Work on Shipment click, next to any unfinished boxes, is also available on this page.
- After you click on the Work on Shipping button, enter your shipment once to ensure no last-minute changes are made. If everything looks right, press Save and Start.
- The labeling page is sent from here to you, where you can print labels for all your products. Print them, add them, and press Save & Start.

You can pick both the size of the shipment and the carrier from here. There is an option for an Amazon-Partnered Carrier (usually UPS) while you can use any carrier you choose. This choice would allow you to buy an Amazon label at a reduced price and have the carrier come and collect your products. This is the easiest way, although you can definitely choose another carrier and ship it

yourself. Click the "Save & Start" button once you are ready to move on.

Now, it's time to print out the package sheets. Choose how many you want to print. Please note that you have to put one in the box, but you can also have one for yourself. Enter your pick and press Print. Pack the slip with everything else into the package. Tap Start instead.

On the next page, you will find places to insert both your weight and the size of your package. When you can't measure correctly, do your best and then round it up. Click the Save button, then click the Cost Estimate button after your information has been saved.

From here, you will see a page that gives you a shipping estimate and asks you to approve the charge for the amount indicated. Sign in and click Accept Changes & Start.

Print your label and add it as a guide to the box. To arrange a pick-up with the carrier or leave it in your nearest shipping facility.

Chapter Fourteen:

UNDERSTANDING THE BENEFITS OF USING THE FBA

While we have mentioned the benefits of using the Amazon FBA system to your business briefly, there are a few key advantages that should be noted if you still don't know how to sign up for sale! Amazon FBA is a program to many retailers and small business owners that gives them the ability to expand the business, with a variety of side advantages, including:

Higher prices, higher margins, and higher payouts.

All goods sold in FBA are responsible for both Free Super Saver and Amazon Prime delivery. This is really helpful for the seller because FBA consumers will simply raise their prices to suit the overall price of their competitions (cost and shipping). That small boost not only adds extra advantages, but it also reduces FBA costs and helps FBA sellers to receive a higher net profit overall than sellers on other sites. When you sell an item at \$30, for example, plus \$10, you're free to list the item at \$40, as the free shipping option offsets the rise.

Imagine making money while you don't even work!

Once the products have been put in the Amazon warehouse, FBA vendors can sell them 24 hours a day, seven days a week. Items will be shipped at all times of day or evening, including weekends. Whether you are having a nap or have a longer holiday, your things

will make you money. Once you have taken the step and sent the products to Amazon, the work is done, and there is nothing else you need to do. You are welcome to track the stock or adjust prices as appropriate, but you do not have to take the tedious task of packaging items, storage boxes, printing shipping labels, and hosting packs to the nearest postal office.

More incentives for the sale

As we discussed in an earlier chapter, Amazon customers tend to buy more goods in quantity and duration than other consumers. By signing up for this plan, you will effectively obtain an incentive from purchasing patterns of this proven customer base as a seller.

Happier Clients

A large percentage of customers from Amazon, who has never bought a product from a third-party retailer. To them, it is synonymous with purchase from you as an FBA vendor and to buy from Amazon. Such people are people who have a trustworthy relationship with Amazon and who like to think that if there is a problem, Amazon will support them. Apparently, Amazon shoppers are willing to pay more for Amazon or an FBA seller to ship their products. They do so because they get fast, reliable, and trusted Amazon service. Not only does it benefit you by delivering more profits, but we also relieve our company from the pressure of general customer service and free up more resources for you.

Shipping Benefits

Please also bear in mind that FBA goods are delivered from Amazon at a much faster rate than other retailers. Pair this with 24/7 customer service and buyers ' ability to monitor fulfillment throughout the whole process, with a real bonus. In most cases, too,

consumers are more mindful of the non-shipping costs and express delivery and often prefer FBA as a result of this benefit.

Amazon FBA branding

This helps to preserve the Amazon identity and, therefore, its good image as an individual retailer. Amazon has worked hard to establish a brand that respects its customers and provides them with easy shopping and impeccable customer service. Why not allow this good reputation to represent your business positively?

More selling and development

Because of the seller's minimal effort and the Amazon's achievement, companies using FBA are able to handle a wider range of inventory and results, giving them more time to concentrate on the business ' growth.

Cost-Effective and transparent

Compared to the substantial service provided by Amazon FBA, the cost is extremely rational. If a business were to pay for all goods for storage and delivery, the cost would be far greater than any Amazon fee. Apply that to free outbound delivery and customer service, and it is clear how much it really is.

When you seriously consider the Amazon FBA plan, know that the benefits can really outweigh the downsides of many businesses.

Eventually, the customer pays (and receives) the professional and timely support he or she needs for little or no additional costs. In addition, the flexibility provided by this outsourcing and customer service enables sellers to spend more time developing their business by procurement of inventory, increasing product lines, evaluation of margins, and timely and desirable items for sale over key retail periods. We can do it all because the enforcement and

monitoring issues are not in their hands and free them for further growth.

Chapter Fifteen:

UNDERSTANDING THE DRAWBACKS OF FBA

While we have learned that Amazon FBA has many positive reasons for signing up, there are a few downsides of which you must be mindful if you decide to make progress. While it is possible to do that, Amazon FBA isn't perfect when you sell cheap things like books or DVDs (nobody needs them anymore). There isn't much value to using this service if you can't expect to get over \$4 for your object.

Luckily, Amazon will let you know what you are going to do when the item is selling so that you are correctly informed before you submit it officially.

There are limits on what items you can sell, and it should be remembered that not all items can be marked via this service. Amazon will often need another packaging to be present to help them add it to the program. If you have the misfortune that a barcode or ISBN number is missing, you may find it hard to connect to the list. Nonetheless, this is not always the case, just something to be mindful of.

Although the method is simple once things really swing, at the start, it can be very stressful. Just like all things with many moves, stay away in a bad mood or if you are the guy who easily gets irritated. Some other things to consider include:

Plan for returned items or defective items. It is a fact that the return policy of Amazon is absolutely incredible for consumers and is probably a significant component of their success. Bear in mind

that its number one priority when working with Amazon is to keep the customer satisfied. As a consequence, for whatever reason, everyone can return an object. While most people will not misuse this, some people will inevitably use the return policy at the cost of your inventory and income. When you notice that the same item is returned and is reduced to your profit margin, again and again, you may need to decide if it is a commodity you can continue selling or if you should raise the price to pay off your returns.

While it can be tough to accept, you stop controlling what happens to your things when the package leaves your hands and goes to Amazon. Unfortunately, you're also ultimately responsible for them. While Amazon's 100% fulfillment guarantee offers consumers security, it can leave you unwieldy if one of your items is less than ideal. Estimate that at least 3-5% of goods will most likely be returned and will not be completely resold.

If you first join Amazon FBA, you will enjoy a brief honeymoon where you tend to be the only FBA seller of an item. This is sadly also short-lived since other sellers list their FBA inventory and start to reduce prices. An important thing to understand when using the FBA system is that you don't only deal with other third-party vendors, but Amazon (which may be a major threat) itself! When you deal with an item not sold by Amazon, you might be better off because Amazon also gets new items, which causes more market competition.

To avoid losing money, make sure that you know what Amazon charges for the same or similar products. Can you succeed at this level? If you can't, you may want to reassess your products and your sales strategy. Amazon pricing should always be something

you care about and something that has an effect on your pricing right from the start.

Understanding co-mixing

Because Amazon has many distribution centers spread around various locations, it prefers to use the distribution center that is nearest to the consumer when delivering a product. As a consequence, the product you sell may not necessarily be yours legally if you choose to blend together. This can easily happen if you sell a book that another Amazon seller has published. While the downside here is that co-mixing will potentially allow you to sell more things more quickly. The downside, however, if you don't really want to guarantee the price and authenticity of the products of another vendor. There have been cases in which accounts have been closed due to combining uncertainty. In addition, one vendor may be responsible for the infringement by illegal, pirated, or unacceptable goods, but the other may suffer the consequences if no evidence can be made of the product.

Inventory Problems

There is also a range of inventory issues in dealing with Amazon FBA in your business, such as Unfulfillable Inventory—Amazon decides whether the item can be re-sold when the consumer returns an item. If it can be resold, the current FBA inventory can be added back. If not, it will be marked as unfulfillable, and you must demand that it be either returned or destroyed. The common practice is to withdraw any inventory that can not be met monthly and note that it will cost you. You can ultimately find that your products could be legitimately defective or nothing wrong. When you find nothing wrong, simply delete them from your FBA account.

Lost / Missing / Damaged Stock

Sometimes you will find that some of your stock is missing or unrecounted. It can be either a severely delayed issue or an actual loss of one of your products. While this may be trouble for you as a retailer, you are ultimately paid for the products involved, if Amazon has lost or damaged your stock.

All Costs Control

Amazon's plan will cut all your profits. While you probably expected that, it is important to look at the numbers and decide if you can live with them. If your productivity is significantly reduced by the factor, it may not be worth it in the long run.

Additional fees

While the fee structure of the Amazon FBA system is fairly simple, you have a few additional fees. Essentially, you will be charged additional fees when an Amazon employee handles your order, either to store it or to ship it. It's not a matter of paying a straight fee, and that's all. There are delivery fees, pick-up fees, and weight-based charges for your pieces. Nothing is absolutely free here, and it is necessary to be very aware of it. There are also costs that are incurred if you use the long-term storage network of Amazon. Any products that you have had with Amazon for over a year will be paid above, and beyond any standard storage charges, you pay.

Ads Costs

Your willingness to pay for Amazon's own ads is a financial factor that will impact your overall success in Amazon. If you choose to use this program, you may have a significant price tag, but you can

often devote your goods to not being the most important place to pay advertisement fees. Weigh the pros and cons of participating to see whether the company profits are greatly beneficial.

Costs of shipping—It is important to indicate this again, although this has been mentioned previously. You are responsible for your own transportation to Amazon. When you deal with a large number of goods or heavy products, this can actually cost you. Although Amazon provides discounts on the delivery by its manufacturer, shipping is still a major cost to consider when looking at the profitability of your products.

Chapter Sixteen:

MORE THINGS TO CONSIDER

Finding a niche

While it is not a clear and fast rule that only one kind of product is to be sold, concentrating your efforts on seeking a niche can help you understand this business segment more efficiently. Don't spread too thin for yourself. Then analyze goods in a certain field and focus on becoming an expert. All of us heard the old adage: "Jack of all companies, master of none." Master one sector and obtain a full understanding of which items are and do not sell well. Instinct matters, but most of the decisions should be based on research, experience, and the review of the details of a group.

Price items for sale

Make sure you sell the products at a reasonable rate and do not accumulate an inventory that does not make you any money. It is important to compete with the market in which you sell. Know what the average is and make sure the product falls within the range.

Understand the rules and regulation of the system

While the FBA platform can be extremely lucrative for those interested in investing time in research and resources in product development, it is important that you understand Amazon's rules and regulations. You pledge to follow all their policies and procedures when you agree to use the Amazon website. Know that

you may irrevocably delete your account if you violate one of their guidelines. This may also be the case if your sales performance is not managed to a high standard. Recall that in the world of Amazon, the customer is absolutely right, and you will also have to follow this principle. Do note that your products will comply with Amazon's strict product listings and categories as well-leeway is not available here. Although these rules and regulations can be overwhelming, the use of this incredibly profitable sales platform simply should not be hindered.

We all know that any kind of small business or self-employment may trigger tax problems, and it is important that you know these factors before you jump into Amazon FBA. You may live in a country where you are required to report all sales tax or on the back your item is shipped to a state that charges a sales tax different from the one you shipped. One of the issues with several warehouses is that you may not always know where your goods are being shipped. While the collection of taxes is done with varying severity levels depending on where you live, it is important to be aware of it so as to avoid unnecessary and gloomy surprises.

Although all of these considerations should be weighed before you leap in with both feet, sharing them is designed to give a broader picture and to ensure that vendors recognize the roles and responsibilities that the FBA system entails. Nonetheless, bear in mind that FBA benefits far outweigh risks and concerns, especially for smaller sellers. Speak of it as outsourcing of all the warehousing, distribution, and customer services!

Chapter Seventeen:

WHY YOU SHOULD SELL ON AMAZON

So why sell on Amazon? While most people know about the e-commerce giant and how huge it is when it comes to shopping, and its dazzling, many people cannot understand that it actually consists of a number of small retailers, people like you and me. It's not only big brands that sell there! And it's not as difficult as you think to set up a company. This is the chance, and there are two BIG reasons why you should use this platform over other eCommerce platforms. Second, it is an enormous market with more than 300 MILLION customers. So you are open to many customers by selling on this website! The other key element is Amazon's delivery. This ensures that you send your goods to the warehouses of Amazon, where they manage and reimburse delivery. So it's a business with physical products that you can operate from anywhere remotely. No stock in your driveway or at the post office every day. This also makes it a very flexible company because the profits you will make in one day are not limited to you!

PRODUCT RESEARCH

This is the most important step because your business is based on the product you pick. You want to find a product which many people are looking for and which is not too expensive. An error people make when they get going is just choosing things they like or think will do well. We do not want to take that risk and strongly recommend that decisions based on data be taken about what to sell.

YOUR BUSINESS MODEL

Now there are various models you can sell. The one we say is Private Label. This means that you simply take a generic version of a product and probably make a slight change or modification and put your own logo on it and market it on your own name. Some types, like wholesale or retail arbitration, involve selling the products of someone else. We recommend the private label model because it gives you greater control and higher profit margins. It helps you, not someone else, to create your brand. Brand analysis is our Jungle Scout specialty. You can do this without any software, but it is a lot more difficult, and we agree that using a tool is much better, even if it is not ours.

DEMAND

Let's concentrate on the top 10 Chrome extension lists. We said we wanted high demand? Okay, sales are represented. For all these top lists, we can see here estimates. As a guideline, in this top 10, we would like to see at least 3000 sales combined. We've got enough here quickly. We also want to ensure that these sales are relatively well distributed in comparison to the 3000 sales. For example. For example. However, if a company exceeds the 3000 selling requirements, the bulk of the two top listings are sold. This would mean that, for any excuse, consumers primarily buy from these two pages. Even if we have our listing in this top 10, on page 1 of the search results, pry sales from these dominant sellers will be very difficult.

First, competition is small. The statistics are based on the number of comments on a page. Many people tend to buy from listings that have more good reviews, so we use them as price metrics. We typically want to see at least 4-5 lists with less than 100 ratings.

This makes it easier for us to catch up from 0. Therefore, we would not want more than a few listings of up to 500 stars. Anything similar to 1000 ratings becomes very competitive and will take a long time to succeed. These are general guidelines, bear in mind. You can bend them a little, but the lower the average ratings, the better. It is worth spending more time discovering less competitive products because often this is the biggest obstacle.

PRICE

We want to look at the price next. You want to sell products between \$15 and \$60 to keep it simple. The profit margins are below 15 percent as Amazon cuts back, and consumers over 60 dollars are less likely to buy impulse from a company they don't recognize. So you want to know what the price you will sell for when you look at these top 10. If it dropped from \$15 to \$60, you're all right! Recall that the product index seeks to sell 3000 in the top 10 listings on page 7? That is the same as 300 sales in a single listing every month, so make your target. We can set a limit of 100 reviews for low competition. The price point is also between \$15 and \$60. And press check! And scan! What we do is re-catalog the best selling Amazon items into a user-friendly database for sellers! The product database is useful for creating product ideas! Then you can take one of these suggestions and then look at the Amazon niche to compare the top 10 listings as we did earlier. And if you also use the chrome extension, this phase is super easy!

SEASONALITY

The seasonality is the next factor. Imagine looking at the decorations of the Christmas tree in December. The figures would be massive! If you decided to sell the stuff, assuming that you would get the sales all the time, then the 1st January you would be in for a little surprise. We want to sell products which are sold

throughout the year. Google Trends is the best tool to use. Only enter a search term, shift the view to the last five years, and check. Using the example of Christmas tree illumination, you will see that every year around December, there is a big spike. That's what we try to avoid. Look instead for goods that are even more every year. For starters, let's use baby hooded towels. This has a similar search frequency without any noticeable fluctuations throughout the year. The other good sign is a growing trend. Let us take a case in point- " artificial intelligence. You can see instantly that this subject is becoming more and more apparent. While this isn't important in the quest for a commodity, you might have found an emerging market that could be a great opportunity if you consider anything upward trend.

So let's assume that you found a good opportunity-a commodity or niche that seems to have high demand, a low competition, a good pricing point, and not too seasonal. Before you order this product, there is a move forward to test this niche further before you spend a lot of money.

This is called PRODUCT TRACKING. You keep checking them for a certain amount of time instead of just checking the revenue figures. We suggest at least two weeks, up to four weeks. There are occasions where prices of a product are inflated, as the retailer is selling a special coupon or another one-time discount.

But by monitoring your sales for several weeks each day, you can see whether sales are steady or decrease. You can do this manually with the Chrome extension, as we've seen, but using another tool called our Brand Tracker, part of our Jungle Scout Web App, is much simpler. This tool is not mandatory, but it makes the process much quicker and more streamlined.

Let's give you an example using our web application product tracker. Say you like these baby towels hooded.

If you only have monitored a product for two days and had 23 sales and 50 one day, you wouldn't actually know what the daily sales are going to be. That's why we suggest monitoring listings as long as possible, collecting as many reliable data as possible, and being sure that a listing will be available. So this is the second step in product testing-checking a niche sales! You can trust the sales numbers in the niche of your company and will move on to the next step!

SOURCING YOUR PRODUCT

The next move is to deliver your product once you have reduced your work to a single product. Most of the time, people go to Alibaba, but for smaller orders, they can also go to Global Sources or Aliexpress. Alibaba is the biggest marketplace by far. You will find the commodity you are searching for here. We prefer to check' suppliers' instead of' items' because often, suppliers have more or less the same listings. Tick the gold provider cross, too. It reduces the performance to something that is usually a better list. Now you want to get in touch with 10 to 15 different providers. A tip here is to favorite suppliers whenever you go. Tap here for a favorite from a search page, or you can do this from within a company profile here. Now you can contact them all at once from the favorites list.

In your first email, you want to ask as many questions as you can. You'll contact other suppliers so that you don't want to go back and forth with each one constantly. This is also a successful first check, as you will see which providers answer your questions, and which give you a generic response. You want to work with people who have tried to respond to you personally. You may ask other questions, such as: do you give samples? How much to give a

sample to your postcode or the USA? How much for five hundred pieces? How much for a thousand pieces? May I order just 200 pieces first, and how much? More than anything other than your creation. Could you make this product to or from this material? Once some responses have been obtained, it is time to evaluate them. Do they have good communication or English? Have they answered all your questions, or have they just answered you generically? Write down all the prices you have been given.

Some things to note: Suppliers frequently ask you to continue on Skype or email. That's completely normal! Expect to pay for a sample anywhere from \$50 to \$100. I know this can sound like a lot for a single sample, but it can only be reduced to cost. If you can, a list of 2 or 3 different suppliers is a good idea. Sometimes from one but better communication from another, you might get a better price.

To order with ease, get a sample in your hands and then compare the actual product quality between the different suppliers. 26 Once you have obtained and checked your samples, you may have more questions, and go on to inform your supplier that you would like to place your first purchase order. You can often agree to pay 30 percent in advance and 70 percent before shipping. And, it could be fifty-first and fifty percent later. Some of us in Jungle Scout worked with vendors that we had to pay 100% in advance, but had enough confidence, so it was perfect. So it can really vary, but if you can try to negotiate terms.

Paypal is perfect for samples as far as payment methods are concerned. Nevertheless, it will charge a 5 percent fee on larger orders. So you want to drive Paypal with some caution. TT or transfers are popular, which are essentially wire bank transfers. You

can pay through Alibaba, too. And some vendors provide a trade policy that's good to get because it effectively covers your shipment if anything goes wrong. This only happens if you order through Alibaba, so you can try this option. We advise staying away from Western Union; however, because if anything goes wrong, there are no real means of redress. Production usually takes between two and six weeks. You have time to do a bunch of other things.

Chapter Eighteen:

HOW TO SELL AMAZON \$5,000 AN HOUR ON AMAZON

You saw the news and reports and stories all around. Selling on Amazon makes a lot of money for some individuals and brands. Amazon is a sales behemoth, capturing almost 50% of all online search product traffic, with more than 70% of all-American consumers ordering products via Amazon in the last six months. Let's just say when customers end up at Amazon.com, and they're really close to pulling out their credit card (or payment by one click). The Amazon e-commerce market share is expected to reach 50 percent by 2021. That's just one year away. And the number of non-Amazon sellers continues to rise, even when Amazon releases its own additional product lines. There is no better time than now for Amazon to start your brand, or for Amazon to boost your reach and sales.

We're going to immerse ourselves in why—and how.

- **Get Enthusiastic**—There is a big chance to make it on Amazon. This is the future of product sales and revenue generation. It's time to get on board and be ready. Don't just make Amazon part of a plan for growth. Consider it your business ' growth plan.

I have worked for several decades with an old-fashioned maker. We sold more on Amazon in 18 months than on their traditional

channels.

How did they do it?

When it came to selling on Amazon, they didn't mess around. They put their entire product portfolio on Amazon, defined the services they wanted to outsource, and created specifically for Amazon's new internal processes. Recent figures and Statista estimate that Amazon is the US ' largest e-commerce retailer, with about \$178 billion in net sales in 2017. Much income from Amazon comes from e-commerce purchases of electronics and other goods followed by third-party retailer revenue, subscription services, and AWS operations.

Let's look at the following statistics:

- Electronics & media is the most important segment with a net sales share of over 50%
- Möbel and appliances are 18.85% second most sold, followed by the supply of food & personal care 14%; toys; hobbies & DIY 12.5% and apparel 3.4%
- More than 80% of net sales are generated in the United States.
- Canada, the United Kingdom, China, and Australia also have 1.5%, 1.2%, 1.7%, and 1.7%, respectively.
- 43.13 percent of Amazon's traffic is direct• 23.73% of Amazon's traffic is searched• In 2017, Amazon's net sales totaled \$177 billion, up 30% from 2016, with 53% from Amazon's products distributed by third-party distributors, and double-digit growth in YoY's revenues, Amazon makes a great bet on increasing the profit.

Here's how to achieve it:

Determine your sales strategy.

Two ways of selling through Amazon are available:

1. Sell to Amazon directly.
2. Sell on Amazon yourself

Let's split each and look at some case studies so that you can find out which is the right thing for you.

1. Sell to Amazon directly.

Don't try beating Amazon in a game of your own. Amazon is expanding its own collection, so take a bath with the tide—not against it. In addition to Amazon's consumer status, direct sales through Amazon removes new retailers' jobs, i.e., the planning and promotion of your company is Amazon's task. Most products sold by Amazon are priced more and more easily; everything is the same.

To FBA vendors who do not compete against Amazon here, there will be a margin gap. In other words, you make the most of the sales of exclusive products on Amazon currently not available. See, direct sales to Amazon place you on the right side of the future, are faster and lead to more sales. Keep in mind; this does not mean that it is right for all, but it is certainly an option. Growth of one retailer with selling to Amazon:

2. Sell on Amazon yourself

This is not a contrast to the previous section. Start by selling yourself on Amazon if you find it easier to get up and go, or use it to boost your Amazon sales. Amazon's purchases, along with Amazon's sales, keep Amazon honest and do not allow their algorithm to contribute to stockpiling the goods. Selling to Amazon also enables you to launch sales of new goods by offering Amazon's bots the confidence they need to begin with. Of course, selling five products to Amazon is not much time, but it's possible in a few weeks to switch from product idea to Amazon.

It's very rare, but it's possible.

Checklist: How to make money on Amazon:

- Identify what products you can sell on / to Amazon that can yield good profits.
- Check if those products are available on Amazon already. Test competition and interest.
- To send these things to Amazon, compile the necessary information. Download images, function details, and descriptions.
- Identify the procedures to be followed by an Amazon order.
- Find, execute, and simplify software services.
- Externalize any activities that are not already completed and are vital to your business.
- Create processes and record them.
- Send Amazon (Seller Central or Vendor Express) product info.
- Process order. Practice makes perfect. To help drive sales, check, know, and iterate.
- Practice helps drive sales, check, learn, and iterate.

Clever ways to benefit from Amazon Once you are familiar with Amazon's inner workings, you can take a step back. Look at your company with Amazon in mind and see what programs or approaches are most useful to you.

1. FBM dropshipping.

Adding non-stock or custom products to Amazon and then shipping them to customers may add to your sales, but it may also help to reveal new trends or forgotten goods that should be placed in a standard offer. If you already set up dropship, there is nothing to lose. There is a variable cost, including Amazon's, and since products can be added to Amazon with little modification, even administrative issues are minimal. Does that seller think 2000

people are sitting on a shelf? No, but if anyone wanted to purchase on Amazon, they'd get the profits. Amazon allows this retailer to be available to millions of customers and produces only one commodity once it is actually sold.

2. Amazon Price Discrimination

Don't know how to price your goods, particularly products that were newly launched? Play around by changing the Amazon price to see the volume effect. Because the pricing is fairly immediate, a product can be sold at a variety of different price points so that a manufacturer or seller has an idea of the best price in a few days or weeks. This can be helpful as price tags, and pricing sheets are considered to be permanent in markets, but prices online are not.

3. FBA for products sold outside Amazon.

FBA is just that. Amazon fulfills things. It follows that these products are possibly also sold on Amazon, but that doesn't have to be the case. Most retailers use Amazon's fulfillment services to purchase, bundle, and deliver goods sold elsewhere, such as a supermarket or online store. This is done even if you have stock in your warehouse. The shipping rates of Amazon to the major carrier companies are so small that, even with extra selection and packaging costs, the overall shipping costs of many mid-market companies may be smaller than negotiated carriers' rates. Even for shipments in the own state of a product.

Shipping costs from warehouse relative to shipping costs for Amazon The same thing Why don't any unit of Amazon save 25% of the shipping fees, job costs, and materials?

Competitive goods have the chance to compete—and they are also very popular. Why don't you spend on your sales and popularity by also selling your goods on Amazon? Not only can you get a better understanding of your sales numbers and product features, but you

will also be charged to do so. You've probably more honestly got holes in your product line:

- You don't have any light.
- You don't have metric versions.
- You have a package for less than \$100, and the lowest price is \$119.

Even when you don't sell the whole range, by expanding your product line to include products that your rivals don't have a replacement, you can produce more revenue on your own website and on Amazon.

