



The eBay Traffic Funnel

*How to legally Joint Venture with an internet giant and
get tons of targeted traffic to your website*

A book by Brian McGregor

A special message to you from Brian McGregor

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Regards

A handwritten signature in black ink that reads "Brian McGregor". The signature is written in a cursive style with a long, sweeping underline that extends to the right.

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The eBay Traffic Funnel

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Promoting Your Website

Every website owner is constantly looking for ways to drive more traffic to their website.

As you will know, there are a wide range of promotional methods for websites. Here are some favorites in no particular order:

1. Create and publish newsletter/ezine
2. Use appropriate Pay Per Click services
3. Write and submit articles to other newsletters and ezines
4. Seek joint ventures with other website owners and newsletter publishers
5. Introduce affiliate scheme for your products
6. Search Engine Optimization and submission
7. Run or swap ads in other newsletters and ezines
8. Get reciprocal links
9. Email signature
10. Set up a viral program

You might use some of these, or you may be using others of the hundreds of ways that exist to promote websites.

One thing is for sure.

The internet is a dynamic marketplace. What worked yesterday may not be as effective today.

In this fast moving area, it's advisable to be at the front of the queue. To be first with new marketing and promotion techniques.

Today, by acquiring 'The eBay Traffic Funnel', this is exactly where you've placed yourself.

Let me explain.....

The New Customer Issue

In any business, the hardest and most expensive aspect of selling is to acquire new customers.

Anyone in marketing will tell you. It's much easier to sell to existing customers than it is to acquire new customers. Some of the marketing experts put the difference at up to 10 times. It can cost 10 times more to capture a new name customer than it does to sell to someone who has already bought from you.

This proposition is true for all businesses, including those that are web based.

And it was this marketing fact which brought about the creation of 'The eBay Traffic Funnel'.

Just imagine for a moment that you've decided a joint venture with another website is one of your chosen marketing methods. You know JVs can be highly effective in making more sales and generating more leads.

What you want to do is to find the best website you can who will take you on as a JV partner. One which will ideally provide you with loads of **targeted** traffic.

Take a look at the following website profile. Is this the kind of website with which you'd like to JV?

- It has massive traffic.
- It only sends you traffic that is targeted to the products you sell.
- You can set up links from many pages.
- You can get it all up and running within hours.
- It's very affordable.

That sounds pretty much what we'd all like, doesn't it? Well, let me introduce you to a global site which you can JV with today.

- This site gets 1.5 billion page views per month.
- The vast majority of those page views are by targeted traffic.
- You can create as many links as you wish from the site.
- The webmaster has already agreed you can JV with his site.
- It will cost you pennies to set up and run.

I reckon that fits the bill perfectly, don't you?

Welcome to eBay.com - your new JV partner.

eBay Today

First of all, I need to give you an outline of eBay and how it works. I have a special message here for people who have experience of selling on eBay. If you've ever sold on eBay, but you haven't tried it recently, you need to keep reading. eBay is continually developing and evolving, and it is not the same site that it was a even a few months ago.

As you may know, eBay was set up in 1995. It was the first auction site on the internet. The basic idea was that members place items for sale on eBay, and other members bid on them. In those days eBay replicated real life auctions in many respects. At the end of the eBay auction the highest bidder won the item.

In terms of internet auctions, eBay has capitalized well on being first in the market. As an ecommerce business, eBay is now a phenomenon. Apart from being highly profitable, the growth in eBay continues to be impressive.

Some of the numbers are helpful to put the eBay business into perspective:

- At the time of writing, eBay's 1.5 billion page views per month places it into sixth place in the Alexa rankings. That puts eBay above the likes of Amazon, AOL and CNN.
- On any given day there are 19 million items on sale on eBay auctions.
- eBay has 125 million registered users.
- There are 35,000 categories from which to select to place items for sale.
- Members make 79 million targeted searches for items each day on eBay.
- There are eBay auction sites in 27 countries.
- 40,000 new members join eBay each day.

In terms of product diversity and selling success, on eBay:

- A book is sold every 4 seconds
- A PC is sold every 7 seconds
- A video game is sold every 8 seconds
- A craft item is sold every 9 seconds
- A work of art is sold every 14 seconds
- A used car is sold every 16 seconds
- A cosmetic product is sold every 25 seconds
- A laptop is sold every 30 seconds

What we have here is a hugely successful internet business with **massive** traffic.

More importantly for us, however, thanks to eBay's sophisticated categorization and searching mechanisms, the traffic is **totally targeted**.

