

WebFire Presents: Wednesday Marketing Webinars

How to Crush 2018 and Beyond



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?

WebFire Facebook Group at
www.getwebfire.com/fbgroup



Last week we covered several different action plans that one could take for several different marketing methods for moving into the new year...



So this week we thought we'd follow it up
with a training on how to make sure you
crush it in 2018...



So let's move onto our training for the
today!



Overview for Today

- Making Sure You're on the Right Path to Crush It
- Q&A
- Cash Giveaway!



Often times the difference between doing exceptionally well and completely tanking is only a handful of minor tweaks to your business – regardless if you're selling your own products / services or are just an affiliate.



So we put together three main categories with the tweaks that you can do to make them MUCH better ... along with some easy hands on demos...



Three Main Categories

- Affiliate Marketing
- Selling Services or Digital Products
- E-Commerce



Tweaks for Affiliate Marketing

- Look for recurring or larger commissions (often times just as much work to sell a low priced offer as a high priced one).
- Focus on reviews of top selling products.
- Target review type keywords in your blog post titles, video titles, etc..
- Make them short and easy to read, as well as broken down with sub-titles and bullet points.
- Always think of building a list (especially for paid ads) and doing follow-up affiliate marketing to it.



Tweaks for Selling Services and Digital Products

- Always look to sell more premium priced products and services.
- The more “done for you” a service or product is, the more likely you’ll be able to make a sale, especially at a higher price point.
- Take the easy way out when you’re starting out – look for the easiest entry point (start with existing services you can easily do or outsource, look for easy to create or get products, etc.) first and only later look into more elaborate ones.
- Grow vertically and horizontally (what other things can you sell directly related to your own offer ... and what other things might be completely different but still appealing to your same audience) – examples (SEO – guide vs. Tool vs. Service ... and website building, video making, etc.).
- Have a good funnel and follow up sequence (more on this later with a demo...)



Tweaks for E-commerce

- Always look for the easiest way to start with the least risk (dropshipping a generic brand vs. buying tons of your own label and shipping directly yourself). (Aliexpress.com vs. Alibaba.com)
- If advertising, consider trying out “impulse” buy prices (under \$20).
- Always have multiple upsells and a great follow-up series, including higher priced items, recurring items, trials, etc..
- Consider free plus S&H offers to get irresistible front-end offers, and then have a goal to advertise at breakeven or even a slight loss initially to really grow (why that works and why so many ignore it...).
- Don’t get too tied to a product – only go for ones that have margins that make sense for you.
- Go for markets where people spend A LOT in to get best results.
- Consider advertising giveaways or other methods to build a list for cheap and then drive them to your products and affiliate ones.



In All Cases...

- Five things to always look at and why they matter:
 - Front-end conversions
 - Upsell conversions
 - Cost per conversion
 - Lifetime value
 - Amount of traffic



Demos

- Aliexpress.com examples
- Free Business Analyzer and Funnel Maker Tool – bizfire.com/survey



Any other questions?? (cash giveaway right after)



WebFire Facebook Group at
www.getwebfire.com/fbgroup



WebFire Facebook Group at
www.getwebfire.com/fbgroup