3. Private Label, Amazon.

Consider offering a range of Amazon products available only on Amazon. Who makes a commodity practically unique? A special UPC for Amazon. A specific model number for most customers. That's it. That's it. There is no other patent number, manufacturer, or even color. Whether it's a different bundle or the same product, but in another box, many vendors see the best results when providing a special Amazon service. Sometimes, dealers or distributors just care about their products and not about a similar product brand or reseller.

The HUGE Private Labeling Opportunities at Amazon

In the late 2000s, and to a certain extent today, most of the brands that historically dominated large box retail outlets were not available on Amazon. We worried that their goods would be distributed on Amazon and that their current retail partners would be upset. This led to Amazon's catalog gaps in many high-speed categories because the brands dominating this room were not represented in Amazon anywhere else. Of course, new brands, "Amazon Only," are continually created to fill that space. Will you

create the world's leading brand? We are in a rare moment when you can really do it.

As a private label vendor, you still have responsibility for maintaining and performing acceptable checks on your goods and licensed marks and patents. People are so desperate to excel in Amazon that people make every effort to improve a single or a handful of products, even if it doesn't matter to the consumer.

There is no software program for re-ordering your product images in different orders, rearranging your bullet points, and checking A / B "cozy" against "comfy" as an adjective in your list title. Yeah, you want nice lists with lovely photos. Any comments you want to produce.

But with competitors always on the same page and only one click away, note that it is better than spending 100 hours perfecting an Amazon listing for five minutes negotiating the better prices with your company, or using a cheaper shipping service.

Here are some tools that you can now use.

1. Repricing.

Adjust your price automatically for an item (with front set parameters) in order to optimize your sales pace.

- **Appeagle:** Not expensive, but very small, way to automate pricing. Essentially, if your competition reduces them, it decreases the prices from the base level.
- **Feedvisor:** Really costly repressor algorithm that optimizes the boundary by trying to win the box mostly and takes certain factors into account that impact those who win the box apart from prizes. Unlike any replicant, the price will increase (again within limits) if, despite the higher price,

you can still win the Buy Box. It also has a host of other excellent reports and software.

2. Control of material.

Keep track of your Amazon and non-Amazon inventory and see when vendors should reorder.

- **Stitch Labs:** Selling and inventory management for multi-channel transactions, such as BigCommerce and Amazon.
- **RestockPro:** Quick yet detailed and customizable ways to see where your Amazon inventory is, how worth it, and when you need to reorder more.

3. Control of reviews.

Maintain regular and positive reviews of your goods and sellers.

- **Five reviews:** send e-mails to customers for feedback automatically.

4. Recovery of snafu logistics.

Get paid if Amazon or shippers make mistakes.

Refund Retriever: Scans FedEx and UPS bills for penalties that should be forgiven if their promises are not honored. 100% variable cost (they just get a part of what they're recovering).

- **Refunds Manager:** Audits the Amazon inbound shipments to lodge dispute charges (and they occur). 100% variable expense (they just get a percentage of what they recover).

5. Rail Shipping.

All ground services are available on one screen for all platforms.

- **ShipStation:** Simple setup, few glitches, and integrations with existing shipping accounts. Additionally, non-Amazon orders can be completed with a one-click inventory at Amazon fulfillment centers. Through their app, I send orders from my phone every day.

6. Sales tax

Compile all in one place sales tax data and register.

- **TaxJar:** Quick, effective, and inexpensive. You don't apply to taxation.

7. Warehousing.

Store your Amazon inventory or even process it as required.

- **Flexe:** Rent central storage for up to \$5 a day. Take bigger orders or stock your store or warehouse for the holiday season without flooding.
- **FBAPrep:** Send all the papers to be processed, QA'ed, packed, and shipped directly to Amazon's warehouses, also directly from overseas, according to Amazon's requirements.

8. Competitive inquiry.

See how you stack up against your product sales.

- **Jungle Scout:** Follow the Amazon quest and supply data on expected monthly sales volume seamlessly. Use it to find new products or to determine the market share of your goods.

The benefits of outsourcing activities include

1. To help you improve your sales listening and many Amazon consultants and courses stress the importance of videos, bullet points, and names. I don't say they aren't relevant. It is, as it is:

- Support to the client.
- Enforcement. Compliance.
- Ads. Advertising.
- Management listing.
- You have to ensure that all these things are done and well done. Yet obviously you don't have to do it yourself.
- Improve efficiency.

Were you actually valuing or eliminating waste in the process (such as using integrated Amazon delivery software or automating sales tax reporting), or are you trying to 'hack' Amazon? Don't get it

wrong, and Amazon doesn't want to get fooled, so even items that work may not work in the future for now.

Keep up with proven productivity enhancers like apps for sellers like you. So, test yourself always well: "Will you be successful or busy?" Focus on efficiency to achieve maximum efficiency.

2. Free time for more relevant organizational operations.

The more outsourced you are, the more you can focus on growing your margins, discovering and negotiating better prices in terms of products and services, and improving your longer-term sales plan. If you get lost in the specifics, you can't see the larger picture.

3. Quickly start new projects.

Test quick. Test fast. Fail quickly. Fair fast. Amazon regularly releases new services and products. Shop pages, improved product material, home-made Amazon, and more, for example. As a rule of thumb, it is not a bad idea to be an early adopter of a large technology business that invests in building something out. This can help you gain early exposure, traffic, and sales, and the company is working on promoting the new tool.

If you are head is too far in the woods, you can't track all the updates. Manual for outsourcing, routine tasks, and development emphasis. Ideas and programs which can be used to divide and conquer external sources. Join and collaborate with professional contractors and freelancers to help you get your job done.

Here are a few places to find freelancers of quality.

1. Fiverr.

Fiverr is easy to set up, has great results, and is only five dollars.

- Do you need to delete backgrounds for certain product shots? Five dollars. Five bucks \$5.
- Do you want anyone to check for and apply keywords to your listing? Just five dollars.
- Do you need someone to scrape your site data to add to your Amazon listing? \$5.

This site also has a bad rap because it was the hub for fake product reviews.

2. Using Upwork.

Thousands of people with experience in Amazon are available via Upwork for custom jobs. The method as a whole is:

- Look for people who have a certain experience, or just post a job description and wait for applications—you can probably have two dozen in 24 hours.
- Select applicants, submit some questions for the interview.
- Choose a hired guy.

Many freelancers have amazing reviews, and Upwork has programs that allow you to track progress and keep employees honest. Many are well versed in Amazon-specific tasks and can be employed either for a single job or indefinitely. Users can build a stable, previously successful freelancers who help you build a network that is increasingly effective over time. There are significant productivity gains here.

3. FreeeUp.

Don't have time to worry about recruiting people for certain Amazon activities? Certainly not, you recited your mantras. Freeeup was founded by a professional from the Amazon who has built a corral of hundreds of freelancers. Depending on the quality of the Amazon platforms, Freeeup hires and manages the freelancers' squad. You can try to recruit all those people or just send a message in Freeeup, and you will manage anything if you need to make listings, complete orders, comment on orders, and handle customer service.

4. Hire consultant.

Technology and outsourcing providers will help you execute your strategy, but what about your plan if you need support? This book

will give you a workable understanding of how to execute an Amazon plan, but every company always has its nuances and complications. There are a couple of good Facebook groups and message boards, but try finding someone who goes along for tailor-made solutions. In all, your sales growth on Amazon begins with a better understanding of your sales strategy and of how you spend your time.

- Determine whether you're going to sell eBay or Amazon.
- If you are going to use a private label or FBA, or satisfy yourself or a 3PL solution that can plan your goods for FBA.
- Then concentrate on outsourcing tedious manual tasks to focus you on through margins by negotiating and finding better resources.

Chapter Nineteen:

AMAZON MARKETING AND PAY PER CLICK

What would you do if I asked you to consider the greatest history of Amazon last year? For me, I would say that the biggest Amazon story of the last year is the rise in Amazon ads, as someone who has done work related to Amazon for a decade and who blogs about Amazon as my job.

I'd say, in fact, that this story is even larger, more significant due to what it isn't— a consumer-oriented shopping product or service like Prime. But you're not alone if you haven't seen this coming. What Amazon ads are really much more complex than many people thought. It's practically a double deal.

- The first part of the sale is the PPC portion, the part where Amazon merchants sell keywords that can give them a premium search result (a banner called in a box on the sidebar, put among top products in search results, etc.). It makes money from Amazon.
- The second is when shoppers buy products shown, because what they wanted was on that key spot and they got their impression, click on it and convert it into a deal.
- Such transactions occur on eBay, which makes money for Amazon.

Amazon Marketing is, thus, a double sale (as explained above) and a threefold profit for Amazon: The customer chooses the product that potentially suits best.

- The seller sells more and ranks with the best matching product.
- Amazon receives ad fees and sales portion.

Of course, if you're an Amazon shopper—and who isn't, really? One of these advertised items you probably bought. Amazon does an extremely good job of making the products look like organic search results, branding them "paid." So you certainly never struggled with Amazon's ads in Seller Central or Vendor Central if you're an Amazon dealer.

The problem for retailers is not: "Do you use Amazon Advertising?" It sailed the ship. It is now a matter of: "How effective are you using Amazon Advertising?" If you're just average, rivals who will be beaten will beat you:• Seek keyword opportunities.

Smarter bid.

- Better management of their budgets.
- And / or who provide experts with their Amazon ads.

It is not enough to run Amazon ads, and merchants will work these ads to make the ads work for them. And like any advertisement industry, costs and competition are growing as awareness grows. Amazon has merged all of its advertising services into a single Advertisement. Amazon.com platform, making options available to 1P vendors and 3P sellers more plentiful and more affordable (and therefore more competitive) than ever. In short, many sellers and

manufacturers also take part in campaigns, with every day more jumping.

- Sponsored product advertisements for both Seller Central and Vendor Central are open to all vendors and have become the PPC for Amazon advertisers.
- Sponsored product ads (formerly headline search ads) are becoming increasingly popular as they are open now to all brand-registered vendors and offer different incentives for placement and a connection to Amazon's Amazon brand store from sponsored product ads.
- Brand Display Ads have gained traction as they appear on the brand description pages of rivals.
- And bid prices become, of course, more competitive as more sellers engage in advertising.

How do you keep Amazon Ads competitive?

The response is that we do not depend on the status quo, as Amazon does.

- Find keyword possibilities that have not been used and through bids already. Every one wins save Amazon, which receives the ever-increasing auction price if everyone has the same keywords. Don't aim for strong or top ten keywords, but those that show up enough and translate well for you and your competitors. Where are these you able to find? In the User Search Term Report (literally, a list of terms shoppers use to find products) and through the reverse ASIN search, keywords associated with any ASIN are identified and the classification of these. You must

prepare yourself quickly to find opportunities that others have overlooked.

- Don't worry about spending money to make money. If a keyword is a true winner, those extra cents are likely worth the bid. For pennies, don't waste it. And don't hesitate to use Bid+ if you really want a battle of bidding to heat up. However, note that the lowest ACoS is not always ideal while you want to keep your ACoS manageable. You're aiming for ROI's sweet spot, so don't sell out.
 - Don't rely on supported product ads only (if you can help).
 - If you are a Seller Central 3P licensed company or a Vendor Central vendor, you have access to Sponsored Brands Ads (New version of Headline Search Ads), which means that there is less competition than Sponsored Product Ads. SBA positioning is good for both sales and branding as customers can access the entire Amazon Store or brand website.
 - As Seller Central's product display ads are not eligible, there is even less competition, as these are strictly for 1P vendors. Mix it up and see what's going on. Just as with bonds, think about diversification. Experiment and let the data decide which advertisements for your goods are best.
- Run automatic SPA and manual campaigns. Again, diversity of energy. Sure, you have more influence over ad groups and derogatory keywords with manual campaigns, but you don't discount auto campaigns as useless. Run it and let its magic function with the Amazon algorithm. Always review your auto campaigns, and you will find that they've pulled keywords you haven't previously considered (not to mention the ASINs from

rivals where you can access their product lists and find even more keywords).

- Go beyond the tools available in the Central Seller and Central Vendor. All hubs are critical, but they are full of jams and serve hundreds of purposes and provide a little competitive edge. Consider an application or website exclusively for Amazon Ads if you are serious about Amazon Advertising.

Last but not least: remain interested and hungry for more

- Seek incentives, however small, and use them to differentiate your ad campaigns from your competitors.
- Such gaps are rapidly growing and are the factors that will help you achieve more top sales spots (not to mention brand awareness, organic rating, and sales).
- Never cease learning about ads and never hesitate to check and optimize. Write about Amazon PPC, engage in webinars, and help in your campaigns.

Amazon Marketing is a living organism that evolves. Everything worked yesterday will not work tomorrow, so educational and campaign changes will continue. That's not something you want, at least not if you want to drive income and build a brand. Do Amazon Ads as you do your product listings and never quit looking for opportunities and maximizing.

What are advertisements funded by Amazon?

Ultimately, Amazon Sponsored Advertisement is Amazon Advertising (Advertising. Amazon.com, Pay Per Click (PPC)/Cost Per Click (CPC) section. Amazon currently has six branches in its marketing umbrella. Sponsored ads are the most affordable and most commonly used ads available.

More specifically, these are announcements that hold premium auction places in which a product or a brand is revealed locally that is better than organic search results (while also included in organic results).

And we think about Amazon Sponsored Advertising, and we're talking about a promotional offering in which items are prominently displayed because the retailer has achieved top position by paying rivals for the same keywords. Whenever a potential buyer clicks on the sponsored ad, the seller pays for the click (PPC, therefore).

Which kinds of advertisements and for whom are available? The more a retailer does for Amazon and its clients, the more the dealer is compensated with incentives and options, and in effect, the better able is the trader to sell more that favor both the trader and Amazon.

Because, obviously, the more money Amazon receives from a brand or company, the greater the importance because of the rating of the product, perpetuating the winning cycle. Selection increases prices; consumers win, too.

And the lucky customers are amazon's customers.

With respect to ads, Amazon provides 1P vendors with whom Amazon has a direct supply partnership and can negotiate large volume orders the most (and best) deals.

Those 1P suppliers can use the entire suite of Amazon sponsored ads, including 1. Products funded advertising.

2. Sponsored commercials for brands (formerly known as news search ads).

3. Announcements for Brand Show.

3P sellers with their products and licensed brands with the Amazon Brand Registry are eligible to participate in Sponsored Product Advertising and Sponsored Products Ads.

The opportunity to use SBAs is one of the many benefits of being registered with Amazon. Brand defense from counterfeiters and other usurpers is another great advantage. Since 3P vendors that either resell products or do not have their brands or are licensed with Amazon are not directly connected (and often compete with Amazon), they are limited to Sponsored Products Advertising.

Sponsored goods advertisements, however, continue to be a powerful vehicle for pushing, overcoming, and increasing driving sales. And this is why we concentrate most on them, along with their availability to the largest number of sellers. Must-Do for all sellers What can advertise funded goods do for you?

1. Promote your new products in the marketplace. Sponsored products advertising. They give your product launch exposure so that you can start selling and earning. You should start engaging comments with that in motion (take a free trial of the Seller Labs ' Genius feedback to optimize reviews)
2. Products funded ads raise your product sales and rankings with the Halo effect. If you sell items via the Sponsored Goods Program, your sales and rankings will increase. Such enhancements will allow you to build on your organic search role. That is the halo effect, which also boosts organic sales when you promote and sell with advertising from Sponsored Goods.
3. There are no advertisements to draw and acquire new consumers like advertised goods. Sponsored Product Announcements are an excellent tool to acquire new customers who then purchase

regularly and then loyalty to your brand (especially in the consumer market).

4. Products Sponsored Advertising Only Help You Sell More. If none of this is true for you, you can only use advertisements for endorsed products to sell. If you pay one dollar to make two cents, it's a big trade. I have to emphasize that all this is not just nice bonuses or incentives, but is necessary for today's ultra-competitive sales environment. It is not enough to run Amazon Sponsored Ads, if you want to win, you have to do that better and smarter than the competition.

And this takes some preparation, some practice, and goes beyond the method of Amazon's Seller Central Campaign Management in Vendor Central. Let's begin with some simple Amazon truths that your Amazon ads are sponsored?

IF YOU ARE NOT CURRENTLY USING SPONSORED Service ADS: You are giving a huge advantage to your rivals. Simply put, your goods are getting better and better than yours. Sure, during the competition, you save a little money; however, sales, page one placement, ratings, and rankings are obtained.

If you are using SPONSORED PRODUCT ADS: You may have some money to raise but will spend too much time working on tedious reports from Amazon and Excel pivot tables. And you are probably trying to outbid your rivals by spending too much money. Ask yourself who wins in a situation in which you and your rival both use the same Amazon data.

Without a proven advantage, the real winner is Amazon, as the competition constantly raises deals and only charges Amazon for an unattainable edge in ad fees.

What's the Amazon Impression?

A print is taken when Amazon reveals the product announcement to the shopper (on either a search results page or on a product description page).

- Position depends on relevance and bid — for experiences you're not paying, only clicks. Why Supported Products Ads Work Amazon has made large contributions to the supported products program and explains how it has partitioned on-screen immobilization to offer Sponsored Goods Ads first place in the Amazon app, on the side of the mobile browser and in the local desktop/laptop environment.

Besides running at most selected locations, the ads are almost anti-ads because they operate not by standing up as we expect from ads but by mixing organic search results with placements, which indicate that they're some of the best matches. This way, Amazon has driven and tiered the search results, and retailers will agree that they are first on the list of search results as much as they are first on the market.

IMPORTANT TO NOTE

Incentivized ratings (banned in October 2016 but still used by feedback farms that often hire from social media) served various goals, including the development and reputation of a company. Five stars and a brilliant review conveyed to possible buyers, "Indeed, from a list of hundreds of such choices, this is genuine and that you want to and can trust." Sponsored product advertisements don't have the same substitution as incentivized reviews, but deliver a similar message— not through written testimony but through placement at first glance and alongside org. The old "bold

and higher than the fold" ad show technique is no longer good enough.

The landscape for displaying ads has changed considerably, particularly given mobile device rendering. For offer, you have to be seen, but at the same time not seen as a filthy ad. You need your goods at the top of the search results list, which is well incorporated into organic listings, sidebars, and competitor info. Amazon Sponsored Goods is all about this recognition and incorporation.

You may have the best product in the world, one that suits anything that a shopper is looking for, but nothing implies if the product description page lingers to the bottom of the pages, or, worse yet, not on the first page. Until we dive into and run campaigns, we need to identify the pieces that make up the whole and understand how the pieces work and how their performance is evaluated. It is important to understand structurally and organizationally a campaign and to be on the same page about terminology, jargon, and the many acronyms.

What is an advertisement for Amazon Sponsored Brand Ads?

The highest level of classification within the marketing company Amazon Sponsored Goods. A campaign should be considered a boat, a ship containing, and its contents one or more ad classes. One product per campaign is recommended only to keep things clean and simple. The product can be conveniently connected to the campaign advertising: simply connect via ASIN / SKU.

- **CAMPAIGN Name:** Make it easy for yourself and pick the name of the campaign that is plain and concise and easy to remember.
- **TARGET ACoS:** The average sales cost (ASCOS) is a metric developed by Amazon to show the promotional campaign's cost

efficiency. This is the total spent on advertising separated by the advertising revenue. Better is a lower percentage. We recommend 25 percent if you don't know where to begin.

- **Automatic:** Amazon's algorithm chooses keywords based on the contents and goods of your competition list. We recommend a low-budget auto-target campaign to help you discover new keyword possibilities, even if not necessary.
- **Manual:** You can use a set of tens of million keywords and user search terms to monitor the keywords based on what you know and what Ignite suggests. You will want to build a short, sentence, and exact matching ads to draw shoppers to the competition using specific search words.

DAILY BUDGET: What you are ready to spend on campaign advertising for 24 hours. They propose a daily start-up budget of at least \$5.00–\$10.00 for the auto-target program. We suggest \$20.00 per day start for a manual target campaign.

- **AD GROUPS:** Think about these containers as smaller in the bigger container program. You can pick or set the following for every ad group: keywords and match types or default bids or adverse keywords (you can also set them to the higher campaign level).

These are in an ad category, and the words you tell Amazon to apply to your product. You base it on the words/phrases you think people are looking for (user search terms).

If we speak about a keyword in the sense of Sponsored Goods, we also refer to its match, which affects the way a user searches for the keyword. As you dive deeper into endorsed goods, keywords become more complex. A top-level keyword will include a variety of app search terms.

What are product search terms for Amazon Sponsored Product Ad?

- **Words/phrases shoppers look for in Amazon.**

In order to display the most appropriate items, Amazon then compares user search terms to keywords. This is where various match types (wide, expression, exact) link to different keyword versions.

What are the types of keywords for the Amazon Sponsored Product?

1. Auto-Target Game Pros and cons.

It is used only for Auto-Target initiatives. Amazon's Algorithm chooses keywords based on your web listing and product lists for rivals.

Pros:

- Quick-and-easy process.
- Amazon generates such keywords based on its collection of data, which is, of course, very comprehensive.
- You're going to get some keywords you didn't think about.

Cons

- You lose simple control for ease.
- You're going to get a few duds in the mix, and they will cost you.
- Amazon does not have an opportunity to scrutinize or reduce these since Amazon receives a single click on a keyword.

- **Self-Target Product:** Apple Slicer Some of the keywords that have been provided by the Amazon Auto-Target campaign include the following, list that seems somewhat confusing and disconnected at times:• B0199sxmte• Pulp• Cutters • Apple• Fruit Peeler • Fruit Chef Scaler • Fruit Cutter • Pulp• Pulp• Potato Chopper • B01mqd Auto-Target Product: Apple Slicer

In addition, these keywords are related to the slicer product connected to it via ASIN / SKU in some way. This is only a matter of how closely connected and if you think that it is worthwhile to seek the connection in the form of publicity.

Even if the shopper buys 15 units of the product, it still counts as a single conversion as an order per sale is counted rather than per item.

Amazon shows your ad-> Shopper sees-> Shopper clicks ad (a button)-> Shopper purchases product-> ad was transformed into a transaction / order. Please click here.

2. Manual goal matches: Think of these as a literal target for the bullseye.

- **Wide match:** Specified keywords should be included but can be in any order and require certain terms before, after, and between. The outer ring of the Bullseye, the largest and the easiest to strike but not the most precise or satisfying, is this kind of match. If these keywords are matched to a shopper's search terms, they can result in a good match that results in a transaction. But, it can also result in a poor match, and the customer is going elsewhere to fit better.

- **Match phrase:** consists of the words which have to be sequentially combined (allows for possible misspellings, plural, and other words before or after). That form of a match is the center of the bullseye, i.e., you narrow the field and make the keywords more effective in user searches. This is more precious than a Large Game, as the likelihood of your product being what the shopper wants is higher, thus increasing the probability of a sale.

- **Same match:** The exact word/phrase as the consumer requested (admits plural, misspellings, prepositions).
- **Exact match.** Bullseye, it's true, your target! An Exact Match is a best and most important match because it means that you have found and verified precisely what the user was searching for in the little center ring. You and the

customer are in agreement, and this may lead to an ad-to-order conversion.

- **Negative Keywords:** they serve as a blacklist. They are terms you don't want to deliver directly. They are managed at the campaign level and, in particular, at the ad group level.

Why would a seller need or want to use both self-target and manual campaigns?

If you really want to make the most of sponsored product ads, well handled manual-target campaigns are the way to go. There is no doubt. You get more data and more data access, which in turn allows you to fine-tune your campaign and optimize for higher and lower ACoS conversions. That said, auto-target campaigns are not without benefit—when used with manual-target campaigns.

Auto goal campaigns are a perfect way to collect data easily and cheaply without being very active. When you run a low-budget auto-target campaign as a supplement to a manual-target campaign for the same product, you can pick up some interesting keywords and search terms, and you can focus on them and do so to your advantage.

Okay, but why a higher average manual target campaign budget?

- Think of manual target strategies as the most successful and best keywords, user search terms, statistics, and data.
- Talk about the little crumbs and stuff that were overlooked in the first place, things that you sometimes can't even see — sweeping Auto-Target projects for you.
- What is worth more in terms of what it gathers—vacuum (manual-target campaigns) or spraying (self-target campaigns)? Vacuum. Vacuum.

Manual projects are, therefore, where you would like to put the majority of your budget.

Why not a regular budget but a manual aim plan default bid?

Since you have to set a daily limit on expenditure, you must set your default deals at a particular ad category and keyword level so that your winners can be given real priority.

Why Amazon Sponsored Product Ads Work

- A CAMPAIGN is the main grouping organization/management of the Amazon Sponsored Product Ads. A campaign should be viewed as a boat, a ship containing one or more ad classes.

Campaign level settings:

- ü Daily Budget
- ü Targeting Type (Auto or Manual)
- ü Campaign-Level Negative Keywords

- AD GROUPS are components of a campaign. They can be viewed as smaller containers in the larger container. Ad Group Level Settings:

- Keywords and Match Types,
- Default Bids
- Negative Keywords or Brand Ad Links
- KEYWORDS are the words you mean that Amazon is connected to the brand. You base them on the words/phrases you think people are looking for. You can stick to your ad community default bid, or you can pay different amounts in certain keywords. Keyword Match Types:
 - Negative: Terms you express do not wish to bid on, like a blacklist.

□ Auto Promotion Amazon Suggested Target Match: This is a different Project, in which Amazon's algorithm picks up on the basis of your content listed, competitor goods, image

recognition, or manual promotion keywords. Before, after, in between, may include other words.

- Match phrase: The words listed must be in conjunction. This allows for minor misspellings, plurals, before or afterward.
- The exact word or sentence (allows for plurals, misspellings, preparations). o Exact match:
- RELATED PRODUCT ADS are the corresponding product listing for the products that you are trying to sell through this campaign (title and picture and basic data link through AKIN / SKU).

PPC value comprehension: bid, bidding, and bid+ The Amazon company-funded service are paying per click (PPC) ads, which ensures that you're compensated with a click irrespective of whether the shopper buys an amount of one, 15 or none.

What you really do with PPC ads are not buying clicks but attempting to prevent your rivals from placing ads and exposure, which will lead to a click and then translate to a purchase.

Offers: The Straightforward Story An Offer is obviously simple, but its effects are various and strong. The PPC describes a deal as the maximum amount of dollars that you are prepared to spend per ad click.

You don't have to pay, and it's the most you're willing to pay.

You set this number in the ad group level, or you can receive more granular values and set specific offer numbers for each of the keywords in the ad group.

KNOW HOW TO BID BETTER

Amazon will start with a suggested bid (the amount you propose, based on the number of competitors and their offers for a keyword, to win the ad auction). This is helpful because it gives you a sense of the wider field and the levels. That is not sufficient; however, to

keep ahead of the competition (remember, based on the same data, they get the same recommendations from Amazon). If you want to lead instead of just keeping up, turn to Ignite for advice. With recommendations for keywords and suggested deals, Ignite gathers and analyzes historical and real-time knowledge, can guide you, and allow you to make smarter and win more ads.

