

WebFire Presents: Wednesday Marketing Webinars

Extended Q&A Call



Welcome to WebFire's Wednesday Webinars!

Every Wednesday at 2 pm EST, We'll Host a
Live Training and/or Q&A Call for Our
Members



If you're here or registered for the series, you'll get a reminder each week so you don't forget, but if you can't make one, we'll have the recordings in the members area within a day of any of the calls under the "Training" tab on the left side navigation bar.



Want to win \$100 today?

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www.getwebfire.com/fbgroup



Now let's move onto our training for this week with our Q&A call...



We sent an e-mail out recently asking you to submit any questions you had in, so we'll be answering those questions (several are combined into one) now, but you can feel free to ask new ones as well.



Question:

- How should I market to the B2B market?
 - Specific service tip
 - Targeting questions for SEO tip
 - Targeting prospects tip
 - Targeting influencers tip



Question:

- How can I track sales if selling on Amazon to see the results of my marketing?
 - Amazon coupons method



Question:

- How can I track results of marketing in general?
 - Redirect links
 - Separate affiliate links
 - Pixels (if ads)



Question:

- What's the best way to make a good landing page?
 - Should be simple (examples)
 - List out some quick benefit(s)
 - Fiverr.com for workers



Question:

- What's the best way to start getting traffic?
 - Do keyword research and target those terms in your title tags
 - Target questions with short answers
 - Reach out to where your prospects already are with a no brainer deal (examples)



Question:

- How should I price my services / product?
 - Don't just compare to others (unless you're selling virtually the exact same physical product)
 - Base it on the VALUE that you bring to them (SEO for a shoe repair store vs. a plastic surgeon)
 - Make your offer more “done for you”
 - Target higher price points with more value for faster results



Question:

- What's the fastest way for my current business to make more money?
 - Add / increase to your upsells and downsells
 - Build out your backend more
 - Take advantage of your mailing list
 - Put new offers together for your current buyers
 - Finally, target new prospects more (but the other things tend to be easier, more immediate sales with less work)



Reminder on past free tools

- www.bizfire.com/survey
- www.bizfire.com/members (after you take the survey)



Any other questions?? (and cash
giveaway right after)



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