Example: The price for the exact match keyword ' Security Shield Apple Slicer' is \$1.00. When a user enters the search term, you are willing to pay up to \$1,00 to earn the placement of supported goods. Many of the rivals selling like goods have the same slogan, but \$0.75 is the highest bid. All the same, you're going to win the deal, and you're going to pay \$0.76 per click (a penny over the top second offer). You only have to pay a penny more than he or she is willing to pay to win by being able to go \$0.25 more than your rival for this keyword.

Offers: Historically, more factors in the mix were all considered equal, and a bid had to be better than all others to be shown.

But the highest offer doesn't always compete with Sponsored Goods advertising. Why not? Why not?

Since Amazon is trying to sell a product as soon as possible with the highest customer satisfaction and the lowest product returns.

To do so, Amazon compares the best ad copy to the right keywords to place the correct advertisement before the right shopper.

Amazon determines the content and importance of an ad. Here are some things we know about Amazon's commitment to ad price and pertinence for endorsed goods.

- Amazon eliminates advertisements that are not suitable for the Buy Box.
- The remaining advertisements will be evaluated for their importance (the category is critical— if the goods are not

identified in the right category, the ad and the advertisement won't be relevant) in order to take account of the bid interest and the likelihood of an ad is clicked. $\text{Place Ad Rank} = \text{Bid} \times \text{CTR}$.

Amazon Bid+ Amazon Bid+ will automatically raise ad community or keyword deals up to 50% when turned on within a manual target campaign.

And since a vendor received an award above the quotation, Amazon will place Bid+ ads in the top row of the search results page.

So if you use Bid+, you tell Amazon that you want the best position and that you are ready to pay for it.

Know that you will increase your average cost per click (CCP) using Bid+, but you won't increase your regular budget limit as this is set unless you change it.

COST PER CLICK (CPC): the number of the dollars divided by the dollar amount of your clicks. It gives you an average idea of how much you need to pay to get a button. This is less than your bid because your bid is the highest per click you are ready to pay. CPC allows you to assess how much clicks you pay for and to consider the ROI. A higher CPC implies that a keyword is required and that there is a competition.

CLICK-THROUGH RATE (CTR): the number of clicks your ad will earn divided by how many times your ad will be shown (prints) as a percentage. $\text{CTR percent} = \frac{\text{Clicks}}{\text{Impressions}}$ (for example, your CTR is 1 percent if you have 1,000 impressions or ten clicks). A "nice" CTR is classified according to a product, but typically 0.5% (1/2 percent) is considered "decent," and highly specific brand terms can have a CTR of around 5%. Many click-through rates are less than 3%. Extremely targeted words typically

get higher click-through rates at about 5%. The highest combination of targeted keywords has a CTR below 1%.

Amazon is so focused on consumers that product prices and ratings are also of interest in the place.

A low-priced five-star product will win a premium placement with a lower quote as Amazon believes that this product is good (and likely to be purchased and bought) rather than just a product with slightly higher prices and slightly lower ratings.

Similarly, the company Amazon found less attractive will have to submit a higher tender if it wants to win for that commercial.

To bring theory into practice: At this stage, you understand the materials, structure, and organization of the campaign for endorsed goods.

Matching keywords and app search terms were covered.

So you got a taste of how Amazon runs its PPC system and how it sells.

We are at the juncture where experts focus on PPC theory and policy (often in the form of paid publications or seminars).

There is interest, but we don't believe your time, resources, and energy are best spent.

Where You want to run a successful campaign for endorsed goods is the outcome of understanding what you want to accomplish and mastering the means you can do this.

- Would you like to try sponsored goods advertisements for the first time because you know the competitor is using them? Clarify your goals and set your targets.
- Are you on the brink of a new product being launched?
- Is your conversion rate trying to increase on an existing product?
- Want to. Your ACoS to a certain amount?
- Trying to reduce the time and anger spent in the management of sponsored ads?

- Fifty places up your ranking?

All these (and so many more) are good reasons to join Amazon Marketing, but you need to ask yourself what you want to do and when.

You actually pitch money into mystery metrics and adjust numbers and hope for the best without understanding this.

While it is true that Amazon's Campaign Manager offers a large number of promotional services, it is also true that the available tools are less than ideal, sometimes complex, frustrating, and restricted.

Management of campaigns can (and should, in our opinion) be easier and faster and more insightful without considering confidence and fun instead of a mission.

Your Amazon Marketing Advantage Ignite is a fully integrated content management tool for Amazon Sponsored Goods. This software is a combination of art (salespeople's look and feel and skills in an application for campaign management) and science (historical data on millions of items and even more keywords and user search terms and smart recommendations based on these data). This is all you can do with Amazon's campaign manager, but it's simpler, easier, quicker, smarter, and the exclusive features which give the best placements and most sales for you and your competitors. We frequently hear sellers claim that while they're not pleased with the Amazon campaign manager, they're concerned they'll move away from that site because they don't want to start their current campaigns all over and ruin the history they've been established in.

CONCLUSION

If you consider transforming and expanding your company through the use of the Amazon FBA system, many considerations must be weighed up. As it can be an important instrument for the growth and development of many small businesses. While it is easy to feel at first trapped by information and method, doing your research and evaluating the advantages and disadvantages will encourage you to move forward.

FBA's easy sales and marketing option allows retailers to exploit the success, prestige, and resources of Amazon to increase sales across the marketplace. Fulfillment by Amazon is a very viable alternative to traditional online sales for individuals and businesses trying to change and expand in the ever-changing market of online commerce.

We have covered all you need to do to start selling with Amazon step by step. You can build your Seller Central account, select the right product, find the right manufacturer, list your Amazon product, send your inventory to FBA, and promote your brand. There's plenty of details to absorb right away, so take it easy. You may note some minor changes in the actual experience that can not be avoided. But there is no need to worry; you can always contact and direct Amazon Support Centres.

Thank you for reading this book. Thank you. Start your Amazon company now!

PASSIVE INCOME STRATEGIES 2021



**ALLAN
KANE**

DISCOVERS AND EXPLOITS THE MOST PROVEN STRATEGIES ON HOW TO BUILD ORIGINAL BLUEPRINT IDEAS TO MAKE MONEY ONLINE WITH FREE TIME AND FREE LOCATION! (BEGINNERS GUIDE TO ACHIEVING FINANCIAL FREEDOM)

PASSIVE INCOME STRATEGIES 2021

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Build Original Blueprint Ideas to Make Money Online with
Free Time and Free Location! (Beginners Guide to Achieving
Financial Freedom)**

Allan Kane

INTRODUCTION

The cost of living just keeps on increasing year after year. But let's face it, our revenues do not necessarily increase in the same proportion. What is happening these days is that many of us need to take on two or three jobs just to be able to save for the future. Many people actually have to take 2 or 3 jobs just to survive. Sadly, we were all given the same number of hours each day — 24. If we're taking on additional jobs, guess what? Our 24 hours stay twenty-four hours, and as such, time for rest and family is compromised. Sure, longer working hours and more jobs will usually ensure more income. But when you can start asking questions comes a time. Is it worth it, really? How far do you have to go till the hard work and effort you're investing begins to outweigh the benefits you're gaining? At what point do you stop and know that the sheer strength of your relationship is about to make your income negligible?

While this level of dedication and commitment is most praiseworthy, it is not very common today, either. That's exactly why you should look for alternative paths where your hard work can be aimed at building your own business, making it pay off for you in the end. You should benefit from the fruits of your work, and you should be the first to partake of it. Think of all the people who have been successful today, and of all those before them through the ages. Try and imagine what attitude and outlook they had in their lives. That's right; the answer is clear. Except for those born to the manor descendants, those men have never been lazy; they could not be. These are people who had their priorities right, and who knew exactly where to focus their energies — to make their business work for them. They chose to build their own source of income instead of spending countless hours in a job that was never supposed to go too far.

Is there an easier and a way to earn more money every day without having to work more hours? Yes, it is. It is known as passive income. Of course, this is not a kind of solution to quit-your-job-and-get-rich-right-now, but a new path to slowly turn to, a path that may well lead to prosperity as well.

Mere survival, at the risk of sounding too rigid, is no way to go through life, especially now when there is a world of opportunity right before us. Passive revenue simply means you're making money or services work for you. Passive income, at its heart, lets you earn a lot of money without doing a lot of work. While it may require some initial effort and time, that won't be the case once your passive revenue system is up and running. You're going to work less and earn more.

Although it may be a challenging task to make a breakthrough and create a profitable passive revenue company, it will certainly pay off later at first. Liberty, freedom, and complete control of your own time are some of the benefits of this type of business venture. Admittedly, the first steps toward your passive income system will require work, sometimes even hard work, but the end goal is worth it all. One way to look at it would be this: Within a year, you may well be on your path to freedom and security with consistent effort. Needless to say, many people are working toward this goal for a whole lifetime, only to attain it in old age.

Technology is increasingly changing the world that we find ourselves in today. Some voices warn of "taking over our jobs" technology, which marginalizes human effort and works, but they fail to see the big picture. What's more, who would want a back-breaking, painstaking job anyway, if your armchair's comfort could be an alternative to pulling that currency in? Continuous technological advances bring in whole new markets, and thus a full spectrum of sources of income, too easily accessible for millions. In this book, we will be looking in particular at online sources of passive income. You can learn to do so on Udemy through Kindle self-publishing, Amazon FBA, niche blogs, affiliate marketing, email marketing, Fiverr, and online courses on Udemy as well as other important skills that can effortlessly bring in the money.

When all is up and running, you'll just need to put in the work at the start and cruise afterward. A lot of us were told back when we were just kids that it is best to do our assignments as soon as we got home. Why? To ensure we would have more time to play later that day, and we would have no worries about ruining our fun with our assignments. Not to mention, when the time

is running out, there would be none of those unpleasant moments, and you find yourself in assignments knee-deep. Well, passive income is a lot like homework when you're home. You must quickly put in the work, but with a view to having more time to relax later on.

This book is divided into three sections with section I speaking generally on various passive income ideas, section II speaks majorly about a freelance website and all the nitty gritty details to get cool cash into your bank accounts this month, while section III provides an extensive list of more passive income ideas. Best believe your finances are about to experience a sudden upgrade and you are about to discover some hidden secrets to generating “wealth-on-the-go”! Are you ready? Turn to the next page, if you are, and let's continue on this amazing journey to building wealth with passive Income.

SECTION I

Chapter One:

PASSIVE INCOME 101

Passive income is one you earn without much effort or slightly less work, i.e., while you are "passive." Active income is the money you receive from work. Passive income is interest on your bank deposits or Treasury bill savings. Active income is the professional fee that you receive to provide consulting services. Passive income is the receiving of the rental fee from the unit you lease out. It's money dripping from an (ideally) autonomous system dripping into your wallet. Active needs work. Passive demands little work or nothing at all.

Active employment is also less stressful than setting up a passive sales network. This is another aspect in which the two are quite different, and the work starts with an active income job after you become involved in the process. On the other hand, when we discuss passive income, most of the work comes at the beginning while the business is still being built, after which the idea is to work less and less over time. As you can see, the two options evolve in opposite directions, but both aim to achieve the same goal — to make money. The major advantage in favor of passive income is that you can start earning more, or even much more than you would on a regular job with some effort and ideas. You should, at the very least, reach the point where the revenue generated from your passive income is equal to that of a regular job, but you will still work significantly less!

THE FORMULA

Passive revenue earning isn't instant. It may actually seem ironic, but it does take a lot of hard work. But at the beginning, this hard work is mostly limited, and once the system is up and running, you will hardly ever need to work, particularly if you allow other people to handle it for you. And I

present to you the passive income calculation without pre-empting the debate.

CREATION

Only God can create something from nothing. You just can't. So, if you want to produce passive income, you need to have the resources from which you need to create it — a structure or system that works. This is where much, if not all, of the hard work, time, and resources are needed. It's because the basis for this is. Have you ever seen a house being built from scratch? You will notice about 70 percent of the time spent building will be spent on the foundations. In fact, that's why we think buildings are relatively fast to build — building everything else above the foundation is simple once there's a solid foundation in place that takes time. It's the same with the passive advertising systems online. If you are to earn the passive income reliably, you need to set up the right processes and get them correctly.

You can't squeeze blood out of thin air, and as such, you'll have to create something to sell — a product or service. Including commitment and dedication, which are very important, this should also be seen as the most valuable aspect of any and all talent that you have.

Don't worry about considering your own ideas as a possible recipe for success, but be careful. It may be difficult to capitalize on your personal hopes and dreams for the type of business you wish to start, so be prepared to make sacrifices to maximize your chances of success. At the same time, the one idea you've had somewhere in the back of your head for the longest time may really have the perfect place on the mountain of opportunity, which is the internet. The best way to adapt successfully is through market research and tons of research since information is power. Armed with the details and a thorough understanding of the markets that you want to enter into, exploring will be your next step.

EXPERIMENTATION

Since you're new to this, you'll find that you don't know it all perfectly — or nothing at all! You need to take risks and experiment too — see what works. The key here is not eliminating risks— that's impossible— but

managing them properly as they come. Experiment on the proposed business by taking well-calculated risks, and you'll be able to fine-tune what you've created so it can generate passive income for you consistently. This is, of course, where information and awareness come into play and play their part in minimizing the likelihood of failure. The experimentation will be harmless if you exercise due caution; you will be able to adjust your business with minimal to no risk.

Experimentation itself is as important as being healthy while you are at it. Keep in mind that to get you going, the strategies and markets covered in this book will usually require little to no financial investment. This means watching out for opportunities that can appear from thin air, offering castles and towers for just a small, or not so small, money. Of course, how much money you want to allocate to your own venture is up to you, but always remember that simple streets are rare or non-existent. Upon trying out a couple of different items and seeing some results— good or bad — things should start to get in focus. At this point, some options should start looking better than others, and you should have a better idea of your opportunities and the choices to take advantage of them. Remain detailed reviewing every prospect's pros and cons. When there is also an underlying catch, an enticing advantage in one position should not pull you out there.

ELIMINATION AND ADDITION

You will find out what works and what doesn't work by experimentation. You'll see what else you need to add, too. You will need to eliminate those things at this point that not only don't work, but keep your passive online system off and run like a well-oiled machine. You might also need to increase it with new information you didn't know at the start. In order to establish a consistent passive income system, fine-tuning is necessary. Unfortunately, this aspect of the process may mean that some ideas and expectations have been dissolved. However, compromises are not really a bad thing, and you may even find that learning to let go of some original ideas is liberating, especially if they hold down your project. Of course, sometimes, just building on those ideas may be all you need to do, and you'll definitely see ways you can do that as you move forward. Your effort to form the most viable means of passive income should also make clear

what you need to add to the mix. If a certain approach is a no-go, then surely, further experimentation will show you the way. In the event that you're still hanging on to an idea and don't want to give up that easily, then check out a few different approaches and changes with that. But you need to know that some models just aren't feasible and that's all right.

DELEGATION

We all can't techno-geek. Chances are, not either. There will be times when you need to delegate tasks and duties to other people so you can concentrate on what's more important about managing your passive income system online. Why spend one month trying to figure out how to sell a good video course when you can hire someone to film it for you, so you can concentrate on making the materials of the course excellent? In delegating, you will also be able to draw on the experience of other people. There is a lot of a website where hiring a freelancer's services is simpler than ever, on practically any job! Anything can be negotiated from payment to deadlines to the specific needs of your specific project. While you need to get to know their particular skills and abilities well, hiring a freelancer is certainly another step towards kicking you back and letting your passive income begin to flow. The famous websites providing freelancer services will have specific systems in place to ensure that your savings are not being squandered.

We'll look at some of those sites later in the book, which is renowned and respected throughout the internet. Exercising caution and making great use of their customer protection programs is a ticket to get others to do the job for you with success. After assigning your work and consolidating your operation in this regard, the time has come to look into even more ways of serving you with technology.

AUTOMATION

The fun part here. When you have set up your system very well and assigned the tasks to key people, you can use technology to automate the most of the processes— if not the whole process — and have more time in life for more important things like family, friends, or watching your favorite

friends overwhelm. There are many ways to simplify certain facets of a vast array of projects you may be pursuing along the way. Whether you're dealing in affiliate marketing, sales of all kinds, or managing your website(s), technology will always come in handy again and again. Later, as we go through the many ways of passive internet income, we're going to look at how technology will make your life much easier in specific operations.

WAYS TO EARN PASSIVE INCOME ONLINE

In the subsequent chapters, we'll look at some of the top ways you can start earning passive income over the Internet. These are self-publishing Kindle, Amazon FBA, marketing of niche websites, affiliate marketing, email marketing, and online courses such as Udemy. The number of ways you can address each of them is even broader than the range of different industries, open for business on the Web! Nonetheless, there also come quite a few things to look out for with a lot of opportunities. We're about to cover it whether you should look to avoid or grab them. Let's get into it without further ado.

Chapter Two

KINDLE PUBLISHING

Kindle Direct Publishing is a forum for free self-publishing of your books. Kindle Direct Publishing, or KDP, is Amazon's self-publishing site where you can conveniently publish your own books, maintaining full control over them while reaching millions and millions of readers around the world. Yet another bright example of how the Internet paves the way for millions of ambitious people; like never before, Kindle publishing opens up the writing industry. Whatever the targeted area may be, from novels to manuals, potential success is virtually unlimited. With the far-spreading and global reach of Amazon, the content can be easily distributed to viewers around the world. One of the major benefits of this system is the aforesaid control over your content. What this means is that you, and you alone, are

responsible for any editing, formatting, covers, etc., to direct and arrange the way you best understand.

Using Kindle direct publishing, you can earn royalties of up to 70 percent of your books cover price on your work. KDP also gives you the privilege to publish your books quickly, making them available on the Kindle Store within a few hours or even minutes of uploading. Can you imagine just how incredible it would have been a few decades ago, or even more recently? There's nothing stopping you from publishing a book in minutes, and millions can have immediate access to it! I mean, the publishing of your work, let alone the availability of it, used to be a real headache for authors. Okay, no more time.

With the reach of Amazon.com in practically every region, KDP gives you the opportunity to sell your books to millions and millions of readers worldwide. Eventually, KDP allows you to make your books available to everyone as eBooks, which can be read by Kindle devices and free Kindle apps while taking care of the climate.

WHY SELF PUBLISHING KINDLE?

Self-publishing is becoming even more popular these days, as a means of passive income. There are just a few reasons for this. First, most of the obstacles or barriers to entry that normally confront new businesses are not in self-publishing. What they assume by this is that you can self publish your own books on Kindle, you don't need any specialized software, you don't need to be an expert, authority figure, or guru in a particular field which you like to write on, you do not need to connect with influencers or do network marketing, you don't even need to sell directly to people or address or market, and you don't need to spend a whole lot of money. In fact, earning from Kindle self-publishing can be made without having to pay anything more than the expense of your internet connection.

Indeed, not even a substandard quality of your written material would automatically keep you from making money out of it. Certainly, you should

always give your best efforts to producing quality, but this may not be the only determining factor in particular niches or specific target audiences. Depending on the field you want to specialize in, your potential readers may care more about the story behind the writing, rather than lingual expertise or academic prowess. The reality that it is so simple to get into self-publishing on Kindle also means reduced risk, or rather, the freedom to take more risks than you should in the traditional publishing world. This is because these publishing platforms are not very demanding investment-wise and give much more room for experimentation and trying out different niches, approaches, and styles. Another reason for the rising popularity of self-publishing is that it provides a very good opportunity to earn good passive income. After writing your bestselling book and uploading it to the Kindle Store at Amazon.com, you're just waiting for sales to flow in.

Lastly, this can give you a huge platform to achieve fame and good income. Considering the fact Amazon is present in all countries all over the world and the millions of people who purchase various books from the Kindle Store, you have a sea of opportunities for huge success.

HOW TO SELF-PUBLISH YOUR FIRST KINDLE EBOOK

Research

The first step to successfully self-publishing your first Kindle eBook is to ensure you carry out extensive research on the topic you want to write on. The chances of successfully publishing your first, as well as your subsequent eBooks on the Kindle Store, depends highly on your ability to know the right niche or topics to cover. Many self-publishers make the potentially fatal mistake of assuming that topics they are very much interested or passionate about or topics that they strongly feel will be ahead will make four excellent topics to self-publish books on.

Now, I'm not suggesting that such topics are automatically doomed to fail. While it's great to publish on something that you are very interested in or passionate about, there's more to successfully self-publishing a book than writing on such chosen topics.

The major key to determining if a potential niche will be profitable in self-publishing is to go for topics that many people are interested in. By first doing research on what people want, you will practically eliminate the chance of failing on your first self-publishing attempt. This is because you will be self-publishing based on a tried and tested model that has worked for all businesses since the beginning of time — supply and demand. So, when doing your research, it is vital to look for patterns in the place where you will be selling your self-published eBooks — the Amazon Kindle Store. So, what specifically should you be looking for in terms of the right business patterns?

First, take a look at the different books that cover or focus on the same topic or niche you want to write about. Then assess the positions of these and other similar books within the overall sales of the Kindle store and in its categories of the top 100 best-sellers. Ultimately, search for a marketplace or niche that is not yet competitive as they are significantly more likely to dominate and prosper. If you can balance what is needed with the content you really want to write, that is even better. However, the market can often dictate that you abandon certain ideas completely and force you to adapt to market dynamics of supply-demand.

Now, this is just the beginning. You will increase your chances of posting your first eBook successfully on the Kindle Store dramatically—and by earning a good income effectively—it is not a guarantee. Next, you need to come up with a good book worth the time and money of your market. And the first thing you need to do is to write a book yourself or hire someone else to. Outline Making an outline for your self-published eBook can help you to write a book that is very easy to read and understand. Nothing else can more than scatter and unorganized your self-published eBook. By providing a good outline, you reduce the risk of creating a poor-quality eBook and increase the chances of producing high-quality self-publishing significantly.

Planning always makes writing your eBook much easier for you. So how do you build a very good overall outline for your first self-published eBook? For example, the table of contents of the books that you evaluated earlier

should start. The nice thing about Amazon's Kindle Store is that it lets you take a sneak peek inside the books it sells. You should check out the content tables of those books, so you can get an idea of what you need to cover for your specific topic. It can also give you an idea of what else is lacking from most of these books if you are well versed on the subject or have done enough homework for it so that you can cover them in yours.

A further useful resource for building your outline is the overview section. Note the negative, as well as the positive reviews, however, pay more attention to the negative. Negative reviews give you important insights into the weaknesses of books that have been published on the same niche or topic that can be filled in or exploited ahead of you. Negative reviews will ultimately help you avoid traps, which can ruin your prepared outline.

Positive reviews will give you insights into what other books have done right, what will best appreciate your potential readers, and, of course, what ideas to build on further. You don't have to reinvent the wheel, but you can make the existing wheel (book) much better and get your first eBook published on the Kindle Store.

Eventually, after ample research has laid down the groundwork, and an understanding of the demands has been explained by looking at the comments, it is time to move on to the main work.

Write the Book

Now that your outline has been developed, it is time to write the book. There are two ways you can do this: employ a ghostwriter or write it yourself. If you are facing serious difficulties in finding time to actually write a book, good writing skills, and experience on a particular topic or niche, then hiring a ghostwriter is the way forward. No, I am not thinking about recruiting Casper the Friendly Ghost or some other spooky elements to do the writing for you, but real people who can actually write well on your selected niche or topics and are willing to transfer all rights to the written work to you to avoid legal issues in the future. In other words, ghostwriters are individuals who are willing to write your book for you in

exchange for a fixed fee and give you all credits due, financial and otherwise. Under your name, you will publish the book and get all the money, fame, and, hopefully, royalties.

So, where do you hire ghostwriters who will do you the dirty work? There are many websites that you can check out, including Upwork that was formerly known as Odesk, Elance, and Freelancer.com. It's incredibly easy to hire ghostwriters. The problem is that of hiring good people. You'll have to do due diligence, and perhaps even ask for valid examples of their work to screen the good writers out of the bad ones. One way you can have an idea of whether or not a prospective ghostwriter is successful is by looking at the feedback section of their client profiles. You can see how its past customers feel about the quality of their work. You can get a clue about their average rating in the same section. Another way to have an idea of a ghostwriter's experience level is by finding out how long they have been writing or working on the website for clients as well as how many gigs they have already worked on if such information is available or feasible. It is a good way to gauge how much experience they already have in writing.

Remember, quality often comes at a price. As such, prospective writers who charge rates that are ridiculously low— at least in comparison with most others — may have difficulty getting enough clients to make a living one way or the other. While it is not a guarantee of poor writing skills, chances are theirs may not be of sufficiently high quality or may not have sufficient experience yet. It is your choice and risk, anyway. The more popular freelance websites, such as Upwork, for instance, will help you attract the most budget-fitting breed of authors. It is important to provide specifics regarding your situation and resources at the time of setting up your project. You should describe in the definition the level of experience you are looking for, or are able to pay for. What this means is that you can find out that you are willing to accept less, but less, experience, and vice versa. It helps to help explain the expectations and requirements for all future authors. Given that risk comes with purchasing these services, follow the above measures, and that risk becomes negligible.

Cover & Title

The title and cover are two very critical aspects of your eBook. Although it's true that what matters inside is what, the cover and title are the ones that will. Entice people to check the contents at least by either "looking" inside or downloading a sample. These two are the doors that people need to enter through to see the contents of your book. If the door is unattractive, they're not even going to consider peeking inside. Your cover and title will stand out and be distinctive; that is to say, eye-catching. Since the typical prospect on Kindle has limited time to choose from and plenty of other books to browse through, they will most definitely pour over the books available on Kindle quickly, and as such, your book only has a second — probably even a split second — to convince readers to stop their quest to check out the contents or explanations of your book. Contrary to traditional wisdom, people will actually judge a book by its cover, and they will easily and implicitly judge that. Since your eBook has quality content, it's certainly the cover and the title that captivates and attracts the vast majority of your potential readers.

Whatever one tries to sell in life, we can never ignore the value of visual appeal. The initial appeal is not only necessary, but it can be very beneficial. Most items were offered just at first sight, always unaware of the inner principles! That, of course, doesn't mean you should sell nicely packaged but horrible content, after all, you've got to mind feedback in the writer's market. The best way to get professional help is to create a great cover. Fortunately, getting great book coverings done these days doesn't cost much. You can outsource from websites such as Fiverr, where all gigs are priced at \$5.00 to normal. The important thing is that you already have an idea of what the cover would be about so that the graphic artist can easily do the cover according to your specifications. If not, it may take a bit of time to get right, and go back and forth. Once you have finished the cover, it is time to work on the title. Your title gives readers an idea, in just a few seconds, of what your book is all about. It is here that excellent copywriting comes in.

Effective copywriting will help you explain what your book is about to your potential buyers, which will be the main criteria on which they will

determine whether to buy your book or not. Several helpful tips to make your title stand out and catch the attention of readers and persuade them to at least check out the Amazon page and preview of your book include:

- The title must explain the main benefit of reading the book such as weight loss, managing blood pressure or better health, for example;
- The title must be clear in terms of benefits such as "Increase sales by 100 percent in 1 month;" and
- The title must be filled with potential keywords that can rank well in searches for certain keywords on Amazon searches for your topic's or niche's keyword, the probability of it being seen as very low if not almost insignificant.

If wordplay isn't your strong suit, a freelancer, or a copywriter, who has a very strong grip on magically arranging words, can again be hired. You'll equip your book with an effective title for a minimal investment, which can then prove crucial in capitalizing on your work. I've witnessed clients setting up freelance website projects and contests, looking for copywriters brainstorming to get the best company slogan or name in exchange for a prize or a small fee.

DESCRIPTION

A description of your book will make or break the potential success of your book. While the cover and title inspire people to take a look at your novel, what can give them a clear picture of what to expect from your book is your book summary/description. It's what can give readers a strong urge to further check your book out by downloading a preview of it and checking out feedback if any. That's also the part where there's room for creativity and clever writing, but never lose sight of your goal— pulling customers in! Relative to your book's theme or genre, different tactics can apply to readers to sparking interest. If the book is a piece of imaginative storytelling, a suspense element in your description that works well. On the other hand, if it's a more instructive/educational item, having the point and essence of the material very clearly can be a good idea. In view of the fact that customers are rushed and typically impatient in their searches, it may also be important to remain succinct, as most people can not be bothered to read along and vague summary.

The description of your book is practically your main sales page, and as such, it's a great idea to learn some copywriting techniques and principles to increase your chances of encouraging readers at least to buy your book or download a sample. Do it right, and you'll be able to persuade people to buy your book. Well, you get the picture, do it poorly.

LEGAL PROTECTION

You should have it under copyright to protect your personal economic interests in your book. While in the United States, any originally created work is automatically protected by copyright, for other countries, this is not the case. As such, it is still best to register outside of States with your country of residence's central copyright office. Because of the vastness of this market, there will always be some people who might want to steal your job. The worst thing is that they can potentially succeed in making money from it, and even surpass your own success with adequate marketing skills. Kindle has of course systems in place to prevent theft of content, but that will only protect you so far. Going the extra mile is always safer, and having solid copyright protection for all of your work. For sure, it is better to be safe than sorry.

PRICING

People want their money to get the most benefit. While it is true that quality is what ultimately gives people value for their money, at a certain price, people still want to get that value. That's the reason why not everyone who wants it actually buys the iPhone, despite being one of the best if not the best phones in the world. The price tag for many others is just not commensurate with the cost. They work on a budget. It's important that you optimize your price well, especially at the start. Once you start selling, your income and feedback will tell you whether or not the price can be increased or has to be lowered. Nonetheless, in order to maximize your success on the market, you should make every effort to get it right at the very start.

So, what is the perfect price for your eBooks?

The business is the primary concern. For an eBook of about 10,000 — 15,000 words, most Kindle eBooks are priced between \$0.99 and \$2.99, so

you might want to prize somewhere in that range. Speaking of the market, considering those of similar books in your niche or industry, particularly the bestsellers, is another good way to price your books. That should give you a base idea of what the market may think your eBook's value will be. Seeing into the market is always beneficial, and paying close attention to the way they do things. When it comes to prices, you should well understand and explore the average pricing in your area. This will teach you where and how to reap the benefits.

Sometimes taking your price down a bit below that of the competitors could just give you the edge you need. At the same time, if you know you have premium content, then this information will tell you how far you can take it and not how much your product will overprice. The ideal royalty profit is the second consideration. Pricing your eBooks from \$2.99 to \$9.99 gives you a 70 percent royalty income per unit of sales while pricing them outside that range— higher or lower— reduces them to just 35 percent. So the sweet spot for maximum royalty income is within the range of \$2.99 to \$9.99.

PUBLISH

Now that your book is ready, the last step is just to publish it on the Kindle Store at Amazon. Past writers would have thought you'd lost your mind if you told them there's going to be a marketplace in the future where publishing is actually the easiest step! Just follow the website instructions, which are fairly easy to follow, and wait for it to be approved and available for purchase in the Kindle Store. That is so easy!

PROMOTE

While it's not absolutely necessary, promoting your book will help boost sales significantly. You've got many options, both free and paid. You can always make use of your social media accounts, such as Facebook and Twitter, for free promotion of your book. You can use Facebook ads for paying alternatives and outsource them through websites such as Fiverr.com, among others.

Chapter Three:

AMAZON FBA

Amazon FBA or Fulfilled by Amazon — is a program that allows you to sell your products in the online store at Amazon. Order fulfillment may be the biggest challenge facing many online entrepreneurs, but it's a breeze with FBA. You can store your products in Amazon, which will be the one to take care of the logistical concerns like warehousing, shipping to buyers, handling after-sales concerns, and providing great customer service. It frees up much of the energy to concentrate on what really matters— providing consumers with decent, value-for-money goods. By now, it may become clear that Amazon is at the forefront when it comes to launching new and highly accessible business opportunities that virtually anyone can benefit from, and then some.

The FBA program is a great example of how much technology, especially the Internet, is having a positive effect on our ability to establish our own business. Only imagine how much you can develop and simplify your business venture if you are not burdened with the most daunting tasks at hand, which are usually logistics, as I've said. The new void in your schedule will provide enough time for product procurement and the expansion of your assortment, the establishment of relationships with quality suppliers, etc. Needless to say, compared to other means of online sales, this is an obvious and enormous advantage from the very get-go. It's incredible to know that we are living in a time when even a small business, as small as a hobby, can actually sign up and start cooperating with an Amazon empire. And not only comply, but also harvest their influential establishment's advantages to advance your own profits.

Another thing worth taking note of is the fact that if your ambitions are not all that high, this program will serve you just as well. What I mean by this is that you can also use FBA to just empower yourself, with the intention of spending the extra time on things besides your online business. Once you have generated a satisfactory amount of consistent revenue from your sales,

you may just want to lay back most of the time and let the money dribble in, turning your revenue into a truly passive revenue. As already mentioned, most of the management or intervention required in your business can be automated or delegated to other people. When you develop your passive income program on FBA, you'll see for yourself how your particular operation can become increasingly autonomous.

AMAZON FBA VS. AN ONLINE STORE

There are other reasons why setting up Amazon FBA is superior to setting up and running your own online store, aside from who is managing the logistics stuff. First, the delivery is quicker. Through Amazon's vast market scope and distribution capabilities, your product doesn't take long to reach your customers. Compare that with yourself doing the packing. This not only helps to satisfy your customers better, but quick shipping also expands the range of products you can sell. One such example is time-sensitive goods that may expire, or otherwise suffer as a result of lengthy shipping processes. Quick shipments, with a guarantee of such a huge undertaking, are an advantage that is hardly earned when you're out there on your own. Second, FBA offers the goods a significantly higher level of publicity than if you would promote it yourself. It's because Amazon is the world's largest online retailer-even larger than most other physical retailers!

In getting your items on Amazon FBA, you're experiencing even higher visibility and, potentially, far more revenue than you would in your own online store. Complete independence can, of course, have an appeal, but setting up a shop and making a name for yourself can take years of hard work and dedication. Apart from being exhausting, there are considerably higher risks and possibilities of failure if you try it alone. Seeing you reading a passive income book, you're still not very excited about the whole idea of putting years of work into a venture that might not even pay off.

Secondly, having the goods on Amazon's FBA available helps your customers to take advantage of their free shipping within two days and other similar delivery options. It's a logistical benefit that you can use to sell more of your goods effectively. However, this and other benefits offered on Amazon to consumers are one of the reasons this company boasts such a

large consumer base all over the globe. This is precisely how this mutually advantageous system operates in a manner that delivers a slice of cake to all parties.

Finally, FBA gives you — as an online seller— much-needed credibility because, to put it simply, Amazon is one of the world's most trusted brands. Could you imagine how advantageous it is for one such as Amazon to piggyback on his reputation? Lovely, aren't they? This takes us back to the topic of making a name for yourself as an online retailer, as this step of the way is hardly a problem on FBA itself. Of course, you still want positive feedback and a happy customer base, but the degree to which FBA supports this phase is really invaluable for you. Should any problems arise after the shipment, the highly professional staff at Amazon will manage their end of customer service, and any potential concerns or misgivings. As far as customers are concerned, they negotiate exclusively with Amazon, while you come into play as a third party that sells the goods, and the famous Amazon Company vouches for that.

SETTING UP YOUR FBA BUSINESS

Building your own FBA company and beginning to gain passive income is not rocket science. Nevertheless, it will take some work. As with most other passive sources of income, everything is about building a solid base for your FBA company. Here are the steps to enjoy passive income through Amazon FBA:

- **Account:** Register for a professional account to optimize seller benefits.
- **Niche:** Study what niche is best for breaking into and generate ideas on which FBA goods to market. Some niches are certainly competitive, while others are so good at studying trash. This means some standard market research and analysis until you get a good understanding of the world of supply-demand in a particular niche, as well as the essence of the competition in it.
- **Suppliers:** You'll have to find a good supplier after deciding what particular niche and goods to offer on FBA. A good manufacturer is one that not only provides quality products but also delivers on

time— even ahead of schedule. Consider asking for samples, assessing a good lead-time, and calculating the possible margins on the goods while looking for the right supplier.

- **Listing:** You should make a listing of your chosen product on FBA once you've found a great supplier. To make your product page the best it can be, use good keywords and quality content. Popular keywords and structured descriptive content on the search engine also play a major role in attracting potential customers. Again, if SEO writing and handling keywords are tasks that you find difficult, then this is something that can be delegated to a freelancer as well.
- **Traffic:** once all is set up and running, the last step is to raise awareness of your FBA product page and bring it to your product page. You can do so in a multitude of free and paid ways. Your free options are word-of-mouth and social media, while you can make paid advertising on Facebook , Google, and other advertising websites.

PRODUCT IS KEY

Selling the right product is the single most critical factor for FBA performance. These products are usually inexpensive and quickly delivered, with limited transport risks. Far and large, your items should be recognized as goods that are delivered quickly and in the promised condition. With certain types of products, this is harder to achieve, so be mindful of what you want to get into, especially at the beginning! So, what things should you consider to get the "right" product?

These include, among others:

- **Price:** The items will preferably be within the range of \$10 to \$50. This product form sells the most and is the easiest to sell. This selection is. A ticket to success is almost always more or less assured, so obviously it marks the best place to start your business.
- **Weight:** You will weigh your items and ensure that they are as light as possible. In these places, lighter goods can cost you less, mostly in the interests of packaging, storage, etc. Nevertheless, cheaper storage isn't the only reason to go for

light goods. The more the reduction in weight, the more likely they are to be fragile, thereby significantly minimizing the risk of any future transport issues.

- **Competition:** Like anywhere else where the sale takes place, FBA is like any other marketplace when it comes to competition. Determine whether you have any actual and potential product competition within the top 5,000 best-seller rank or BSR in the primary category of your product. Remember, make sure you don't compete in your chosen market or group with sponsored names, as this is a very strong competition killer. Staying away from the big fish is always a good idea, particularly if you are the new kid at the party. One thing to avoid is overcrowded, monopolized, or otherwise complete markets or niches.
- Another thing you need to find out about the competition in the ratings. The more feedback they receive, particularly positive ones, the greater the competition and, ultimately, the opportunity to break into the market. If there are less than 50 reviews on competing products, this means a pretty good chance of hitting the niche or market.
- **Toughness:** Offer goods that don't break easily where possible. This will mitigate the chance of refunds or substitutes, both of which can affect your sales margins significantly. Note the distances the goods may have to travel to get to the customer, as well as the appropriate means of transport. Please measure the risk involved in handling such goods, as some of them are a shipping nightmare. The smoother the shipping is, the bigger the revenue base will become.
- **Margins:** Ideally, to make it worth your money, the margin (percentage of benefit over selling price) must be at least 75 percent. Just keep an eye on the numbers, that's the business's lifeblood.

FBA SUCCESS

Amazon's top sellers are outliers, that is to say, way different and separate from the rest of the market. We tend to take the view that selling on Amazon is equivalent to buying on the stock market or currencies.

Moreover, the following factors—to a large extent—have accounted for their success:

- Economies of scale: selling more quantities of a product is more cost-effective — and profitable — compared to selling a few. Selling on Amazon makes economies of scale even simpler, as a leading retail behemoth manages the logistics. For this reason, smaller price ranges are a highway to FBA success, and I stress 'highway!' When the system is up and running, such goods can sell quickly and in large quantities. And in the process of starting up and running, well, it's obviously easier to accumulate a customer base via cheap and various goods.
- Objectivity: The ability and willingness to be held accountable for errors in judgment and to adjust accordingly are essential to be versatile and effective in the Amazon market. The reverse only makes sellers unable to do the right things at the right time to sell successfully on Amazon. All doesn't always go according to plan. That is perfectly normal. The trick is to learn, be responsible, and keep on learning from your mistakes. Most significantly, you may need to have the ability to self-criticize and simply and on your own see the errors of your ways. Those principles can help you understand when and how your company can be adjusted and strengthened, and this is crucial to success.
- Discipline: The most effective sellers are well disciplined to manage their inventories, cash flows, and the risk. If you are personally taking care of the company, being diligent and well organized is critical. Think of it as running a shop, which is essentially exactly what you're doing.
- Focus: Have a clear focus on your target, and have strong will and determination. This is how we get to the top places in life, and on FBA, it's no different. Amazon's top sellers don't know if they are right or wrong— they just care about making money. Lots of that!
- Time frame: The most popular sellers view things from a long time spans like quarters or years rather than just days or weeks. That is the way the vast majority of successful people think, even in other walks of life and industry. This shows you think big, you are creative, and you see the big picture. This kind of perception of

time also makes you look forward to great foresight, which is a great organizational ability. When you consider these considerations carefully and wisely when beginning your Amazon FBA company, you dramatically increase your chances of making good money.

Chapter Four:

NICHE WEBSITES

A niche website is one that is based on a very specific goal or concept, usually referred to as “keywords,” which is the factor search engines like google and Bing use to aid people with searches on the internet. And for the purposes of your passive online income, the keyword of your niche website is one that is very specific, unique, or focused.

WHY A NICHE WEBSITE?

One reason you might want to set up a niche website for passive income purposes is that getting up and running is relatively practical; that is, cheap. If you want to speed up the process, you can pay for services and products that can help you do that, but generally speaking, the only compulsory cost is to get a domain name and a Webhosting account that averages between \$5 and \$7 per month depending on your host choice. Although setting up your niche site can take some time and lots of work, it isn't complicated at all. Its relative ease in setting up is another strong reason for getting into the marketing of niche websites.

Another good reason is the timing of the tests. While it is true that nothing will make you money overnight, it is much easier compared to blogging in terms of driving traffic and generating income, which can take you months or even years to build up enough of an audience to make good money. Niche website marketing is, last but not least, one of the most passive of mobile online revenues. In reality, you can reach a point where it can run on autopilot while generating income for you, leaving you with more room for other things like life or setting up other niche websites. Yeah, it may take time and work, but you can just let it be once it's up and running. If I don't come clean about the other aspect of niche website marketing, that is why

many people aren't attracted to it or ignore that, and it would be reckless of me.

First is that it's not a slot machine or genie-atm-in - the-bottle. As mentioned earlier, especially when it comes to setting up the website, you will need to put in the time and effort. In fact, it won't generate immediate sales, contrary to what other naysayers would make you believe. Not only does it take quality time to set up your site and everything it needs to work, but it will also take some time for Google to actually notice your content, rank your website in search results for its niche keywords, and for real traffic to get to your site. While you can earn good revenue from marketing the niche website, it is one that may be quite limited. The giveaway here is the word "niche," meaning location and involving a high level of specialization or concentration. As such, you have fewer prospects than more generalized products which have much larger markets. Although transforming your niche site into one that is an expert on your particular niche is certainly possible for you, the chances are pretty small that ultimately your earnings potential can be a plateau. Through setting up other niche websites, you can minimize this risk, which can be achieved with the amount of free time you can enjoy once your niche website is already up and running.

HOW TO SET UP YOUR NICHE WEBSITE

As I wrote earlier, setting up a niche website can take a bit of time and require some research, but it's relatively easy to do. Here's how to do it in seven steps:

1. Brainstorm for content on niche sites, writing down as many suggestions as you can imagine. These should ideally be in line with what you're passionate about. But don't cling to any particular idea just because it's your passion. You need to be logical and rational; double make sure your ideas are economically feasible, i.e., popular. Nonetheless, working within a profession that you are passionate about has many benefits.
2. Once you've generated a pool of ideas, use the following set of criteria to filter or narrow them down:

- Are there many products you can review and discuss? The number of products you can publish is important for taking off your niche site. The more products you can produce for your visitors in a particular niche, the wider the content spectrum. Are there good affiliate programs that could provide you with a potentially good commission income? Those work well for many niche websites always keep an eye out for openings like partner schemes, in marketing, or whatever.
- Will current website niche marketers actually make money out of that? Taking note of the experiences of others is, of course, always a great way to improve the game and understand what to adjust and what to avoid. If you're uncertain of taking a certain step along the way, chances are someone else has already done it, so benefit from their failure or success. Could you create about 100 niche or subject articles?
- Try to consider as many as you can to get an understanding of how fruitful the niche you've really selected is. If generating about 100 is a challenge, your niche may be too small and should be replaced or changed, at least.

3. Build your own website.

4. Begin creating the content of your website using this outline:

- Write five review articles, one for each of your niche's five most popular products;
- Write three very comprehensive and easy to understand tutorials on your particular market or niche (how-to videos);
- Build three list posts; and
- Do it all over again.

5. Enter affiliate-marketing services that are market or niche related. Individual manufacturers or retailers dealing with goods relevant to your specific niche might want to make good advertising money on your website. When your followers grow, the chances of getting a serious affiliate marketing deal increase dramatically.

6. Research into the top 5 to 10 keywords or items for which to rate. Strategically use your content's most common keywords, and you'll greatly

improve your search ranking over time. This is one way of gradually getting closer to the top of the results of the search.

7. Using SEO (Search Engine Optimization) exclusively for WordPress and execute the SEO for all sites and articles on your niche website.

8. To spread the word about your niche web site, email all your friends and social media contacts. Ask your friends to post it, and send it on.

9. For your niche website, register for social media accounts, e.g., Facebook , Twitter, Instagram, and Pinterest. Getting pages on such websites can help to organize and link your followers together more easily. You can also use your pages to post articles, ideas, and material, draw more fans, get useful feedback, and so on. Essentially, pages on social media will do what they do for individual people for your website— greatly promoting contact.

10. Sign for an account at HARO (Help A Reporter Out). HARO is an online service that aids journalists in receiving input, public feedback, allowing them to communicate with experts, in particular issues, to help them write even better on topics. Since you will need to produce very good and detailed content like journalists do, a HARO account will be of great help to you.

11. Identify and list all the big syndicated magazines and blogs for good exposure and ads that you would like to be featured in. Obtaining a spotlight in a well-known publication for your niche website will carry you to whole new lengths of fame! If that publication is closely based on the same market, that is even better because it will also be a valuable vouch for your platform.

12. Start to get in contact with blogs and niche websites that provide ideas or articles for guest stories. Guest stories, posts, and appearances are another way of promoting and promoting websites and blogs collaborating in the same field.

13. Create a high-quality email sequence or material that can be delivered free of charge, in return for email addresses of people. Establishing an email list is also a helpful way of networking, through these and other ways.

14. Again do steps 4 to 12 as you continue to build SEO links and channels via social media.

FINDING YOUR NICHE

Earlier, we discussed that finding your niche is the first thing you will have to do before setting up the actual website. Failure to do so can make all of your hard work in setting up your site and promoting it pointless or wasted as you may end up going for a niche that is unprofitable. If you want to find a good niche effectively, you will have to treat it like writing a blog, one where you need to generate a lot of good topics and material for it. And as with Amazon FBA, I stated earlier; I highly recommend prioritizing niches you know or are passionate about. Why? For what? Chances are, you're already well educated about it. Just note that what I mean by giving priority is putting it first in terms of studying for profitability and not necessarily going for it.

Sure, it's conceivable that what you're enthusiastic about and knowledgeable about — say, dung beetles — isn't a lucrative market whereas classic cars— which you may not be passionate about right now — are profitable. In which case, go for the niche of classic cars. Prioritizing your passions and interests simply means that, given your lack of information about the viability of your established potential niches, assess the one you're interested in or are passionate about first. When you think your perfect market isn't lucrative enough, don't be afraid to go with those you're not already acquainted with. Take time to read about it, and get to know it. Once you have ample basic knowledge, you can either do more work to produce more meaningful content or outsource it to freelance authors. Skin a, well, potato is more than one way out.

The fact is, with the ocean of information which is on the Internet, you can become well versed on practically any subject you may think of. Some will

take more time to research extensively than others, but nevertheless, it can be accomplished. Once upon a primitive time, it was either formal education or hundreds, or even thousands, of hours in the library, if an individual wanted to become knowledgeable about something. The present state of affairs is such that you can benefit from a single place— your chair — and thereafter make money from your experience. Sure, without formal education and training, you can't expect surgical operations on human brains, but when it comes to information, the Internet is boundless. So, if a niche that you want to engage in lies beyond your expertise, get to learn, and research. Think of it as going through a course of sorts to get a job.

NARROWING DOWN YOUR LIST OF NICHE IDEAS

When you've set out all the ideas and prospects, it's all left to make the right decision. Now, there are a few ways to do this, but it starts with you having a firm understanding of the degree to which your experience reaches in certain fields, the ability to produce content, etc. It also makes it easier to make a choice to have a good idea of just where you want to take your website and what you hope to achieve. One way you can filter or shortlist your ideas for the niche is through the criterion for the margin length.

Entrepreneurs can be categorized as those who choose to sell high-price low-volume products (high-margin) or low-price high-volume goods (low-margin). Each one has its own set of advantages and inconveniences.

Those with high prices will give you slightly higher profit margins or spreads per unit of sale, but you will need to sell less because they are costly. In comparison, low-priced items give you significantly fewer margins and allow you to sell more units to achieve the same amount of revenue as selling higher-priced goods. Which one would be better? It's all up to you as it relates to the niche, the goods, and the business, depending on the pros and cons of each. The ability to pen tons of articles or interesting content on the niche is another method through which you can narrow down your list of potential niches.

A successful — but subjective — the standard is 50 articles to 100 posts. If you see yourself as being capable of generating so much content over the course of the year, it means you are knowledgeable or enthusiastic about the

market and, as such, are well-informed. It shows you that you will definitely have enough time and motivation to see this through successfully. If you can't, consider hiring ghost-writers, which will cost you more, of course. Since hiring freelancers is a cost, and thus a course of action for an investor, you may want to avoid doing so at first. It is actually best to put in the extra effort and, in the beginning, create as much of your own material as possible. This way, you'll collect the maximum amount of capital you can use to hire help later on. You are going to start putting the process on autopilot at that stage.

Understanding whether the niche has affiliate marketing services, paying good commissions is another important factor to consider when narrowing down the niche ideas list. Although affiliate marketing systems exist for just about everything, commissions are what distinguishes the great ones from the laggards. Going for programs that offer at least 10 percent commission is a good rule of thumb. Personally, I'm looking to contract between 20 percent to 35 percent. At first, of course, it may be difficult to find and set up the most lucrative services, but you should definitely at least set the bar to 10 percent. Such expectations are not just about cashing in as quickly as possible but also about viewing the website as an ambitious project rather than a simple, small-time hobby.

Keep in mind that for one, simple reason-cost-digital products tend to issue higher commissions compared to physical products. Digital products can be reproduced easily at very little to no cost, while physical products require reproduction costs. So, if you're purely gunning for huge commissions, digital products might be the best choice for you. Not to say the actual goods are failing at commissions. I'm just saying that while they are able to pay decent commissions, they're not as big as those offered to digital product sellers. You'll also want to find out more than just good commissions if a particular niche is one where people actually make money. How good are sky-high commissions with nary any buyers on niches? Perhaps that is why they offer high commissions — they're really hard to sell!

As with most things in life, if it seems too good to be true, then it probably isn't, it's real. You do not want to throw all that away in a futile market with all the effort that goes into setting up your platform! And how can you really know if the people in this niche actually make money?

Here's how you can do it.

First, generate at least 10 keywords that you think people use when searching for your product in search engines. If it's fat burners, especially Hydroxycut, people may use, among others, the keywords Hydroxycut Hardcore, Hydroxycut Elite, or Hydroxycut reviews. Then run those keywords through Market Samurai or Google's Keyword Calculator to find out how much traffic these keywords are receiving. More than just finding out how many searches these keywords get on a monthly basis, you will also be able to discover some good keywords on your niche or product you may not have thought about yet.

Now conduct a google search on those keywords that produce loads of traffic and remember whether popular websites appear on their search results on the first pages. If it does, check it out. If there are no common ones, simply per keyword search, check out those top-ranking sites. How is it that you can tell if they make money? Many sites actually reveal that they do, such as the Kenrockwell.com website, whereby at the bottom of each page, he says that the website helps him support his family. But most of the other websites don't do that, so how do you get an idea of whether or not they make good money?

Another way to do this is through consumer feedback. If a niche has lots of product reviews and affiliate links in it, it's a positive sign that people in the niche maybe make decent money. Keep in mind that while a competitive market means there's a possibility there's money to be made out there, it can also mean heavy competition. Through looking at keyword search traffic, ratings with affiliate links, high priced goods, high commission rates, you can get an idea of whether people are making money in a particular niche overall.

MAKING MONEY THROUGH YOUR NICHE WEBSITE

There are many ways you can make money via your niche website, including direct selling, paid links, targeted advertising, AdSense ads, and affiliate marketing. We'll take a look into the affiliate marketing world in-depth in the next chapter. In one final note about niche websites, while they require significant effort to get things up and run smoothly, and entail more risk than is generally the case for passive income schemes, they are still at the very top when it comes to passive earnings potential. Well-established websites that draw significant traffic volumes are among the most autonomous passive income efforts. If a website succeeds in creating a community around it, this community is likely to all but take over most of the website's functions.

Some of the more ardent site's users are usually happy to assume the administration roles, sometimes even for free! So, if you know what you're doing and set up everything accordingly, this is an opportunity to create a system that's almost alive, making money.

Chapter Five:

AFFILIATE MARKETING

In the simplest possible terms, affiliate marketing can be defined as a passive way of earning income simply by promoting other entrepreneurs' products or services on your web or blog sites. There are many different ways to do affiliate marketing but generally speaking, you can receive commission — as a percentage of sales — or fixed rates per order that product or service providers send you when your readers click on a link in the content of your website or blog post, go to the website of the provider and buy the product or service offered therein. In other affiliate schemes, visitors who have been led to them by clicking on links on your websites don't have to buy just for you to win them— they just need to take some other acts than purchasing, such as opting in with an email address or taking a survey, among others.

Conversions — or actual sales — are monitored accurately by vendors through a link given to you (the publisher) containing only a code unique to you, which vendors use to decide which of the sales came from you. Other vendors may give you a "coupon code" to give your readers, and these coupon codes are what identifies you as a publisher with specific sales, which is the basis for paying your commissions.

Affiliate marketing is one of many -if not the most -preferred mediums for advertising due to cost-effectiveness. In affiliate marketing, as mentioned earlier, vendors only pay for advertising after conversion or a particular action. In contrast to traditional advertising or marketing, vendors do not have to pay for advertisements falling on deaf ears or blind eyes in online marketing. As such, profitability is enhanced.

In other words, affiliate marketing has seen significant growth as opposed to traditional advertising strategies because it (usually) provides 100 percent investment efficiency. Paying for billboards, advertising TV ads,

participating in sponsorship schemes, etc. are often expensive and offer no guarantee whatsoever that revenues will grow. At best, companies can use expert prognosis and consultancy services to improve their marketing tactics in hopes of minimizing risk.

To publishers like you, affiliate marketing is a success simply because it offers you the opportunity to discover and sell products that are highly relevant to a particular niche of choice that can yield higher revenue than pay-per-click ads or banner advertising. At one side note, if your blog, any kind of website, or any kind of venture you've made has accumulated a substantial track record, it's not a rare thing to get deals from vendors who may want to advertise their products to your audience.

One example of such an offer I know is a friend who has had a YouTube channel for a while, from personal experience. A few of his tutorial videos on a particular topic received quite a number of views, and one day he was approached by a company whose business was linked to the content of his videos. They actually agreed to pay a reasonable amount of money if he gave them the right to sell their goods on said videos. This way, he cashed in on his content pretty well, and he wasn't even going for it! Imagine what you can achieve with a combination of effort, organization, and focus.

OF AFFILIATE MARKETING AND BLOGS

Unlike niche websites, the relationship between you as a publisher and your readers is much more personal or deeper. Compared to a niche web site, such a partnership enjoys a larger amount of trust and honesty. As such, opposed to a niche website, the blog followers may be more inclined to follow your product or service recommendations. Now I'm not implying that niche websites suck — I mean, I even included it as one of the ways of earning passive revenue. I'm simply saying that blogging may enjoy a higher conversion rate compared to niche market websites for affiliate marketing purposes. However, the trade-off is that it takes time for blogging to amass enough loyal followers to be profitable while conversions can be made much faster by niche marketing.

Just be mindful of the items that you are advertising as part of your affiliate marketing campaign on your forums. Choose the wrong product, and all the hard work you've put into building the loyal audience of your blog will collapse in a moment. Remember how back I mentioned in chapter three that one of the greatest benefits of the FBA system is that it helps you to piggy-back on Amazon's glorious reputation? Well, affiliate marketing through your blog is kind of similar, but with you assuming Amazon's position, obviously on a small scale.

Potential partners who want to advertise to your audience depend precisely on the prestige among the devoted readers that you enjoy. Vendors are fully aware that the average person doesn't care much about ads, particularly when they spend their leisure time cruising the Internet. Well, a consumer, like their favorite blogger, is much more likely to check out their advert if it comes from a trusted source. This is especially the case where the blogger suggests or endorses the product directly. So, with all that trust in your mind, imagine what would become of your blog if you misused that faith to advertise a product that is below standard?

GETTING STARTED WITH AFFILIATE MARKETING

Yes, affiliate marketing can be very lucrative, but it is not chicken feed, either. It isn't picking money from trees, mind you. While many people earn from affiliate marketing, only a few earn a fortune because affiliate marketing success depends heavily on several factors such as website traffic, product relevance, product quality, trust between publisher and reader, reader willingness to buy, and ability to write great copies of sales. And speaking of willingness to buy, you'll have to be careful not to push your readers too hard or sell low-quality products because it won't just destroy your chances of turning them into paying customers for your vendors, you're also at risk of ruining your brand or personal reputation, the latter being especially true if you're targeting affiliates through your own blog rather than a niche website.

There are plenty of articles on the Internet warning bloggers about the dangers of affiliate marketing, or stories where misplaced ad campaigns have destroyed the careers of popular bloggers. Have you ever stopped

following or unsubscribing from a content creator simply due to the influx of adverts, particularly bad ones, which irreversibly changed their platform for the worse?

Have you not thought about it at least from time to time? I know that I have one, and then a couple! Regardless of how loyal you might be to a following, they can only be driven so far before the network begins to crumble like a house of cards. So, show extreme caution and never lose your honesty, your audience may be even more concerned about that than you are.

So how do you actually make the affiliate marketing money?

Business model

Essentially, you can choose from two models: Resource and Review pages. Your business model choice depends on how familiar you are with the product or service which you are going to advertise. For resource websites, the website of a merchant partner (vendor) is embedded for affiliate links, which are included in the contents of your website, e.g., posts and blogs. The resource site model is one that requires regular updates and relatively fresh content to keep customers returning to your website. So, if you go to it on your own, it will take some effort, particularly if the sole purpose of the site is to earn ad revenue. As always, you will delegate the writing to others for a higher degree of passivity in your income. This form of advertising is in and of itself among the most passive, however, or rather, it is very mild. Usually, it comes as links on the sidelines of posts about your content.

So, you can imagine, this is the form of advertising your readers are less likely to get annoyed by, as it just sits there waiting for those who are interested in clicking on it. That's precisely why generating traffic from people who are most likely to want to buy these products is so critical, and that's why you have to go out of your way to make sure the items have relevance and are relevant to your niche. In this racket, being unpredictable or leaving anything to chance is a sure way to fail.

On the other hand, review websites feature— as the name suggests — reviews of products or services that you have already used or used of. Each of those review articles features links or banner ads that will guide them to

your partner merchant's website when your readers click on them. One benefit of this type of business model is that frequent upgrades or regular new materials are not needed. As a marketer or publisher, you need only make minor changes on your site to allow search engines to count you for specific keywords in their search results.

Today, when it comes to websites checking, there are different kinds of collaboration programs. One effective form of advertising by reviews, in particular, is a contract between you and the producer in which he provides you with his new products to test and review them. There are many examples of this kind easily found across the Internet. Such gigs need not actually go through a website either, as many successful tech forums, YouTube channels, etc. have built such partnerships with companies, often not just any businesses, but some of the biggest names in the industry. The creators of these pages and blogs are living this way very prosperously.

Remember, it's all about first accumulating a sizeable after, so this program may not be within your grasp at the very beginning, but it's certainly something to consider as a long-term goal.

Website

You'll need your very own platform to be an affiliate marketer from which to advertise things. To this end, you will need either a website or a blog. If you don't have a blog or website, you need to build one. A lot of the work that is needed comes into play here, but it's also important to fully understand the difference between these two platforms before you get to it. Compare these various advantages and disadvantages, and see what fits best with the form of commitment and approach you plan to implement.

The main advantage of running a blog as a way to promote the goods of your retailer partners is that you can do this for free, through platforms like WordPress or Blogger. On the other hand, to set up a new website, you will have to pay some fees, although nominal. You will also need to design or hire someone to do this for you if you choose to set up a website while the blog sites I mentioned provide free and paid templates, so you don't have to worry about designing your website.

If you want a more professional-sounding blog site, just buy a domain name and link it to your blog site— usually at a fee — or you can pay for it directly on your blog site. Between the two, <http://passiveincome.com> sounds more professional than <http://passiveincome.wordpress.com>, right?

While it may seem stupid to some, little things like this matter as they exhibit a certain dedication level and even reliability. Trying to improve your image is never a waste of time and money (within reasonable limits, of course), especially when you are trying to make a name for yourself and expand. This is true with virtually all life business ventures.

Choose a niche

You'll need first to find out your niche or area of specialization before you even pick your products or services to promote. Although choosing a place you're already familiar with is definitely ideal, you shouldn't be constrained by that. You can also consider niches you're just interested in or are enthusiastic about learning more. Because the initial start-up research can be very comprehensive, it's important to pick a niche you're interested in so you don't mind the relatively long hours it takes to set it up at the start. To find a good niche for affiliate marketing, you can use the same guidelines set out in the chapter on niche website marketing.

That can be a purely strategic decision if you also want it to be. Many people are able to disregard their own areas of interest and passions completely; instead, they focus exclusively on the income potential of the niche they select. These individuals in virtually every field can adapt and prosper. You don't have to be one of those people just to make the right choice, but the fact is that in the business of making money, this kind of mentality is an instant profit. Nonetheless, a prudent analysis of the pros and cons, and a balanced approach to choosing your niche will do well.

Choose The Product or Service

After choosing the niche you'd like to focus on, it's time to select the products or services you'd like to advertise on your platform of choice. The

nature of your chosen niche will determine — to a large extent— the products and services that you will be promoting as well as the amount of work that you will have to put in. Some niches may be profitable, but they may also be very restrictive in the sense that they don't offer you much room to maneuver. What I mean by this is that certain niches are too narrow, and therefore don't offer a wide range of topics.

Remember, always the amount of material in your area of preference. It might be a good idea to go with very general niches but also enjoy an enormous amount of interest, such as tech. This is a niche with perhaps the widest spectrum of topics and products today, and not only that, but it is constantly at the public's focus.

Go with companies like Commission Junction for more conventional products and services, while ClickBank and PayDotCom are the way to go if you'd like to concentrate more on digital products. Details on how to join them are available on their websites. You can find lots of partner merchants on these websites to work with for your niche and platform.

Direct traffic

It's time to get prospects to visit your affiliate program after you've chosen your product or service. How will you do this? There are a variety of ways to do this, and they usually involve different forms of networking or just content production. But whatever needs to be done will need to be done because the alpha and omega of affiliate marketing is traffic. With some forms of affiliations more than with others, but as traffic increases, the revenue can increase.

Probably the easiest and most effective way to do this is to post web articles or forums and use your email newsletters — if you already have an email list — to entice those in your email list to join your affiliate marketing plan. As usual, be careful not to end up spamming people as they will block you quickly and politely show your emails their way into the junk folder.

If you want to keep everyone happy, including your bank, it's all about balance and optimization. Research still has to decide whether the old school plaguing ads we experience in our daily lives are worse than spam, but the chances are still about 80% in favor of spam. You can also drive

traffic to your program by giving away free but quality content on your particular niche, such as free reports or eBooks, which can help drive a significant amount of traffic to your affiliate links. People just love free things, especially those that are related to the things they are interested in or passionate about.

Amazon's Audible Company is a great example of effective implementation of this tactic by giving away free audiobooks to draw in more customers, and it works great. Remember, however, that the sheer awesomeness is one factor that contributes to it working so well. If the product is great, it is not hard to make people want to buy more of the product they just got for free. Better yet, potential customers can choose which specific audiobook they wish to download!

Providing your customers with free products can also be an efficient means of collecting emails for your list. Coupons or even coupons, as well as the items I have already listed, can all be offered in return for an e-mail from an individual. That's 10 seconds from the time your reader spends, so you both benefit. We are going to get more into that later.

DEVELOPING YOUR AFFILIATE MARKETING PROGRAM

Now that you have set up your affiliate marketing program effectively, it's time to make it expand and gain more money.

Here are a few ways you can do it. Watch and learn!

As an affiliate marketer, you can evolve quickly and easily by learning from others who have already succeeded in it. If you don't know any professional affiliate marketers personally, don't worry. You can enter many online forums and communities for free, from which you can learn many things about growing your business. You may also often get valuable resources from such organizations for free. The Warrior Forum, ABestWeb, and Digital Point are among the best groups to partake in. You get opportunities to establish links with other affiliate marketers, rather than just resources and advice. So cool are these, huh?

Equally important is the opposite side of the learning coin, which studies the ways and reasons that others failed. Success comes through a combination of two inseparable knowledge pillars— knowing what to do and not what to do. So, while you're taking tips from positive affiliate marketers, look up the failure stories too. I'm not going to scare you and say there's plenty because there definitely isn't, but obviously, there are a few, and you've got to learn as much from them as you can.

Believe it or not, at times, the tales of disappointment by other individuals are even motivating depending on how you look at it. Anyway, if you want to maximize your chances of triumph, you have to be armed with information and know the experience of both sides of the spectrum.

Establish Relationships

These relationships are key to any successful affiliate marketing program when it comes to connections. Although passive in nature, before you start making significant money from affiliate marketing, you will need to put a lot of work and dedication into that. While your affiliate marketing program drives the necessary traffic to your website, it is you who are responsible for establishing strong relationships with your merchant partners, which is the key to obtaining favorable terms.

You will also need to continue developing relationships with other merchant partners to diversify your products and services, which is another key to continue enjoying the success and profits of good affiliate marketing. While the affiliate marketing company continues to grow, promotions, discounts, and other incentives will continue to improve and generate more revenue. Keep your relationships and partnerships maintained and consolidated; you never know what new opportunities might arise and take your endeavors even further.

Targeted traffic

In addition to simply directing people to your blog or website, you will need to direct the right people to them. Who are these guys? These are people who may be considered potential buyers — people who are interested enough to consider clicking on your site's links to your retailer partners — and may actually purchase the product or service provided. All

of the world's traffic or clicks will not amount to much if you don't draw a particular group of people who are likely to be interested and eventually buy the products that are being sold. Once that train starts going the way it should, the rest will be handled by the commissions.

There are four ways of attracting customers or leading to sales:

1. Paid Advertising:

You will need a highly clickable link, graphics, and ad copy to make use of. This way of attracting prospects (normally using pay-per-click-ads) compared to regular or typical affiliate marketing schemes, helps you to earn money even if the prospect does not buy the product or service. It's enough to claim this program will be competitive if your site receives a lot of traffic but can prove inefficient with smaller bases. If your particular website or blog is not yet completely there, at first, it might be easier to go after the hard commissions.

2. Free Advertising: You can do this through ads and links on generally free websites such as US Free Ads and Craigslist. You and the website receive money each time anyone clicks on your ad or connection. Although it's not the most lucrative option, getting started and growing your company stronger should be a great way to.

3. Article Marketing: The primary way these approach works is by striving for a higher ranking for similar keywords in search engine queries through identifying the marketer as a highly credible source and one that will not use spam consumer tools. Websites like Ezine Articles allow affiliate marketers like you to publish articles featuring a "toolbox" special to you. If you post or republish your articles with other website managers and bloggers along with the intact toolbox, the search engine ranking slowly climbs.

4. Email Marketing: You can add a choice here to subscribe to email newsletters, updates, and what you have for visitors to your site. This can help you build up your email list, which will be useful for promoting your distributor and email marketing campaigns. Later, in a chapter you'll see

why it's important to take every chance you get and use every available resource to build your email list more easily with quality over quantity. Although getting a diversified list of merchant partners is good for your affiliate marketing company, overdoing it can be counterproductive. For one thing, more doesn't necessarily mean merrier — at least in terms of sales.

Experts agree that picking the right niche and the best merchant partners, i.e., right products and services, is the real key to successfully pulling off an affiliate marketing campaign. If you have those down pat, it doesn't matter if you have either one or two, merchant partners.

More partners, and therefore more ads, can also be negative because people don't want to be covered in plain and simple ads. The platform's audience won't mind an optimized and evened-out number of commercials coming in, and they'll take the time to give them a look but don't take it too far. Applying an adaptation of The Golden Rule here wouldn't be a bad idea; putting yourself in their shoes and wondering how many advertisements you'd be willing to tolerate on the websites and blogs that you're frequenting.

Chapter Six :

EMAIL MARKETING

As the name suggests, this is a way to earn passive income by using email to sell your products and services to people. A few successful and well-paying partners will do the trick just fine, leaving all parties satisfied and, most importantly, your readers not annoyed and always come back. One thing you need to be able to earn passive income from email marketing effectively is an email list, which is a list of people who have subscribed to your regular email distribution system, usually, newsletters that provide useful or interesting content to them.

There are two types of email lists: discussion and notification. All the members in the group have access to all the other members in the discussion groups; that is, they can give them emails. Only you as administrator or list owner can do that in announcement lists. In most cases, announcement lists are primarily used to send regular email newsletters and updates, while discussion lists are primarily used to create virtual communities where it can be discussed together by people interested in a particular niche or topic.

Within your discussion email list, this contact between subscribers has some underlying benefits that you can make good use of. Namely, an integrated and decentralized society will always be able to share and grow more effectively. If you want to build a vibrant community, then that's the way to go. Announcement email lists are more appropriate for an already well-established subscriber community, which are regular customers or followers of your brand.

HOW TO BUILD YOUR EMAIL LIST

There are two ways to purchase your own email list— you are building it or purchasing it. For effective and substantive advertising purposes, taking

the time and endeavoring to create your own list certainly has quite a few advantages over the alternative. We will go into more depth on both choices. Let's think about setting this up first.

Landing Pages

The fastest way to build your email list is by guiding quality traffic to the landing page of your product or service and by quality. I mean people who are prospects, not just kibitzers or curious cats. One of the best places to start is Facebook -surprise! This is because Facebook ads let you reach your targeted audience, that is, the right demographics. In particular, among others, you can choose the target audiences of your ads based on age, gender, place, preferences, and even the status of their relationships. This is a major advantage because the more accurate or focused the commercial is, the more effective it becomes. It has long become a website with limitless marketing potential, due to the extensive detail of personal information provided by its users to Facebook. Most businesses, from smaller to giant ones, know this convenience well, which is why they also commit substantial amounts of money to advertising services on Facebook. If I didn't know any better, I would say it's actually one of the most relevant factors leading to the immense net worth of Facebook.

You can also build up your email list by creating landing pages specifically dedicated to giving away free resources and having very easy-to-see sign-up forms (where they can leave their email addresses in exchange for the freebies). And when it comes to landing pages, good ones are those that have no distracting elements and are only focused on getting people's email addresses in exchange for free tools such as reports, eBooks and other downloadable material. Most sites operate with this intention only, providing digital or physical discounts, shopping coupons, or niche products. The mere fact that these sites exist shows you how profitable this form of publicity can be.

Discount codes

You can get email addresses to build your list by using a pop-up window, which gives visitors to your website the opportunity to get discount codes in

return for their email addresses. It works particularly well with people who are already familiar with the products and services which you are planning to or are already promoting via email. Even though they are often annoying to most, if they bring those discounts or any free stuff with them, pop-ups can be more than welcome. Ultimately, giveaways can hardly ever go wrong.

Just keep in mind that while many people subscribe to the discounts, they usually take their sweet time to use them. So, don't be discouraged if that doesn't boost your sales immediately. The goal here is to build relationships, which you can do by emailing them regularly to provide free but reliable content. Of course, if your sales stagnate after a considerable amount of time has passed, it may be time to alter or change your plan in some way, particularly if you send out a lot of free items and discounts. While it's important to build a genuine relationship with your customers, you don't want to take advantage of it and go bankrupt by offering too many discount codes without any actual results.

Speaking of discount codes, you can easily make it through an app called JustUno, which provides free plans that you can use to send prospects discount codes in return for their email addresses. Simply create your own discount code, plug it into the app, and configure how you want it to appear on a widget.

Facebook Contests and Giveaways

Another good way to build up both your email list and active social media is to give away your goods, services, or other cool stuff for free on the Facebook page of your company. People can just join by liking the Facebook page of your business and giving their email addresses; that's it. You reach two birds with one stone— more Facebook followers and email addresses.

One way to maximize the chances of successfully gaining email addresses and social media followers with this approach is by making sure you use a very good quality image of the product you plan to give away so you can easily catch people's attention, even if their newsfeed sections are already

clogged and busy. These pictures might also make it easier to share your contest entries.

Another way of attracting even more followers to your Facebook page by competitions when it comes to increasing your audience is simply by adding some new, beneficial rules accordingly. For instance, set it up in a way that asks people not only to like your page but to share the post that announces the contest with their friends, preferably through their own wall. Be careful not to push it too far, of course; consider your particular product, and the possible interest it might cause if any. If your brand or website is very popular and already interested in your company has a dedicated following, then it would be much easier to persuade them to share. If you are introducing a new or unrelated product, otherwise, don't push it, chances are they won't want to share any such thing with their mates. You can use the apps Rafflecopter and Woobox if you need help in creating Facebook contests and giveaways. They are free to use and easy to use.

Sign Up Boxes In these relatively modern days, the old-fashioned way of putting a sign-up box to opt-in with email addresses on your website also works well. This one is especially useful, though, if you already have a blog that frequently features high-quality content. It's because daily content can make people want to sign up alone in your email list so they can get more of it in the future, i.e., no cajoling or action calls needed. It's like good coffee-you can't get enough of that.

This basic concept-convenience-still works well. If your site is one with daily or weekly content production, your loyal readers would prefer to be updated directly via email, rather than having to return to check for new publications periodically. So, if you're this kind of content creator, then you're in luck because you can essentially create your email list by simply making your blog or website more available to your audience. Just a win-win epitome, don't you think?

Buying email lists are perfectly legal and can really make it much, much easier for you because I will be frank — setting up an email list takes a lot of hard work, continuity, imagination and time. It is this appeal which

makes these days so famous buying email lists. So, should you buy email lists and save a great deal of time and effort to speed things up? No. No. Zip. Never; never. The practice's success is entirely undeserved. This is yet another example where that good old saying about easy streets comes into play— there's no such thing as an easy street there.

Why? For what? First off, for the sake of getting email addresses, you do not want email addresses. Good email addresses are what you want, i.e., those who are good prospects to sell your stuff to. Clearly, if you designed it first, the only way your email list can be useful to the ads in your particular trade. The only way to ensure yours is a quality list is if you've built it around your particular business. The people's interests on the list must contribute to what you are offering. And just put, email lists for sale are in no way good quality. Speak of it like this. If you have a very good list of email addresses that either convert or buy from you, are you really going to share it with others even if they pay you for it? I doubt you'll — they might even poach you for your best accounts! Now you see why it makes sense that the bulk of email lists are basically crap?

Another reason to stay away from buying email lists is that, if anything, the people who own those lists hardly know you. How would they really consider going to your website if they don't know you? Additionally, why should they choose to continue receiving email from you? They will simply remove themselves from your list or automatically redirect their emails to the trash bin. And that, my friend, is money wasting. Not to mention, this can hurt your email marketing reputation — more harm than good.

Yeah, I still haven't done it. Another reason to avoid buying lists like the plague is that it can damage your IP address' (think of it as your internet marketing Id) credibility. Without going into too many technical details, sending emails to addresses in an email list that you acquired by buying runs the risk that your IP address will be tagged and reported as spam to the proper anti-spamming authorities. I could also say goodbye to your email marketing campaigns if this happens.

Note-it's diabolical to spam! Well, in the world of online marketing, at least, especially from a customer perspective. As you can see, it's better to build up your email list with good old hard work and imagination than to shorten

your campaigns for email marketing to the garbage bin. Avoiding this fruitless investment should really be a no-brainer for anyone exercising, at least, a small amount of common sense, let alone someone on their way to successful online marketing — you, my dear reader, of course.

HOW TO RULE THE MARKET VIA EMAIL MARKETING

Though email marketing looks pretty simple and easy to do as the name suggests, it's not just a matter of sending random emails to people on your email list that sell your things. Yes, you're going to have to be a lot cleverer and craftier than that! In addition, that list will need to consist of high-potential subscribers that can benefit your business. There's no point in sending emails to people who are just not interested in marketing. That would be the equivalent of installing a billboard on the side of Sahara's barren dirt road, advertising an electric heat radiator. Not so sharp! Here are the ways you can use email wisely to earn revenue from sales.

Newsletters

Weekly newsletters are one great way to maintain an active and reliable email list. Just be careful that you don't come across as an offensive salesperson or you just drive them away. Strangely enough for the meaning this book provides, I have to say you shouldn't be too passive either. Advertising is cleverness, imagination, strategy, and preparation, but it's consistency most important. If you want to strike a chord with your customers, you have to engage your wits and your focus. Occasionally ads can really be boiled down to an art, which is one of the reasons the industry has become so highly competitive.

Generate your newsletters from other sources and your own material about the current, up-to-date, relevant, and quality content. Sending these types of newsletters regularly will help you build a solid reputation for an expert or authority in your field that can foster good relationships that can eventually turn into sales. And by delivering daily and high-quality content, you subtly ingrain the habit of checking emails you send, instead of just going past them in their inboxes or worse, deleting them without even reading them.

I'm not thinking about coffee drips here. I'm talking about sending drip email sequences, a sophisticated, technical term used to describe the process of automatically sending your new email list subscribers a scheduled series of emails with high-quality content. This is done using autoresponders, programs, or software that send people, particularly your newest subscribers, a series of scheduled emails. This way, you can just sit nice, and your machine will take care of the nitty-gritty of sending a precise and prompt series of high-quality content, via an autoresponder. All you need to do is build the quality content, split the content into a series, and program your autoresponder to deliver and content of the series automatically.

Through making use of the services of reputable companies like MailChimp and Aweber, it is very easy and convenient to build your own autoresponders. If you are looking for one that is specialized in drip sequencing, find the Drip operation.

Now, one important thing to remember when turning the content into a serial gig should be noted. Do not overdo it when you are chopping up content and shaping it to become a series! When you spread it too thinly, it can become obvious and emit a lazy vibe. Be honest and ask yourself twice if you have enough material for a series, and if you don't, put in some more effort. Trust me, and it's going to pay off. Admittedly, it's called drip emailing, but people still don't like having content fed by the fall. Nonetheless, if you are careful and smart in the way you do things, with great success, the material can still be spread out reasonably far. Just look at the gaming industry, not that this is a good thing, but that it is what it is, and it can be done for sure.

Seasonal Promos

One of the traditional ways of email marketing is by emailing and notifying subscribers, depending on the upcoming holidays or seasons. To email marketers, it's not unusual to contact their subscribers about summer sales, Halloween, Thanksgiving, and Black Friday, among others. If you choose, you can make it even more personal by giving your subscribers an email

birthday greeting with a nice gift such as a free resource or a discount code, which may encourage them to buy your item.

If you happen to be marketing specific products, it would be a clever move according to the season, if possible, to the theme of the products themselves. Spirited emails in the environment of seasons and holidays are fantastic, but even better are special offers and unique products. Consider the environment and even the nature and attitude of the customers; for example, for logistical or emotional reasons, certain items are incomparably easier to sell at Christmas time.

Exclusive deals and discounts

If you send daily updates, autoresponder series, or promo emails, you can include exclusive promo and discount codes in your messages to your email subscribers. This may be just the slight push they need to purchase your stuff or more! In reality, you can personalize your discount codes, making exclusive ones in your email list for each user. This can, however, be too much for you or any email marketer to manage. It is better for all your subscribers to use just one, multiple-use discount code instead. Just make sure the code has a limited period of validity and notify your subscribers accordingly.

By restricting the validity span of the discount code, you are doing two items. Firstly, as they feel like doing, you prevent them from using the code several times, even in the distant future. Second, setting a deadline helps create a sense of urgency to use them, which ultimately translates into sales for your passive revenue business online. The buyers will not mind the time-sensitive discounts, either.

The sense of urgency in today's world was becoming pretty much the norm, and coupled with the fact that people just like buying things, getting an expiry date for discount codes has become absolutely normal.

Notifications for Social Media Promotion

You can use your mailing list to create your social media presence. Simply send your Facebook gifts or competitions to your email list subscribers and let them know they can enter and have a chance to cool things just by

"liking" or "following" your Facebook post. This is a way to tie loose ends, if you want, by allowing as many of your fans as possible to be present on all of your networks, from your email list to any and all web-based sites you've set up. It is a good idea to try to develop your company in this way and to improve your brand as a useful form of networking.

Chapter Seven:

UDEMY ONLINE COURSES

Online learning continues to grow in popularity, and for this, Udemy is one of the major platforms. And for a very valid reason. Whether to complement one's formal education or make up for the lack of it, this mode of learning becomes less and less restricted each week. So, it's no surprise that the platforms that offer the exact needs of people and that has become a profitable business, with the potential to become even an institutional, educational authority in the future.

As with all the internet business centers, Udemy offers many opportunities for clever and ambitious folks like you. It is a great platform to get started if online courses are something you want and are able to create because of the wide spectrum of learning levels, from entry-level to highly advanced. If you happen to be less than an expert in the chosen field, it doesn't matter much, and practically anyone can set up an online course here. Users are the ones who will determine whether or not the course is sufficient reflecting this in your income or reviews. This implies, of course, that if you really lack knowledge on an individual subject, you will take the time to learn and get well-versed in the field before you go trying to teach others about it.

Unlike massive open online courses — better known as MOOC — focused primarily on collegiate subjects, Udemy provides experts from all walks of life with a platform to create their own courses that they can offer to the general public either free of charge or at a fee. Therefore, Udemy offers people the tools they need to develop their own courses, market them, and earn revenue from them.

Unfortunately, as of now, Udemy courses are not credentialed for college credit. It shouldn't be a concern, because the demand for Udemy is people who want to take courses aimed at learning or developing practical, job-

related skills, not getting higher grades. Nevertheless, some courses are likely to earn credits on specific technical certifications.

Udemy has already served more than 10 million people with more than 40,000 courses as of the start of 2016. At such a rate, this platform will surely very soon find itself at the top of this market. That's why the time is ripe for you to get this program on board and find a place on Udemy for your passive revenue plans. Even if you are an actual expert on your subject, teaching also goes both ways, so you might very well become more knowledgeable and extend your own expertise at the same time in the process of offering these courses to others! We're going to take a closer look at that potential and mention a few important things as you embark on this venture.

BEFORE YOU CREATE A COURSE ON UDEMY

Don't rush it.

A course's very purpose dictates you'll be meticulous and thorough. Sometimes learning can be difficult for many people, and it will be your job at Udemy to ensure you deliver a comprehensive, well-structured, and highly effective course. Yeah, while you're at it, you may even think about your school days, and find your teachers have had it worse than you ever thought! Try focusing on the following before you even begin creating your course to upload to Udemy.

While top Udemy instructors make a fortune at Udemy, not everyone receives a high income. It is worth noting that some teachers only pull in \$60 a month, but the elite will raise six figures per year. Don't let this deter you as this doesn't actually mean a lot of rivalries, particularly for you, nor does it mean that the top is filled. If anything, it just goes to show how far this website can go. If a course designer is not bringing in a large amount of income, this is possible because either they have not created content, or they have chosen to teach an unusual or perhaps too popular ability. On the other hand, those among them who draw six figures have probably worked very, very hard for their position, and have attained a level of organization and skill that cannot be expected at the start. Apparently, they're probably

some kind of an organization at that point or at least a team of teachers, so there's no need to compare yourself with those circles on Udemy yet!

You shouldn't feel too strongly about either of those extremes anyway. You can get to exactly where you want to be, with concentration, imagination, and due diligence.

Time frame

Making an online course will require a great deal of investment from you, especially in terms of time and potential resources. It takes as much time for certain people, particularly book writers, as writing a full-fledged novel. It is obviously much easier if you already have to start with a book or some other original material such as blogs and seminars, on which you can base your course. With such materials available, you can probably create a course in a 2-to3-hour sitting. But if you are basically starting from scratch, reserve plenty of time for it and wisely schedule such a time.

Okay, what you are selling is a course, sure, but that doesn't mean there can't be a pitch attached to it. It could potentially do wonders for your project, as a matter of fact. If you're going back to school for a moment, you'll recall that if it was fun and funny at the same time, learning was always more successful. You can even end up having a good time yourself by employing a degree of imagination while designing your course! Enjoying your job will always motivate you to work faster and be more time efficient.

Skills

You will also need enough video production skills to create your video courses, rather than just technical skills on the course you will be making. While using your smartphone's camera to film yourself is certainly possible, there is more to it than that. This needs the writing, audio, and video setup skills for post-shooting.

If you want a decent video, at least on Udemy, these are very technical things you will probably learn over time, but if you want to create a good course as soon as possible, concentrate better on the content and get professional help for the shooting and editing of the film.

This is yet another chance to employ the freelancer's services to assist you in your project. There is an abundance of online video editors and audio mixers working as freelancers, and many are real experts — link to freelance websites we mentioned earlier for this, including Upwork, Freelancer, Elance, etc. You can break up the task and take on the writing or some other part of the work, or you can assign the whole thing to a specialist. You'll know best how to plan around your schedule, time, and skills. If you have fair skills in video editing and effects, be assured because you can only offer your personal touch can be the factor that makes your course much more attractive and connected.

HOW TO MAKE MONEY FROM UDEMY

This is fairly simple to do. Start with a good course or overview of the stuff that you want to cover in your course. Don't finalize it as yet when published. Have someone else run through them, preferably someone who doesn't know the subject of your course. That way, you're getting feedback about whether it's clear, understandable, or too technical. The best tester will always be someone who is interested in the topic of your course and knows little to nothing about it. If they've learned a lot from your course and found it to be very comprehensible and instructive, then congratulations because your course is one of quality!

Then, make a video of yourself going through the whole course and have it first watched by other people so you can get unbiased input on whether it is clear and understandable or not. You will also need to explain to them in a way that your enrollees will understand, rather than just the contents of the course. They expect to learn from your course after all, and as such, you should give them the worth of their money.

It's time to shoot the final video for your course if you get enough good feedback about it. Don't scrimp price over here. Invest in professional audio and video production if it's not your ability to shoot and edit images, and concentrate on what you do best— completing your course. You don't want to end up doing two things halfway. It's easier to fully commit to one part of the work and see it through to consistency, and just leave it to a pro.

Don't forget you can sell your course for free! For small-time ventures, this is definitely something to remember when you start building up your credibility. Feedback is nearly as important as earnings itself. The relationship between positive feedback and increased revenue is a certainty, not a pure correlation.

If you're not in a rush and can take your sweet time building up this business, then you might want to make your first course, or a few of it, free. This way, you minimize the risk of developing a bad reputation for being someone who is collecting money for the material of low quality. It's pretty much assumed at this point you already have an account with Udemy. If not, go ahead and enrol.

Go straight to their blog for more information about it and find out their criteria and policies. I'm sure you're reading the Terms of Use Agreements any time you set up an account on the Internet, so make sure you're doing the same thing here. You're trying to make money on Udemy after all, so it helps to be well aware of the ins and outs of the website and to be educated. It's time to upload your course when you already have an account. But it doesn't stop there; supporting it outside of Udemy is best too. In the case of Udemy, it will be easy to market your course within the app. There are already tailored marketing programs in place, so you won't have to get interested in that. This gives you plenty of time to focus on outside marketing to an even wider range of people. Among others, you can promote it on social media and the optimization of search engines. In particular, with social media, you can either post it on your personal account— asking your friends to "share" the post— or using paid advertisements from Facebook. If you've already set up an email list, you can also promote it there, if it is compatible with the particular niche on which the list was based. Imagine if your course was based on a specific skill relevant to the niche upon which your email list is centered.

This would mean that you can now sell your course in addition to the other material or items that you market through that list, which may be encouraging students to do what they care about within the niche that your subscribers do. How cool would this be?!

SECTION II

Chapter Eight:

ALL YOU NEED TO KNOW ABOUT FIVERR

Fiverr is a website that advertises itself as the world's largest services marketplace. The Fiverr website is a location where you're selling your services and seeking customers that are going to employ you — Fiverr launched in 2010 as a small website that only housed a few buyers and sellers. However, within a short period of time, it grew in popularity, and within the next two years, Fiverr hosted 1.3 million users. Within three years of start-up, it is said to have grown over 600 percent in business. Fiverr is an online marketplace where buyers, as well as sellers, unite in order to provide and take services. It is a professional platform where anyone can advertise, and services are available to anyone. These may be small, or even micro-services. Fiverr is better known as an online outsourcing portal, which helps customers find potential employees and vice versa.

How does Fiverr work?

Fiverr works in a fairly simple fashion. There are two options available for the customers, with one being for the sellers of various skills, and the other being for the buyers of such skills. A specific Fiverr service is known as a gig. Sellers are given the opportunity to showcase their skills and advertise their gigs, and buyers are able to view and use them. Once the customer approaches the service provider and the work is addressed, the latter gets a time limit within which the work should be planned and delivered. Once the job has been submitted and marked as done, they will be paid their due.

Can anybody get started?

Fiverr is a vast marketplace and is encouraging people of all types to use it. From any part of the world, you can access it and provided you have some sort of skill set to start with. Just about anyone can get started with Fiverr

and provide their services to a sea of clients, from students to working professionals and housewives. Registering and getting started with Fiverr is quite easy, and anyone can get started with it immediately. Similarly, with Fiverr, buyers looking for a diverse array of work can start. Who can and cannot start with Fiverr is unrestricted. In a moment, we will look into this dimension within the depth.

What can I advertise on Fiverr?

Fiverr is a platform that promotes all kinds of skills and talents. So, you can find the right job for yourself on Fiverr, right from writing to editing to singing and also designing. Some standard options are available to choose from, such as writing content, writing articles, creating jingles, logos, etc. You can choose to advertise from a number of gigs, and use each to your advantage. Besides the regular jobs, there may also be some special requests some clients may have, which they may use to request special services. How much do I get out of that? It's quite easy to make money out of Fiverr and how much you earn depends on your job. There is no regular earning limit, and you can earn up to 5000 dollars a month. But you'll have to pick a lucrative gig for that and have an impressive profile to attract regular customers.

There are many success stories out there, and depending on the skill set you possess, you can have one of your own. You don't just need to advertise one song, and you can have as many as you like. How long will it take for a gig to end? Generally speaking, people try to finish a gig as soon as possible so they can move on to the next. Some people take as little as one day, and some could take as little as 30 days. The client will be given the opportunity to select an option within which to submit the work. The standard on-site option comprises 24 hours, three days, seven days, etc. The job profile will have a big say in the amount of time a person will need to complete a job. The customer also extends the time frame for the job that the service provider has to apply for the work inside. To do so, they'll choose between the choice of 1-30 days and choose the number of days they think is best for the job. What about the Championship? It's obvious that a lot of people are going to advertise their gigs on the website, and you're going to have to face

stiff competition. Yet considering how much work you currently need to do; you may not have to stand in line to check and hire your jobs. At the very beginning, you might have to work a bit hard to make your mark, but it's going to get progressively easier for you to hit it off on Fiverr. Do I have to quit my day job for this? The decision is up to you. Some people take up Fiverr gigs as their day job and quit their former jobs for it. If you think you have picked up traction from your Fiverr gigs and you can earn a substantial amount of traction from it, then you can take it up full time.

Chapter Nine:

WHY FIVERR IS A GREAT PLATFORM FOR YOU?

When it comes to an online platform that offers people the opportunity to make money in their minds, many questions come up. Some of these include questions as to whether they have selected the best platform they want to follow and whether it will give them the desired performance or not. I'm sure you have the same doubts when it comes to Fiverr, and so here are some of the reasons why Fiverr is a great place to find your customers and set up your business.

FREE SIGN-UP

One of Fiverr's biggest benefits is the Free Sign Up it provides. You don't have to pay anything to sign up for it, and in a matter of minutes, you can start advertising yourself. If in the past, you have had a bad experience with fraudulent websites that charge you money to get started, then Fiverr will help to erase any such memories for good! Simple to use It's obvious that people want something that's easy to work with as otherwise, they'll find it quite difficult to manage their company. Due to its ease of use, Fiverr will prove to be a good choice. You won't have to put too much effort into understanding how it works, and the setting up of your company will all seem a little too convenient. Throughout this book, you'll know exactly how to get your business started and how to use the website to your advantage.

DIVERSITY

Fiverr is a website that offers many people with diverse skills the ability to do so. This means you don't need to have a specific skill set alone, and you can start with your skillset. So, whether you're a designer or a singer, Fiverr will give you an opportunity to make full use of your talent. Creating jingles, writing material, designing logos, etc. will help. There is no cap on the things you can do with Fiverr's support, and you're sure to stay busy

with it for a long, long time! One of the main criteria people are looking for when they want to start a business is whether it allows them to follow their passion. If they are assisted by the opportunity to leverage their hidden talent, then they are sure to take it on and exploit it. Fiverr is one of those places where you can fulfill your passion and follow your dreams. Whether it's a writing style or a singing talent, you can refine your ability through Fiverr and start making money with it. With whatever you do, you'll have the chance to be happy.

PRICING

It is quite easy to understand and manipulate Fiverr's pricing policy. You should work on the web, as you know, and at least advertise it for \$5. You should price it accordingly, based on how much you think your service is worth. You don't have to worry about worrying about selling your product for too long, and you can look up at what price the competition sells their work. You should price your services accordingly, depending on that.

FLEXIBILITY

The flexibility offered by Fiverr adds to the site picking another advantage. This means you can work for a couple of days, take a break, and then work again. When you need to report to work, there is no strict timeline. The choice is entirely yours, and you can choose your own timing for the job. This feature is particularly useful to those who are looking to work part-time. Also, flexible timings are perfect for those who would like to work with foreign clients. Remember, people from all over the world sign up with Fiverr, and you can choose to work with a local customer or choose one from outside the country.

GROUP OF BUYERS

A large number of buyers do exist, so you won't have to go after them in search of work. They will come to you themselves and provide you with the job. It is safe to say that you will come across a diverse mix of clients and diversify your client base. You can find long-term consumers as well as temporarily employable ones. You'll be given the opportunity to choose

from a number of employers. A community's help can be a big deal, and Fiverr can certainly keep you happy about that.

CUSTOMER SUPPORT

The customer support team at Fiverr is quite comprehensive and very helpful. They'll be available to help you out at any time and answer questions. You may simply ask the question and have it answered if you have any doubt. You can also ask for their assistance in solving any problems that you may face. There are many ways to reach out to the group, and some of it involves sending them emails or leaving suggestions behind. They're going to look into it and help. If you have any issues with a customer, you can give the appropriate team an e-mail and have them check-in. You can also get in contact with some of the other users of the Fiverr and answer your questions.

WITHDRAWAL OF MONEY

There are some sites that do not have a strategy of withdrawal of flexible capital. They expect you to hit some sum before they can withdraw the money. But there is no such rule at Fiverr. In 14 days after completion of the task mark, you will be able to withdraw the money, and for top-rated sellers, the time period is seven days. In a later chapter of this book, we'll look at how you can withdraw money from your Fiverr account. Which influences the numerous benefits of working with Fiverr but is not limited to these alone. When you start using Fiverr, the other advantages will be familiar to you.

Chapter Ten:

GETTING STARTED WITH FIVERR

There are a few basic steps you should follow in order to get started with Fiverr. In this chapter, let's look at them.

Step 1: Registering yourself on the website is the very first step. You should visit this page for that. You can register with your email, Facebook account, or Google+ account, as you can see. You can then pick yourself a USERNAME. Yet note that you cannot change it once you've selected it. You should think about it, then. Once done, you'll receive a connection in your email that you need to click to trigger the account.

Step 2: You can then secure your account by selecting a security question that will help secure your account. Next, you can add details about your PayPal account. Linking your PayPal account is best for you, as that is the easiest and safest place to get your money.

Step 3: You can go on to work on your profile next. Recall filling in all the required fields and giving out honest information. You can control your public profile and choose what you want and what you don't want your audience to see. However, it is best not to add any personal information, such as your address or phone number, as many people can see what you put in. You'll also get the option to pick the language there. This language can help you interact easily with your customers.

Step 4: The next step is to start making your gigs. Gigs stand for your sales pitch, as you know. It's what you're going to use to attract your clients. Could you go to Sell > Create a Gig?

There, first, you should add a title in about 80 characters to the gig. Then, select the appropriate category and subcategory for the gig. You then need to select an image that suits the gig. First, you should include this in the gig summary. This is probably the most important part since your buyers are

going to finalize you based on what you put in. You are going to have a maximum of 1200 characters. You can then add in the metadata to make your gig SEO friendly. You can then add all other essential fields to any desired files and fill them in. Recall setting up a live portfolio as that will help to highlight your work.

Step 5: The next phase is to have your gig priced. You should choose a gig plan to help you choose both the gig price and the time it takes to complete the gig. This is important because your clients will know when they'd be getting their work.

Step 6: You should start working until finished. But you should be spreading the word about your Fiverr profile before this. The connection can be pasted on all your social media platforms to educate people about it. Remember that people should know about your shows, this is an important step. The more work you put into advertising the gigs and other marketing efforts, the more likely it is that people will buy it.

Step 7: Once a client places your order, you will start working on it. You will take a look at the time period they gave you and then work accordingly. Once the work is done, it has to be delivered. Go to your dashboard for that, and find TO-DO. You should press Deliver Now and get the job shipped there.

Step 8: You can make sales manageable. You can go to it via Selling > Sales Management. The first option you see there will be a priority option that refers to the canceled or late ordered work. Next, you'll see the new option which refers to the new orders you got. The Current Orders apply to the Orders you are currently working on. Late orders apply to those you were required to submit 24 hours before and are still waiting for. Delivered refers to the orders you sent to the distributor but have not yet been classified as complete. Completed stands for the orders you sent and completed. Cancellations are for orders you canceled.

Step 9: When the work has been completed, the customer will mark it as complete, and you'll be charged. You will withdraw the money after 14 days

after you get paid. P

Step 10: A new feature you can manipulate is Fiverr faces. It refers to an app that helps make your face a caricature. This is an interesting feature to create a caricature you can use as your profile. You will be charged for it, and the sum will depend on the time of delivery you choose. These form the numerous simple steps you should follow to get your Fiverr account started and start your company.

Chapter Eleven:

ADVERTISING AND FINDING YOUR IDEAL CUSTOMER

It's important to publicize yourself and get your gig word out there. There are success stories of people earning \$5000 and above in a single month, and that is only possible if you get out there the word of your gigs and remind people of your jobs. Here are a few things you can do to gain a broad audience.

SEO

What you need to understand first and foremost is SEO and its usefulness. As you know, SEO stands for search engine optimization and is intended as the first result on a search engine to help your gig turn up. Making use of keywords that are most likely to get typed in by your clients is extremely important to you. The higher your gig will be set, the more the keyword matches. You should also fill in the metadata and use appropriate headings that contain the keywords that are important. If you're not sure about any of it, you should ask an expert to help you out or take the advice of an SEO specialist. You can also look up some of the things that others do and use the same tricks. Funny enough, SEO experts can also be found directly on Fiverr itself!

Blog

Having a blog always helps promote your presence online. You should start a blog for this and write about interesting topics relevant to the kind of work you love and your passions. You can start a free blog and start writing on blogger. If you already have a blog, then your Fiverr gig can be listed, and your audience redirected. If you don't have a sufficiently large audience, then you can look and connect to popular bloggers and get them to write for you or become a guest blogger. That way, you'll have the

opportunity to get all his or her fans to check out your Fiverr gig, and at least half of them might consider you.

Facebook

Facebook is the largest social networking website in the world and has millions of users. You can promote your Fiverr gig on Facebook and report it to all your friends. You also have the option to create a separate and dedicated gig page. You can create a Facebook page where you can write all about your gig, the services that you are offering, and share appropriate links. You should give an invitation to all your friends to like it, and ask them to share it with theirs and with theirs and so on. You can get lots of likes for your gig and build up a big audience that way.

Twitter

Twitter is the next best social networking website you can choose for advertising your gigs. Twitter, as you know, has millions of users, and a global reach. You can create a separate Twitter page for your company, and share your gigs links. You should tweet about it as you say and get others to retweet. That's sure to get you noticed by many people all over the world who might be based. But don't just write about your gig, just. You have to give people a reason to visit your page, and you're sure to help write about trending topics.

Google+

Google+ is now gaining popularity due to its ease of use and the opportunities it offers for sharing. It's as easy as clicking on the icon appearing on Gmail's left-hand side, and users will be led to your Google+ tab. Then, they can test it out and go to the Fiverr website. Recall having an amazing landing page which will lift the interest of the people. You should share other interesting links, and that's sure to keep your users on the website. LinkedIn Linked is another spot where you can put your gigs forward. As you know, LinkedIn is a professional website. You can also create a professional page for your company and add links to your gigs. You have to get in touch with other experts and other businesses as well. Don't expect them to check for you and communicate and give them contacts by

themselves. You can also try the professional set-up option where you will have to pay a small fee, but your gig will get to all the right places.

YouTube

Getting your own YouTube channel is an absolute must if you want to advertise your business effectively. You can add your gig videos that provide background on it, explain its facets, etc. In the description, you can also add links to your gigs, so that people can visit your page. You also need to take an active part in the comments section and answer questions. And don't forget the message you must give at the end of every video call to action. People should be reminded to check out the link you've added at the bottom.

Instagram

Instagram is where photos can be shared with the world. You should take quality pictures of the work you are doing and post the pictures thereon. Links to these pictures can then be posted on other platforms such as Facebook and Twitter. It's cool to get some of your clients to help out as well and ask them to take photos of the work you've given them. Forums Participation in discussion forums is significant. There are many sites where the links to your gigs can be posted. You can answer any questions asked on these forums, and then add them to your gig in a link. You should try to include the gig in your response, so the message is subtly conveyed. You should try and visit as many forums as possible, and do not find any of them worthy. You never know where you could be finding your next company or client party.

Press release

The press releases related to the release of information in the press about your shows. This is possible if you meet whoever is employed at the press and will help you out. You can contact the editor if you don't, to help you have it released. It is best to choose the tabloid's online platform. You need to create an interesting headline and then list your gig info. Then you can have it printed or made public. This is likely to get a lot of people noticing you. Additionally, you can post the release link on all of your social media

sites. All of these listed social media outlets increase your gigs ' exposure, and can all be outsourced by finding social media marketers directly on Fiverr!

Average rating

It is crucial that your average rating is high so that when someone searches for you, you will show up on top. Seeking the average rating score, many buyers have cited finding the best. Having a score between 4.5 and 5 is best, so people are impressed by it. You have to keep yourself in the good books of all of your clients and get them every time to give you a good ranking. Even if you do get a 3 or 3.5, compared to the 4s and 5s you have, they should be much less. There are a number of things you can do to improve your ranking. Higher ratings will be compensated by giving the additional consumer value by providing extra services free of charge or rewards for being a loyal customer. When you create a streamlined system, you can easily add some incentives. For example, if you were making e-book covers as your job, you might set up a template file to convert your modeled 2-d cover to 3-d automatically to include as a bonus. It takes almost no time, once the prototype is developed, to create the 3-d cover that will certainly impress the customers!

Samples

You should give the samples to your customers and send them your best work. You should also send links and other relevant files and links to your website. It is best to receive referrals from your current customers because they will know others who are interested in the same thing. As many people are swayed by other views, you can get them to compliment you too. As mentioned earlier about setting up templates to provide additional free bonuses, one way to raise the referral rate dramatically is by joining various Facebook groups that go hand in hand with the kind of Fiverr gig you're offering and offering a free gig to a few members. This is a quick and effective way of boosting your rank and ratings.

For instance, if your gig was making e-book covers, you can enter various self-publishing groups and give some members a free cover. You can also let them know they will get a discount on their next order if they refer you

to someone else, as well as the person who was referred. It builds early on a solid foundation of loyal and happy customers! Those shape the various ways you can promote your work and spread the word to as many different people as you can.

Chapter Twelve

PRICING, SCHEMES, AND CUSTOMER REVIEWS

We looked at how you can use social media to spread the word about your gigs in the previous chapter. We'll look at pricing strategies in this one, and also how you can manage bad customer feedback. Pricing it right One of the most important aspects of Fiverr is the pricing gigs. It's important that you select the right price for the services. As you know, you can pay for your services for either \$5 or more. The \$5 tag is for all those services that are easy to perform and could take less than an hour to complete.

Say, for example, for someone to write 200 words. But if you're offering time-consuming services like making instructional videos, then you'll have to bill accordingly. Generally speaking, the best way to make a price decision is by looking at what others are charging. You may decide whether the services are over or under budget. You can choose from the various packages that are offered on the web, as you know. Depending on the reviews and the quality of work you provide, you have to increase your rates slowly.

Special deals

To get more and more customers to buy from you, you can engage in some lucrative tactics. As you know, deals and freebies are something everybody enjoys. You, too, should take advantage of these strategies to attract and keep the customers happy. Some of these plans involve giving away a special discount like 10 percent off if the service is purchased in bulk by the customer. Free service can also be given away if they reach a certain mark, like 15 or 20. Another smart idea is to give away some personalized items as a treat for being a regular client. You can also purchase my service with another Fiverr and get a discount on their form of schemes. With your

special offers, you can be as imaginative as you like, and draw a diverse group of clients.

Why ratings/feedback matter

When it comes to the ratings and reviews that customers leave behind, you will try and get as many good ones as possible. Your future clients will take these reviews and ratings very seriously and only choose you if they think your money is worth it. As you know, you can't expect big customers to always come across that will leave great reviews behind. Having a consistent winning streak is tough, and you should also be ready for a few bad customers/reviews. A good seller will know well in advance what to expect and will be able to continue working accordingly. When you're looking for another company, your ratings and reviews will show up as the first thing under your image. So, a good impression is crucial, and if not first, then at least remain in the top 5 results.

Changing review

As mentioned earlier, you can't always get good reviews all the time. You're probably going to get some bad reviews which can bring down your worth. That can be a bad thing and may destroy your confidence. So, to try and remove a bad review is necessary. One way to do this is to speak to the client and ask him or her to edit the document. Occasionally speaking to them and asking them how your company would affect could make them change their minds. You may give them a review letter, and ask them to change your opinion or ranking. Just remember to do it as soon as you can as you may not have too much time to get it removed or updated. You will see the choice at the very bottom of your orders list. Not only on Fiverr, but any kind of website that offers services, reviews are a very important thing. We are a good indication of what to expect when ordering these services, and the customers benefit greatly.

Nevertheless, the comments can also greatly benefit service providers like yourself. Those comments should tell you exactly what works and what doesn't work. Take the time to read the negative reviews and test the quality of the work that you provide. Was the exam accurate? Have you done

something wrong? Take the feedback and learn therefrom. Many of Fiverr's top gigs provide top-notch customer service and will repair their job until the customer is fully satisfied. Add value to the buyers, and you will be praised and, on the way, to receiving a top-rated selling badge!

Canceling an order

Several times, you and a customer will communicate well, and it could all go according to schedule. A question can arise later, however, and you may want to discontinue the project. In such a scenario, you can opt for a mutual cancelation with your buyer. You will not have to cancel the order yourself, that way. However, if your client is having a hard time and does not want to cancel each other, then you have the option of canceling it yourself. This is a unique feature of Fiverr where the seller has the option to cancel and is better known as the cancelation of force. However, this will impact your rating, but you can successfully stop the customer from giving you a bad review. After all, you need to do whatever you can to keep your account as clean as possible and away from negative reviews. Sometimes the order opposed to having an extremely negative review displayed for your gig is worth canceling.

Competitors

There are many instances where competitors are attempting to ruin your game. Some people pretend to be customers but will actually be your rivals. They could buy your service, and deliberately give you a bad rating. They might not actually take the submission at all and leave a bad rating behind it. It is critical that you find out whether that is really the case. You have to look at the profile of the customer and see what he or she is up to. When you find out they provide you with the same service, then you should take action against them. Customer service Telling customer support about it is the best way to bring them to justice. You should show them the revision and rating left behind by the rival. You should also inform them the individual is bent on sabotaging you. They're going to look into the matter and help sort it out. It may take a week or so, but the effort will well be worth it. Which influences the different aspects of Fiverr pricing and customer reviews.

Chapter 6: Use Fiverr for Music / Freelance Writing / Design By now, you must have learned the fundamentals of Fiverr, beginning with it, and how you can promote yourself as well. Now let's look at top gigs, which will help you earn a good monthly sum of money. Freelance writing is pretty popular on Fiverr. Here are a few gigs you could try out.

Article writing

Article writing refers to writing to your client between 100 and 500 worded articles. They'll give you the topic and may also give you a couple of keywords that you should include in the article. You should list the things you're good at so the customer finds it easy to recruit you. Most of those programs are paying \$5 to \$10.

Content writing

The next choice you can choose is Content writing. Content writing is slightly different from article writing, and you'll need to have a range of expertise on a particular subject. That will help fill in the information and compose concise articles. These are usually ordered by people who try to fill up their websites. You should discuss the subject of your expertise. Content writing is priced according to service quality and also based on the amount of turnover. You should take up as many of these tasks as possible, depending on the time you take to complete the orders. The next sort of writing project you can advertise on Fiverr is eBooks.

eBooks.

eBooks are electronic books that people can download and read from the internet. If you're good at a particular topic, then you can mention it and make finding you easier for your clients. eBooks may vary in length, and the topics can vary in difficulty level. You can have them charged accordingly.

Editing/proofreading

It can also be edited or re-read apart from writing the text. Editing refers to correcting any formatting mistakes in the book, and proofreading allows for any grammatical or spelling errors to be found. If you are fantastic at both of these things, then you can deliver them. Some clients can ask you to add to the content in pictures or provide a cover page etc. You will bill separately for all of those facilities. Proofreading on Fiverr is quite common, and you can charge from \$5 upwards. Images The next common category consists of using the images. This is probably easier than the previous choice and just tap your creative side. Here are some services which you can sell to customers.

Video presentations

These days, video introductions are quite popular. Those apply to introductions you are making for your client, or any other video they may ask you to make. Some may ask for videos and give you specific instructions. Some might give you the freedom to build something that's based on your client's understanding. Videos are usually charged between \$5 and \$50 depending on how much time and animation it takes to make them. When you think your designs are really imaginative and exclusive, you can charge the higher.

Video greetings

These days, Video greetings are all the rage. From wishing on Christmas to New Year's and birthdays, people prefer to send video greetings. Customizing these is all the more important and includes specific messages in each. For your clients, you can create those video greetings. You can use some common models and ask your customer to pick one. Many top sellers market those for \$5 right now.

Video advertising

Video ads are an option, too. Through learning these, you can create ads for products. If you already use the goods, it will be especially easy for you. Your customer might also ask you to add a video summary of the product or a video demonstration. Such advertising will also be paid between \$5 and \$50, depending on how much work goes into it.

Hold your sign.

Hold your sign is very popular now. You may decide to hold a sign written on it, with a personal message. The customer can send you the message, and you can write and hold it onto a piece of cardboard or some other piece of paper. Most people choose funny videos where you dance around with the board or do something stupid with it — those range from \$5 to \$25. Editing / photoshopping You can also offer editing videos or taking photoshops. The clients will send you the videos, so you can edit them according to the instructions. If you're good at fixing or adding videos in-depth, you can sell the services for more than \$5.

Music/sound

You can also use music and sound to start your business on Fiverr. That's perfect for both aspiring musicians and those who want to indulge their musical passion. Here are a few options you can choose from. Jingles and drops These days, jingles are a big thing, and many people are getting them made. Jingles are small compositions people may need for their websites, applications, and so on. The client defines what words to use in the jingle. You should have several templates and samples ready to show to the customer. Generally, these are paid between \$5, which \$25, and will depend on the composition's length and quality. Most people prefer to tape the jingles to make it sound professional in studios. Some also put the camera in front of them while the jingle was being written.

Songs

You don't always need to make short jingles and, if you are good at singing, you can also record entire songs. It is also an option for someone to actually compose the music. They will have full rights over it and will be able to add an album. To make it easier for them to choose you, you can list the instruments that you are good with. These are \$5 and overpriced.

Voice-over

Voice-overs are your next choice. Voice-over refers to saying something in a singular voice or in a given voice. The voice could belong to a famous celebrity or somebody. The customer will ask you to say something in the

singular voice. Some of these days ' trending voices are that of England's queen and some singers too. The words can be easily recorded in the specified voice and could only take you a few hours. Those are paid at \$5 now.

Designing

If you're good at designing or drawing, then your talents on Fiverr will have enough reach. Here are some things you can do with your expertise. Logos These days, all the rage is to create unique and interesting logos. From startups to old businesses, everyone is looking for a unique logo that helps people identify their brand. If you are good at designing logos, then you can start on Fiverr to provide the service. You can ask your customers to choose and create the logos from specific templates or color schemes. Not only do these logos need to be 2D and can be 3D, too. These are usually charged \$5 per logo, depending on the design and time required to create them.

Cartoons

If you're good at drawing, it's a great idea to create cartoons for clients. The customer will send you the subject matter, and all you need to do is create a cartoon. Some might just ask you to fill in color, or some special order. Depending on your abilities and tools you possess, you can create both 2D and 3d cartoons. In general the former is paid less than the latter. Most of these start at \$5 and can go up to \$100, depending on animation quality and cartoon length.

Caricatures

These days caricatures are extremely popular. People like to turn into cartoons and share it with friends and family. If you're good at free-hand sketching or making software that helps turn the faces of people into caricatures, you can advertise it on Fiverr. It's now charged \$5 to \$15 for a single caricature, and \$20 for two or more people. You don't always have to do caricatures alone, and you can choose daily paintings or portraits too. Products You can try to produce custom products for your customers. As you know, most companies prefer putting their logo on mugs, caps, t-shirts,

etc. and they're going to look for artists to do it for them. On Fiverr, you can offer such services, and create unique designs for your customers. Using a few models to display will help them pick a design or a design concept. E-book reporting The self-publishing business is growing rapidly. So what better way to make money than by offering a gig where you design covers for them? Tap your imagination, and create an eye-catching cover! There are many ways to include extras such as buying them a premium image, designing the cover for the book's paperback version, and so much more. To get an idea of what kind of covers buyers are searching for, just explore current Fiverr gigs to build covers! Remember that these are just a few of the options available on Fiverr, not just those. Even you can look up and manipulate some other options.

Chapter Thirteen:

ERRORS TO AVOID ON FIVERR

There are some errors to stop when it comes to making it big on Fiverr. We're going to look at some of those mistakes in this chapter and how you can stop them. Poor gigs If you want to find good jobs, it is vital that you set up an impressive gig on Fiverr. The gig should be such that it captures the attention of your customer straight away. Your gig should be a true representation of your work and include a selection of the best plays. Remember, your customers will form an opinion on your work based on what they first see. So, you're supposed to put up their best work to see. There's controversy about what's really the best work. Others put up work they think is outstanding, while others put up the ones that earned them positive customer reviews. The choice is yours to make, but the latter is a good choice in general because the clients would want to see the work others have done in the past.

- New work - To get people to see, you can try to advertise your latest work. Some people prefer to hold on to old work because they think it's their best job. But from time to time you have to try to refresh your job and put up with the latest jobs. If you think that your old work is good, then you can use only the best one and add samples of your newest work as well. When overdoing it, it's better to stay a little discreet instead of going all out and doing your gig over.
- Don't do too much as that only distracts the client. They are not going to know what to look at, and they decide to reconsider. Keep it informative and easy.
- Don't throw in the explanation too much and try to get straight to the point. To make them look like figments of your actual work, you have to edit your samples a bit.

- Don't make the mistake of mentioning things the client does not want to hear about. It's always best not to mention things you think will go unnoticed anyway, particularly when it's just a small detail.
- Most people turn up arrogant when they land their first project and start over-pricing their services. That is the wrong way to proceed. You have to increase the price steadily and gradually. Even if your services are now undervalued, you cannot try to fix them. Wait a month or two, then raise your price. You have to go slow and not be in a hurry to make dollars in the thousands. You'll know when to raise the stakes based on the reviews you receive and how your competitors priced their services. Long-term, you should be in it.
- Hidden costs - One important consideration is the hidden costs. When you charge them extra after the job is submitted, the customers won't like it. Many people on Fiverr have the practice of hiding a few costs, which will be mentioned only once the work is done. Your customer may pay for it without fighting, but may not return to you again for service. Note that one old customer is as nice as ten new ones and so on; you have to try to keep as much as possible of your old customers.
- Remain as transparent as possible about all expenses, and explicitly mention them.
- Copying other people's work, and then duplicating it. That is only going to cause you to produce clones of the work of others. It would be a mistake to copy others in this day and age when everyone wants something unique. Your work needs to be special and stand out from the rest. You can go through some of the stuff that others put up with and then build your content. If you really like what someone else has done, you might be able to use it as an inspiration, but not to copy it completely.
- Not spreading the word about your gig - No job will be nice enough to do a promotion of its own. Even if you're a man of top-class skills, you've got to spread the word about it, so people know. You have to make every effort to get your gigs word out there and let people know what you're up to. For the same, you need to make use of your social media presence and keep sharing videos and pictures of your work. At the very least, you can include your gigs

connections on Fiverr. Tell as many people as possible so that maximum consumers are drawn.

- Good reviews Bad reviews are the Fiverr's most respected elements. Having a bad review will definitely affect your faith and will also cause you to worry about the consequences. So, you need to try and avoid having as much as possible a bad review. If it is in your control, the order should be canceled when you think that a bad review is underway. Earlier in the book, we looked into this very thing in-depth, and you should be keen to pursue it to help your Fiverr company take shape.
- Going out of Fiverr - Some customers will ask you if they can pay you out of Fiverr. That is a risky proposition, as you may not know if the person is going to pay you after the job is done. Best you get the customer to pay you through the Fiverr app itself. If something goes wrong, and the company does not pay you after submitting the job, then Fiverr will step in and help you out. Even if you think the person is honest, by agreeing to get paid outside of Fiverr, you will take a big risk.
- No diversity - Diversity is extremely important to show your work and talent. Don't get dull and generic about everything. To get them to notice, you need to surprise your customers. You should also adopt the latest trends so that all of the designs and patterns are up to date.
- High hopes - To dream big isn't a bad thing. If you do have a good business, you'll feel quite confident. But expecting to see results overnight is not the way to get it done. You have to set yourself targets and then go after them. If you have unreasonable expectations, then you will certainly be pressurized and inevitably disappointed. Therefore, the easiest way to write down a few reasonable goals is to start ticking them off as soon as they're reached. At the very beginning, it will seem a little daunting, no doubt, but as and when your business begins to roll, you will begin to settle in with it, and your goals will begin to get ticked off. These form the various Fiverr errors you must avoid in order to set up a stellar business.

Important safety notes.

It's important to stay safe, so don't give away any personal information on the site. The customer will not need your phone number or address as he or she can directly contact you on Fiverr. It is also important not to give anybody details of your bank account, including your customers. They may end up making misuse of it. With Fiverr, your account details will be free. When taking up a job, you should also test the client's profile to ensure they are genuinely interested in the offer and are not competitors looking to thwart your efforts.

No fakes

Amazon filed a lawsuit against 1114 Fiverr sellers who received fraudulent product and service reviews. So, if you want to stay put with your Fiverr business, it's important that you steer clear of such controversies. Most of these sellers offer to write either good/positive reviews on amazon for their customers or bad/negative reviews for the products or books the customer shares with the seller. If you have any of these requests coming your way, you should refuse to do so and can show it to customer support as well.

Use your moral judgment to decide whether or not the gigs and services you are providing will breach any terms of service. Write "nothing" Specificity on Fiverr is critical. Being too generic could trigger a walk away from the potential client. When you say you can write "nothing," then defining the word is important to you. You have to tell them the different topics you're happy with, and you can easily write on.

Choosing categories will make it easier for you to choose the subjects, and also easier for the customer to find you. Limit it No more crack than you can chew! It is best only to take so much work that you can manage with ease. Too many taking may cause you to feel frustrated and may compromise the quality of the work. It is easier to go slow at first and see how many tasks you can complete in a month. When you think you can do more, you can go a little faster and take a few more tasks. If you feel too many on your hand at any time, you can ask each one for a little extra time and try your best to finish them, instead of canceling them. Next time you'll have to be a bit more cautious. Do what you want! It is extremely important

that you give your best, irrespective of whether you get paid \$5 or \$10. Don't ponder on the size.

It's obvious that at the very beginning, and you'll have to work for a small sum. This won't go on for long, and with the time, you can always raise the price, as and when you start earning badges. You'll also have the opportunity to gain a lot of experience and learn other items, which will help you improve your skills. Main Highlights Fiverr is a great starting point to gain a passive income. It's an online site that enables people to advertise their talents and get paid for service delivery. Fiverr is a free website that allows anyone to register and begin using it. Setting up your account will not take you more than 10 minutes, and can start creating gigs. Gigs relate to the pitch of your sales.

They are samples you create for your clients to see, and they also include a description of what you have for them on offer. Usually, these gigs are priced at \$5, which is what gives the website its unique name. There are a lot of buyers and sellers on Fiverr, and you'll find your customers very easy to find. But you need to advertise your gigs before that and tell people about your Fiverr venture. You can use social media to spread the word and try to incorporate links as much as possible into your Fiverr pages. Trying to make your presence felt on all social media platforms and blogging about it is significant. You need to grasp SEO and use it. There are certain pricing concepts that you need to recognize that will help you make an appropriate price for your work. There are badges given to Fiverr sellers, and each subsequent badge will allow you to raise the value you're selling your service at. You have a chance to make about \$4,000+ a month if you get the pricing right.

We've been looking at some of the best gigs you can put together. These will help you earn quite well, as long as you are good at what you are doing. Always remember to ask your clients to give you a good rating, because that will help you appear in the top 5 or 10 recommendations. Ratings and feedback are pretty much counted on Fiverr. You need to have strong ratings and reviews to draw other customers. They will look at your previous clients' ratings and also the reviews that will act as testimonials.

You also have the option of force canceling an order if you think the customer leaves a bad review behind. It's obvious you're not getting good reviews all the time. You can test if the customer is another seller on Fiverr trying to sabotage you if you have bad ones coming your way. If so, you can use Fiverr customer support to take the case up, which will help you out. If the customer is truly unhappy with your service, you can ask them to change their minds and at least give you an acceptable score, as this will certainly help your company.

We have looked at some of the mistakes you need to avoid on Fiverr if you want to start a successful business. You would want to go through it again, and avoid it at all costs. We also saw valuable information that will help you keep your business running smoothly. Remember to be patient with your Fiverr endeavor, and you'll certainly be experiencing success!

SECTION III

Chapter Fourteen:

500+ SKILLS THAT CAN HELP YOU GENERATE WEALTH WITH PASSIVE INCOME

Except in a few instances, the following chapters will mostly list business ideas. Most business ideas fall into several categories of skills and will be listed in each as most readers will not read the whole list, but concentrate on their areas of interest instead. The same applies to the above-mentioned platforms:-

- ☐ Kindle Publishing
- ☐ Youtube
- ☐ Course Creation
- ☐ eCommerce
- ☐ Podcasting

Although sometimes it may seem repetitive, these platforms, combined with a specific skill or experience, each form a separate business choice, and most people never consider it — or think it's too complicated to start. But they aren't, you just need somebody to show you how. I have already listed the courses that I recommend, and links will be included throughout the book again. So, without more talks, let's continue!

ADMINISTRATIVE

- ☐ Digital Assistant
- ☐ Data Entry
- ☐ Interactive Testing
- ☐ Video / Audio Transcription
- ☐ Transcription (legal)
- ☐ Transcription (medical)
- ☐ Editing
- ☐ Proof Reading

- ☐ CV / Resume Consultant
- ☐ Mailbox Management
- ☐ Virtual Customer Service
- ☐ Cold Calling
- ☐ HR & Recruitment Assistant
- ☐ History & Documentation Reviews
- ☐ Helpdesk Support
- ☐ Project Support

Once you secure the gigs, then you can move them on to your squad. Direct interaction is still with you, but don't spend hours doing all the jobs. Great way to maximize your time and income.

- ☐ Write Kindle Books on any of the above
- ☐ Develop Courses on any of the Above
- ☐ Start a Blog with Above
- ☐ Tutorials— Create YouTube Tutorials on Above Arts & Crafts

While selling your arts and crafts, local art shops is a good way to get started, and you increase your chances (and audience) by selling online. Etsy is the best known website-and here are a few more:-Not on the Highstreet-Artfire-DaWanda-Yokaboo Another great way to sell your products online is "Internet Shopping Marketplaces," which combine the features of social networks with online marketplaces.

BUSINESS MODELS IN ARTS & CRAFTS:

- ☐ Portrait Painter (also available online via photos)
- ☐ Candle Maker
- ☐ Pottery
- ☐ Wood Carving
- ☐ Porcelain Painting
- ☐ Floral Arrangements
- ☐ Handcrafted Children's Toys
- ☐ Handcrafted Pet Toys

The most famous are:-Storenvy-Polyvore-Shopcade This is an easy-and inexpensive-course that will get you started quickly. You should run your own classes too, probably at home to cut rental expenses.

- ☐ Run a Youtube Arts & Crafts Channel

- ☐ Build Arts & Crafts Instructional Courses
- ☐ Write instructional Arts & Crafts Kindle Books
- ☐ Become an Arts & Crafts Blogger and share your best new finds with your audience Beauty OFFLINE
- ☐ Mobile Make-up Artist (events, photoshoots, weddings, etc.)
- ☐ Mobile Nail Studio
- ☐ Massage
- ☐ Run a YouTube Channel You rent out a room, make apps, and do PR. You pay a fee to the instructors, and you retain the balance.

DIGITAL

- ☐ Beauty Podcast
- ☐ Beauty YouTube Channel
- ☐ Beauty Kindle Book Series
- ☐ Build Digital Beauty Courses
- ☐ Beauty Pinterest Site, Market Goods
- ☐ Beauty Shop
- ☐ Social Shopping Car Skills & Use Your Car Skills
- ☐ Mobile Car Wash
- ☐ Sell and procure Parts for Specialty Cars

ONLINE

- ☐ Beauty Podcast
- ☐ Beauty YouTube Channel
- ☐ You can list yourself here:— Vayable— Rent-A-Guide— Advlo (Adventure) — Trip4Real (High End)
- ☐ Shuttle Business (Airport, Long Distance)
- ☐ Use your car as a Billboard
- ☐ Courier Service
- ☐ Food Delivery Service (Seniors, Office Lunches, etc.)
- ☐ Transportation Service for Seniors, Disabled Citizens
- ☐ Errand Service (Food Deliveries, Seniors included)
- ☐ Car Sharing Secretarial Services
- ☐ 'Man in a Van' business
- ☐ Limousine Service

- ☐ Specialty car eCommerce store
- ☐ Run a Car Blog (specific sub-niche)
- ☐ A Youtube Channel discussing cars
- ☐ Create Car Repair Courses (Online Tutorials)
- ☐ Write “How To” Kindle Guides

COMPUTERS OFFLINE

- ☐ Mobile computer repair
- ☐ Mobile Computer Installation and Set-Up
- ☐ Mobile Computer Training (Seniors)
- ☐ A Computer Training School with Evening sessions
- ☐ Toner Cartridge Recycling

ONLINE

- ☐ Remote Tech Support
- ☐ Freelance Programmer
- ☐ Web Designer
- ☐ App Development
- ☐ Software Development
- ☐ Specialty Computer Parts eCommerce Store
- ☐ Write How To Kindle Books
- ☐ Run a blog on computers showing specific Brand, Software, Reviews, Repair Tips
- ☐ Computer YouTube Channel (Tutorials, Reviews)
- ☐ Creation and sale of Computer Courses (Online Tutorials)
- ☐ Consulting Coaching Consulting Niches (both in-person and remotely online)
- ☐ SEO

BUSINESS

- ☐ Internet Marketing
- ☐ Career
- ☐ Branding
- ☐ Social Media

- ☐ Life Coach
- ☐ Marriage
- ☐ Kids
- ☐ Email Marketing
- ☐ Advertising (offline)
- ☐ Personal Finance
- ☐ Project Management

HUMAN RESOURCE

- ☐ Languages
- ☐ Write Kindle Books on your topic of your choice to establish yourself as an authority Blog on your Consulting Topic
- ☐ Course Creation (Online Tutorials for your Topic)
- ☐ YouTube Channel on any Topic (Tutorials etc.)
- ☐ Podcast on your Consulting Topic

COOKING & BAKING OFFLINE

Turn your home into a mini-restaurant, and if you are a good cook and love sharing a meal, you can get paid through the following services, and meet interesting new people and possibly make friends from all the around the world: -

- ☐ Catering Business (specialize)
- ☐ Organize Dinner & Cocktail Parties
- ☐ BBQ Event Manager
- ☐ Run a Snack Stall
- ☐ Meal Delivery Services (lunches/dinners for seniors, or people who don't have the time to cook, offices)
- ☐ Create Gift Baskets with your Bakery Goods
- ☐ Food truck
- ☐ Mobile Coffee Bar Cart
- ☐ Mobile juice bar
- ☐ Home Bakery
- ☐ Herb Farming
- ☐ Teach in-home Cooking Classes
- ☐ Run Group Cooking Classes from your Home

- ☐ Cook and deliver Special Diet Meals & Snacks
- ☐ Preserve & Jam making ((sell locally and online)
- ☐ Yogurt Making (sell locally and online)
- ☐ Candy Making (sell locally and online)
- ☐ Decorate Cakes

ONLINE

- ☐ Specialty Food/Nutrition eCommerce Store
- ☐ Run a Baking/Cooking or Nutrition Blog (specific Sub Niche)
- ☐ Cooking/Baking or Nutrition Youtube Channel (Tutorials)
- ☐ Create a baking, cooking or Nutrition Courses (Online Tutorials)
- ☐ Publish Kindle series on baking, cooking or Nutrition
- ☐ Start an Online Cooking School
- ☐ Cooking / Nutrition Pinterest Page Design

GRAPHIC DESIGN

- ☐ T-Shirt Design
- ☐ Interior Design
- ☐ Web Design
- ☐ Greeting Cards
- ☐ Book Cover Design (especially eBooks/Kindle books)
- ☐ Book Interior Design
- ☐ Logo Design
- ☐ Formatting
- ☐ Create Listings and Online Ads
- ☐ Merchandise Images
- ☐ Scrapbook Maker
- ☐ Home Staging (Home Sales)
- ☐ Balloon Design for Parties & Events
- ☐ Gift Basket Service

ONLINE

- ☐ eCommerce Store for Design Articles (niche down)
- ☐ Design Blog (Sub Niche)
- ☐ Design Course Creation (Online Tutorials)

- ☐ Design Youtube Channel (Tutorials / Reviews)
- ☐ Write Kindle Book Series (Beginner Tutorials)

ELECTRONICS OFFLINE

- ☐ Mobile Electronics Repair Service
- ☐ Installation of TVs Pre-negotiate special rates and Home Theatre Systems at electronics stores.
- ☐ Then offer packages, including hardware and installation.

ONLINE

- ☐ eCommerce Store for Electronics (Niche Down)
- ☐ Flip Refurbished Cell phones, Tablets and Pads
- ☐ App Development
- ☐ Electronics Blog (Sub Niche)
- ☐ Electronics Course Creation (Online Tutorials)
- ☐ Electronics Youtube Channel (Tutorials / Reviews)
- ☐ Electronics Kindle Book Series (Beginner Tutorials)

FASHION

- ☐ Tailor
- ☐ Mobile Alterations, Repairs Service
- ☐ Jewelry Design
- ☐ Laundry Service
- ☐ Costume Rental Service
- ☐ Organize Fashion Reality Shows
- ☐ Teach Fashion Crafts (Tailoring, Needlework, Alterations, etc.)
- ☐ T-Shirt Design
- ☐ Wristband Design
- ☐ Fashion Blog
- ☐ Fashion Course Creation (Online Tutorials)
- ☐ Fashion YouTube Channel
- ☐ Fashion Kindle Book Series
- ☐ Fashion Pinterest Page, market with Shopify
- ☐ Fashion eCommerce Store
- ☐ Fashion Social Shopping Market Place Finance
- ☐ Personal Finance Consultant
- ☐ Accounting & Bookkeeping Services (Mom & Pop Businesses)
- ☐ Tax Consultant Financial Reporting Analysts

- ☐ QuickBooks Contractors
- ☐ Statistics
- ☐ Financial Forecasters & Modelers
- ☐ Forex Trader
- ☐ Online Trading
- ☐ Financial Blog
- ☐ Financial Course Creation (online tutorials)
- ☐ Financial Podcast
- ☐ Financial YouTube Channel
- ☐ Publish Financial Kindle Books
- ☐ Publish a Finance Online Magazine Fitness & Weight Loss

OFFLINE

- ☐ Personal Trainer
- ☐ Offer Walking Tours
- ☐ Offer Bicycle Tours
- ☐ Offer Hiking Tours
- ☐ Food & Nutrition Consultant (also online)
- ☐ Wellness Consultant (also online)
- ☐ Yoga Instructor
- ☐ Meditation Instructor

ONLINE

- ☐ Fitness or Weight Loss Blog
- ☐ Fitness or Weight Loss YouTube Channels showing Fitness Videos
- ☐ Fitness or Weight Loss Courses via Online Tutorials / Fitness Videos
- ☐ Fitness or Weight Loss Kindle Book Series
- ☐ Fitness or Weight Loss Pinterest Page
- ☐ Fitness or Weight Loss eCommerce Store
- ☐ Fitness or Weight Loss Podcast Foreign Language

OFFLINE

- ☐ Interpreter
- ☐ Bi-lingual Tour Guide

- ☐ Translator
- ☐ Language Tutor (Local or Abroad)

ONLINE

Online Language Tutor using apps like ITalki - all languages - Skype English Classes - English & Spanish - Tutor ABC - VIP Kid - ESL Jobs Worldwide - Verbling - all languages - Kuku Speak - Myngle - Business English

- ☐ Language or Foreign Culture Blog
- ☐ Language Podcast
- ☐ Language Course Creation (phrases/colloquial)
- ☐ Language YouTube Channel
- ☐ Language Kindle Book Series for Beginner books - foreign language short stories & novels)
- ☐ Gardening
- ☐ Gardening & Landscaping Service
- ☐ Lawn Care Service
- ☐ Floral Arrangements
- ☐ Floral Shop
- ☐ Herb Farming
- ☐ Fruit & Vegetable Farming
- ☐ Pool Care
- ☐ Landscaping & Floral Photography
- ☐ Create and Sell Gardening & Floral Calendars
- ☐ Create and Sell Gardening & Floral Greeting Cards
- ☐ Create and Sell Gardening & Floral Merchandise
- ☐ eCommerce store for Gardening Articles
- ☐ Gardening & Floral Blog (sub-niche)
- ☐ Gardening & Landscaping Course Creation (online tutorials)
- ☐ Gardening & Landscaping YouTube Channel
- ☐ Gardening & Landscaping Kindle Book Series Handyman

OFFLINE

- ☐ Handyman/Repair Services
- ☐ Painting Services
- ☐ Carpentry Services

- ☐ Cleaning Services
- ☐ Janitorial Services
- ☐ Electronics Services
- ☐ Plumbing Services
- ☐ Car Mechanic Services
- ☐ Moving Services

ONLINE

- ☐ eCommerce stores for tools and specialty items within a given niche
- ☐ Handyman Blog (Tool Reviews/Tutorials)
- ☐ Handyman Course Creation (Online Tutorials)
- ☐ Handyman YouTube Channel (Tutorials / Reviews)
- ☐ Handyman Kindle Book Series (Beginner Tutorials)

YOUR HOME OFFLINE

- ☐ Rent out your Living Room for Evening Classes, Meetings, etc.
- ☐ Rent out a Room in your Home
- ☐ Short Term Rentals for Vacationers such as Airbnb, VRBO, HomeAway, Wimdu, and Roomorama
- ☐ Rent out your Drive Way or backyard to Campers or RVs: - CampInMyGarden - RVwithMe
- ☐ Turn your home into a mini-restaurant If you are a good cook and love sharing a meal, you can get paid through the following services - and - meet interesting new people and if possible try to make new friends from all the around the world: - EatWith - Eat With A Local - CoLunching - EatWithMe - MealSharing
- ☐ Pet Boarding
- ☐ DogVacay
- ☐ Run a Laundry from your Home
- ☐ Child Day Care
- ☐ Rent out Storage Space
- ☐ Rent out Parking Space

ONLINE

- ☐ eCommerce stores for Home Furniture

- ☐ Home Design Blog (Sub Niche)
- ☐ Home Design YouTube Channel
- ☐ Home Repair or Design Kindle Book Series
- ☐ Home Repair or Design Courses Humor / Comedy
- ☐ Stand-up Comedian
- ☐ T-Shirt, Mugs, towels, other Merchandises Create funny images and quotes
- ☐ Greeting Cards (Humor)
- ☐ Write Comedy Scripts for TV and Commercials
- ☐ Produce Funny Ad Videos & Commercials
- ☐ Comedy YouTube Channel
- ☐ Comedy Voice Over Artist
- ☐ Comedy/Cartoon Kindle books
- ☐ Comedy Podcast
- ☐ Create a Stand-up Comedy Course
- ☐ Comedy Blog
- ☐ Clown at Children's Parties
- ☐ Organize Shows for Children (Schools & Kindergartens etc.)

KIDS OFFLINE

- ☐ Organize Treasure Hunts
- ☐ Home Schooling
- ☐ Tutoring
- ☐ Teaching Arts to Children
- ☐ Coaching Children Sport's Teams
- ☐ Child Care Service
- ☐ Clown for Children's parties
- ☐ Tailor Children's Clothes
- ☐ Craft Children's Toys
- ☐ Create & Sell Children's T-Shirts and other Merchandise
- ☐ Organize Children's Parties
- ☐ Family Coach

- ☐ ONLINE eCommerce Store for Children's Articles (niche down)
Toys, clothes, accessories, etc
- ☐ Children's / Family Blog (Sub Niche)

- ☐ Child Care & Education Course Creation (Online Tutorials)
- ☐ Children's YouTube Channel or Family Vlog
- ☐ Children's Podcast
- ☐ Children's Kindle books Marketing

SEO CONSULTING

- ☐ Social Media Manager
- ☐ PPC
- ☐ Google Adwords
- ☐ Facebook Ads
- ☐ Pinterest Ads
- ☐ YouTube Marketing
- ☐ Advertising (offline)
- ☐ Flyer Creation & Distribution
- ☐ Merchandise Creation

MARKET RESEARCH

- ☐ Market Analysis
- ☐ Run Opinion Polls on sites such as Toluna; Your Opinion Counts; Opinion Outpost
- ☐ Run Focus Groups such as Focusgroup; Liveminds; iTracks
- ☐ Statistical Analysis using Stata; MINITAB and Eviews
- ☐ User Testing
- ☐ Create Surveys and Questionnaires
- ☐ Marketing Blog (Sub Niche)
- ☐ Marketing Course Creation (Online Tutorials)
- ☐ Run a Marketing Youtube Channel (Tutorials / Reviews)
- ☐ Marketing Kindle Book Series
- ☐ Marketing Podcast Movies
- ☐ eCommerce stores for Movie Memorabilia Articles within a given niche
- ☐ eCommerce store for Film Making Equipment
- ☐ eCommerce store for Movies
- ☐ Blog on Movies or Film Making
- ☐ Film Making Course Creation (online tutorials)
- ☐ YouTube Channel on Film Making Tutorials or Movie Reviews

- ☐ Kindle Book Series on film making Music & Audio or movie topics
- ☐ Audio Mixing and Mastering
- ☐ Teaching audio Mixing and Mastering
- ☐ Voice over Artist
- ☐ Music Teacher
- ☐ Teach Musical Theory
- ☐ DJ for Parties and Events
- ☐ Performer for Weddings and other Events
- ☐ Organize Karaoke Parties
- ☐ Produce Jingles & Background Music
- ☐ Church Musician
- ☐ Run a Recording Studio
- ☐ Run a Karaoke Studio
- ☐ Ticket Broker for Music Events
- ☐ Remote Tour Manager
- ☐ Booking Agent
- ☐ Talent Agent
- ☐ Rent out Music or Recording Equipment
- ☐ Music Therapy
- ☐ Children Early Music Classes

ONLINE

- ☐ iTunes and Amazon Affiliate Store
- ☐ eCommerce Store with Musical Products
- ☐ eCommerce Store with Music Memorabilia
- ☐ Music Blog
- ☐ Music Course Creation on Music Theory, Teach an Instrument / Singing, etc.
- ☐ YouTube Channel showing Tutorials, Music Videos, Music Reviews or devoted to a particular musical Style
- ☐ Create Music Meditation mp3s & Videos
- ☐ Kindle Book series on musical topics
- ☐ Music Podcast
- ☐ Online Radio Station Organizing
- ☐ Event Manager
- ☐ Remote Project Manager

- ☐ Bridal Concierge
- ☐ Wedding Planner
- ☐ Party Planner

OUTSOURCING BUSINESS

- ☐ Be the middle man/woman. Buy the gigs, and then outsource to freelance professionals in specific fields on freelance sites such as Upwork and Fiverr. You pay the workers an agreed price, and you get to keep the change.
- ☐ Referral Service - Match people to their required service online and by phone. Niches like babysitters, or a homeowners' network of plumbers, painters, cleaning services, apartment rentals, gardening services, and electricians.
- ☐ Home Office Planner
- ☐ Household Organizer
- ☐ Packing/Unpacking Service (Mover Help)
- ☐ Luggage Packing / Unpacking Service
- ☐ Time Management & Productivity Coach

ONLINE

- ☐ eCommerce Store for Event Articles
- ☐ Blog on Time Management, Productivity, Event Marketing, Habits, etc
- ☐ Course Creation (see above)
- ☐ YouTube Channel (see above)
- ☐ Kindle Book Series on Time Management, Productivity, Event Marketing, Habits, etc.
- ☐ Virtual Assistant People Skills
- ☐ Remote Customer Service Agent
- ☐ Life Coach
- ☐ Tour Guide
- ☐ Expert Consultant
- ☐ Bridal Concierge
- ☐ Event Planner
- ☐ Wedding Planner

- ☐ Flea Market Vendor
- ☐ Mobile Coffee Cart
- ☐ Food Truck
- ☐ Youtuber/Vlogger
- ☐ Caregiver for Octogenarians
- ☐ Household Organizer
- ☐ Public Speaker
- ☐ Walking and Bike tours
- ☐ Multilevel Marketing companies like Mary Kay etc.
- ☐ Cold Caller

ONLINE

- ☐ Write Kindle Series related to Negotiation, Relationships, People Skills, beauty therapies, etc
- ☐ Blogger related to Negotiation, Relationships, People Skills, etc.
- ☐ Podcaster related to Negotiation, Relationships, People Skills, etc.
- ☐ Online Course Creation related to Negotiation, Relationships, People Skills, etc.
- ☐ YouTube Channel related to Negotiation, Relationships, People Skills, etc.
- ☐ Online Tutor
- ☐ Online Membership Site Pets

DOG TRAINING

- ☐ Pet Sitting (DogVacay - basically Airbnb for dogs)
- ☐ Dog Walking - DogVacay
- ☐ Pet Boarding - DogVacay
- ☐ Create and Sell Mugs, sweat-shirts, T-Shirts with Pet Motives
- ☐ eCommerce Store with Pet Specialty Items
- ☐ Cat Training
- ☐ Mobile Pet Grooming Business
- ☐ Run a Pet Therapy/Visitation Service for Senior Homes, Orphanages, Prisons, etc.
- ☐ Create Pet Outfits
- ☐ Pet Photographer
- ☐ Pet Cremation / Cemetery

- ☐ Create Pet Calendars and sell online/offline
- ☐ Create attractive Greeting Cards with pet designs and sell online/offline
- ☐ Create handmade Craft designed with Pet Motives and sell online/offline
- ☐ Create Courses
- ☐ Write Kindle Books on Pets Breeding, Training, Care, etc.
- ☐ Pet YouTube Channel
- ☐ Pet Podcast
- ☐ Pet Blog

PHOTO & VIDEO

Specialize in a photography or videography niche and specifically “target” that potential clientele, rather than just being one of the millions of general photographers. Become the “Go-to” person/business for that niche that everyone recommends, because you are the best. Try to build long term partnerships that will lead to many repeat engagements and ask for referrals. Below are some ideas to get your creative juices flowing:

- ☐ Children Portraits Photographer; you can connect with local schools and daycare centers - also sports teams
- ☐ Pet Portraits Photographer; ensure to Leave flyers with beautiful photos at local pet stores, vet offices, pet groomers, dog walkers and shelters
- ☐ Wedding Photographer - Build long term partnerships with wedding planners and churches, also catering companies
- ☐ Sports Events Photographer You could become the official photographer for an amateur sports team
- ☐ Garden, Floral & Landscaping Photographer
- ☐ Real Estate Photographer- In particular, houses for sale need stunning interior & exterior shots. Form business partnerships with local realtors within your vicinity and bid for rental properties. Attend the real estate investor meetings and share your business flyers.
- ☐ Music Events for Amateur choirs, orchestras, and bands often look for a professional photographer. Again, build long term

partnerships with various reputable bodies and ask for recommendations.

- ☐ Musician Portraits- Musicians always need attractive portraits and are used to paying top dollar for them. Connect with local professionals and music schools.
- ☐ Actor Headshots - If you live in a region with an active film industry, this can be a very lucrative niche with very specific requirements
- ☐ Professional Portraits - Anyone going to a job interview needs a top-notch headshot. Another great niche to focus on. Connect with local job agencies.
- ☐ Corporate Portraits - Again, form long term partnerships and ask for referrals.
- ☐ Offer Photo Editing Services
- ☐ Create Cover Art for YouTube Channels and Business Social Accounts
- ☐ Teach Photo Editing
- ☐ Teach Photography
- ☐ Create and sell Calendars with your Photos
- ☐ Create and sell Greeting Cards with captivating Photos
- ☐ Create and sell Merchandise with your Photos
- ☐ Sell your Photos Online, not only for the large numbers and popularity but a nice additional side income and way to share your work with an international audience. You can post your photos on these sites: - IStockPhoto - Shutterstock - Getty Images - Stockxpert - Fotolia - Crestock - Dreamstime - Alamy - 123RF - Corbis.

INSTAGRAM OR PINTEREST BUSINESS

- ☐ If you can generate a large audience on either, magazines and publishers will start taking notice and offer you gigs. Plus, you can advertise to your audience (photos/videos, calendars, greeting cards, merchandise with your photos, etc.).
- ☐ Write Kindle Books on Photography with and attractive sub-niche

- ☐ Write Kindle Books on Tutorials on various types of Cameras and Equipment
- ☐ Photography YouTube Channel
- ☐ Product reviews for tutorials, affiliate sales, slide shows with your photos. Create online Photography Courses
- ☐ Start a Photography Blog (choose a sub-niche) include product reviews for affiliate sales
- ☐ Start an eCommerce Photography Store

VIDEO SERVICES

- ☐ Offer Video Editing & Mastering Services
- ☐ Create Marketing Video campaigns for Companies and Local Shops.
- ☐ Create Outros and Intros for YouTube Channels
- ☐ Teach Video Editing & Mastering
- ☐ Teach Videography
- ☐ Write Kindle Books on Film Making with an interesting sub-niche)
- ☐ Write Kindle Book Tutorials on various types of Cameras, Techniques, and Equipment
- ☐ Videography
- ☐ YouTube Channel Product reviews for affiliate sales, tutorials, and show off your Videos.
- ☐ Create online Videography Courses
- ☐ Start a Videography Blog (choose a sub-niche) Include product reviews for affiliate sales
- ☐ Start an eCommerce Videography Store

READING

- ☐ Want to turn your unique love of reading into a business? It's absolutely possible to create a business mostly online for this one:
- ☐ Run a Book Club
- ☐ This would involve a membership service and could be run either locally or online. Online you will likely reach a lot more people (-> more membership earnings), and it can be fun to connect with people from all around the world. You would have to offer very

specific and attractive benefits for people to be willing to pay - and attract interested members. To get great ideas and some guidance, check out some of the top book clubs in your country, and join (a simple Google search will show them to you). Pick a niche or run several clubs for different niches.

- ☐ Offer eBook Promos
- ☐ Build a large mailing list of interested readers who get daily emails from you with offers of free or 99c books. Authors will gladly pay a promo fee to have their books featured, especially during launches. Twitter and Facebook promos are quite popular if you plan to build a large following there. Buck books are one of the most successful promo services of this kind. You will also earn commissions from Amazon on any book sales generated through your emails.

START AN ONLINE LIBRARY

- ☐ Online Bookstore (Amazon Affiliate)
 - ☐ As an Amazon Affiliate, you can create your own store and earn commissions on any books sold, plus any other products customers choose to buy on Amazon during the following 24 hours.
 - ☐ Book Review Blog (Amazon Affiliate) Again, earn affiliate commissions when people click on the book link to buy the book.
 - ☐ Book Review YouTube Channel
 - ☐ Book Review Podcast
 - ☐ Write a Book Relationships & Dating
 - ☐ Relationship Coach
 - ☐ Start an Online Dating Service or Social Network
 - ☐ Paid Membership Site
 - ☐ Relationship Book Series
 - ☐ Relationship Courses
 - ☐ Relationship / Dating YouTube Channel
 - ☐ Dating / Relationship Podcast
 - ☐ eCommerce Store with Dating Gifts
 - ☐ Love Merchandise (T-Shirts, Mugs, Wristbands, Bracelets, etc.)
- Sports

COACHING SPECIFIC SPORTS

- ☐ Fitness & Bodybuilding coach
- ☐ YouTube Channel with instructional videos or sports discussions
- ☐ Start an Online Sports Shop
- ☐ Sports Blog
- ☐ Ticket Broker for Sports Events
- ☐ Provide Catering Services of Sport Clubs (Camps)
- ☐ Start a Sport Souvenir/Memorabilia Store
- ☐ Start a Sports Podcast
- ☐ Course Creation (online sports tutorials)
- ☐ Team Jersey production
- ☐ Write Kindle books on specific sports, athletes, history, mental strength, etc. Teaching
- ☐ Tutor School kids
- ☐ Start a Home Schooling Business
- ☐ Become an Online Tutor via any of the following sites, InstaEdu - Tutor Agent - Udemy - Skillshare
- ☐ Computer Training online and offline
- ☐ Teach English online using - ITalki - all languages - Skype English Classes - English & Spanish - Tutor ABC - VIP Kid - ESL Jobs Worldwide - Verbling - all languages - Kuku Speak - Myngle - Business English.
- ☐ Create Online Courses
- ☐ Write How-to Books
- ☐ YouTube Channel

HOW TO VIDEOS

- ☐ Run a Teaching Blog
- ☐ Run an Amazon Teaching Book Store Travel
- ☐ Run a Professional Travel Blog
- ☐ Run a Tour Guiding Business by yourself or by employing a number of tour guides (possibly bilingual).
- ☐ You can list yourself on these sites - Vayable - Rent-A-Guide - Advlo (Adventure) - Trip4Real (high end)
- ☐ Become a Vlogger
- ☐ Rent out the rooms in your Home: - AirBnB - VRBO - HomeAway - Wimdu - Roomorama

- ☐ Rent out your Drive Way or Backyard to Campers or RVs: - Camp In My Garden - RVwithMe
- ☐ Rent out your Car viaUS sites (for other countries, google P2P or peer-to-peer car rental, plus your country): - Turo (formerly Relay Rides) - GetAround - FlightCar - CarHopper - JustShareIt
- ☐ Become an Uber Driver (LYFT is another option)
- ☐ Airport Shuttle
- ☐ Travel Photography
- ☐ Portrait Painter for Tourists
- ☐ Limousine Service

BECOME AN EXPERT CONSULTANT

- ☐ If you leave in an area with a large Expat population, becoming an expert that makes the transition a lot easier, can be a great business. Network in expert Facebook groups and forums, connect with foreign consulates, language schools, etc.
- ☐ eCommerce Store for Travel Items
- ☐ Travel YouTube Channel
- ☐ Travel Kindle Books
- ☐ Travel Podcast
- ☐ Create Online Language Courses for Travelers
- ☐ Create Online Photography and Videography Courses for Travelers
- ☐ Develop helpful Travel Apps. No tech skills, no problem. Just find something that's really needed an helpful and then get a developer to create the App for you.
- ☐ Offer a Luggage Packing and Unpacking Service
- ☐ Run a Coffee and / or Food Cart near Tourist Attractions
- ☐ Run a Visa Assistance Service
- ☐ Run a Travel Agency (online or offline)
- ☐ Create and sell handmade Souvenirs to Tourists (online or offline)
- ☐ Bike Taxi By yourself or hire others and focus on the marketing
- ☐ Web Skills
- ☐ Flip Websites ditto
- ☐ Remote Technical Support
- ☐ App Development No tech skills, no worries - just find an App idea that's really needed and have a developer create an App for

you.

- ☐ Web Design
- ☐ Internet Marketer
- ☐ SEO Consultant
- ☐ Programmer / Developer
- ☐ Online Research
- ☐ Social Media Consultant
- ☐ Affiliate Marketer
- ☐ eCommerce
- ☐ Write Kindle Tutorial Books
- ☐ Start YouTube Tutorial Channel
- ☐ Create Online Courses
- ☐ Start a Web Tech Blog Writing
- ☐ Blogging
- ☐ Kindle Publishing
- ☐ Freelance Journalist
- ☐ Transcription (General)
- ☐ Medical Transcription
- ☐ Legal Transcription
- ☐ Translation
- ☐ Editing
- ☐ Proof Reading
- ☐ Content Writing for other Blogs and Websites
- ☐ SEO Writing
- ☐ Copywriting
- ☐ Ghost Writing
- ☐ CV/Resume Writing
- ☐ Press Release Writing
- ☐ Technical Writing
- ☐ Academic Writing Financial Writing
- ☐ Business Writing Use these sites to land Writing Gigs: - Freelance Writing Gigs - TextBroker - Upwork – Freelancer

CONCLUSION

Thanks for reading this book to this point. Now that you've learned how to earn passive income over the Internet, you're ready to raise your income without breaking your back — or the bank. Yet intelligence is only half the fight. The other half add what you have learnt. I also strongly encourage you to apply what you have learned here or to read more about the structures I outlined. You're going to act one way or the other on what you've learnt. You're only left with an entertaining book, by doing nothing, and mostly trivia.

The name of the game here is practice. Even though this may occur once or twice in a lifetime, you still cannot count on spontaneously coming good things. Therefore, it is better to spend this "once or twice" allowance on more difficult things in life than work, like the dreaded connections! The least likely thing to come by itself is liberty, freedom. That's undeniably true for the world we're living in today. Why would I tell you this? Okay, I'm doing it because they don't want you to be safe and to work for themselves. This isn't either some conspiracy theory; it's rather the beast's existence called Economy. Now, I'm not saying that a bad thing is "work" or "employment" I am sure there are many people who are more than satisfied with their daily line of work. I am not encouraging laziness either, far from that, God forbid! If you've learned anything from this book, it's that passive income will require determination, effort, and timework, despite its name! But the trick to this business here, or rather the whole purpose of it, is putting that work into your own thing. It constructs this system with the aim of making it work for you.

Somebody has to work for him in any business to run and be profitable, but here it's about making the technology "someone" It's about harnessing the Internet's boundless power, which we take for granted nowadays. And rest assured— the Internet is here to stay, and to stay in excess. This computer, this whole eco-system, will continue to grow, evolve, and become

increasingly available across the globe. In the event of all-out nuclear armageddon or an asteroid crash, the only way that it will go further. We're all going to be dead in that case, of course, so it's really nothing to be worried about as far as the passive income sector is concerned.

In retrospect, there has been with us since ancient times the struggle to be one's own boss and work as little as possible for a respectable level of income. In reality, it is in our most human nature to aim with the least effort to achieve results. If I were to run very wild with it, I would say that this impulse is exactly why we invented devices, discovered fire, and even began to drink coffee. Efficiency and comfort are all matters.

In all walks of life and human affairs, the drive to productivity can be observed. That is, of course, why the technologies to do this are now more advanced than ever before and will continue to evolve at ever-increasing rates.

Of course, the Internet is the cornerstone of this development. The Internet has enabled an unprecedented level of all types of industries. In reality, its effect is so powerful that even if your concentration is strong enough, the competition, which is at an all-time high in today's economy, cannot stop you from succeeding. Emerging autonomous markets have undermined the hegemony of large multinational corporations, and will probably continue to be. This is happening in quite a few industries, and it's all due to the many types of accessible tech; inexpensive and fast internet, open-source software, and just countless other resources suited for all kinds of tasks, which are becoming cheaper and cheaper as our options grow further. Only think, for example, of the money, contacts, and even manpower needed to develop a video game around 25-35 years ago? Nowadays, the very cutting edge it used to be, virtually anyone can obtain the knowledge and the expertise to do what was considered almost a wonder back then!

Looking back at the beginning of this novel, I'm sure you'll see clearly what I said when I rebuked those of us who hate and shun technology, after reading through all this. To cast aside technological advancement as something that is harmful to our survival, something that's out to get us, is a sin against ourselves, against our potential.

People who spout these statements and platitudes are either too scared to take those first steps, or they are malicious and don't want you to be successful. Because let me tell you, the only thing that really challenges technology is our shackles and other people's ability to influence our destinies. Pay no attention to naysayers, take advice wherever possible and learn, learn, learn, learn, but don't let those who only want to hamper development because of their own insecurities discourage you.

Thankfully those aren't difficult to identify! You can easily tell a cynic by looking at where they are standing or more precisely stagnating without a cause. Passive online income is real, well, it's been real for a long time, but now it's more tangible than ever.

So, take the next step towards earning passive income successfully! May the odds always be your favor!

Know today that fate only favors the courageous! TAKE THAT BOLD STEP NOW!!!