It is the volume and the targeting which makes eBay the perfect joint venture partner.

Let me show you how to make eBay a highly productive JV partner for **you**.

What is an eBay Traffic Funnel?

A Traffic Funnel is simply a term which means getting new viewers to visit your website.

Now, you may have more than one website. And they could have different objectives.

On one website you could be trying to make an immediate sale to your new visitor. On another you may be building a list with a view to selling to your subscribers at some point down the line. That part is down to you. What a funnel does is to deliver traffic to you.

With an eBay Traffic Funnel, what you know is that all the viewers who come to your website have visited eBay first. They are therefore in the market to buy and sell.

You will also know exactly in which item and category they are interested. In other words, this is perfectly targeted traffic.

With the techniques I am going to show you in this ebook, you can create a significant traffic funnel to **your** site **from** eBay. One that is easy to create and simple to implement.

An eBay Traffic Tunnel is made up of a number of ways in which you persuade eBay's targeted traffic to come to your website.

There are eight components to your eBay Traffic Funnel. You implement them one at a time, and the results grow steadily as each of the eight is implemented.

So, let's get started.

The Eight Components of an eBay Traffic Funnel

1. Sell, Sell, Sell

The first action you need to take is to start selling on eBay.

It's not just mom and pop businesses who sell on eBay now. Companies of all sizes use eBay as a channel to market their goods, and to generate new leads. These include giants such as IBM, Disney, Motorola, Xerox and Dell.

Selling on eBay isn't as difficult as you might think. You don't even have to run "auctions" nowadays. With eBay there is a standard option where you can offer an item for sale at a fixed price. The same as you do in a web store.

Also, when you set up your auction one of the decisions you make is which category to place your item in. You can offer an item for sale in more than one category. This is important, as visitors to your auction page – just by being there – have already disclosed that they are in the market to buy products in that category. This is targeting in action.

If you're new to selling on eBay, my ebook '[The eBay Formula](#)' is a useful resource. It is purely focused on auction creation, and has helped thousands of people to selling success on eBay.

Now, here's the key tip. In your auction page, make sure you tell your viewers that if they've any questions about your auction, they should email you. And make it easy for them to do this by having a live email link in your auction, like this one brian@more-auction-sales.com

As soon as they make contact, you can start building a relationship. Whether or not they buy from your auction, you can get them on your list, direct them to your website and start "selling" to them.

So, sign-up for your [free eBay account](#), and start placing some of the items from your website for sale on eBay.

If you don't want to learn how to conduct eBay auctions yourself, you can use the services of a 'Trading Assistant'. These are expert eBay sellers who will create, run and manage auctions for you, in return for a percentage of sale value or a small fixed fee. You can find out about Trading Assistants [here](#).

There really isn't any excuse not to sell on eBay. There is no other online business that offers the targeted exposure that eBay gives. You literally get sales and leads at the price of a few pennies. This is why so many of the corporates are now seeing the eBay light.

2. Don't be Shy

One of the features of being an eBay seller is that you are allowed to create a web page about yourself. They call this the About me page.

In your About me page you promote yourself, your website and your products. In effect this is free marketing exposure on the 6th most visited website in the world!

You can take a look at my own About me page [here](#).

Now, it's one thing having an About me page, but it's quite another to get prospective customers to visit it!

What you have to specifically do in your auction, is to encourage visitors to look at your About me page. You do this by telling your auction page viewers that you have special offer information and details on your About me page which they must see. And you provide them with the live link to your About me page from your auction page. (eBay gives you this link when you create your About me page)

Once there, viewers will read all about you and your business.

You do need to be careful that you stay within eBay's linking policies. eBay rules prevent you from having a direct link from your About me page to your website. The way you get around this is to invite the viewer to click a link on the About me page to find out more information. This is legitimate within eBay.

This link takes them to a small landing page on which you have placed the biggest benefits of doing business with you. On this page you suggest they go to your website for full details. If you [go to my About me page](#), and click on where it says "Click [here](#) for free information", you will see my own landing page.

Once they move from your landing page to your website, you have another targeted prospective customer on your hands courtesy of eBay.

3. Power of the People

Feedback is a system on eBay which enables a buyer and a seller to comment on each other's performance about their auction transaction. These comments build into a cumulative feedback rating.

Feedback counts towards the rating only if it is from a unique member. In other words, ratings do not include sales made to existing customers. At the time of writing, the highest feedback rating of any eBay seller is around 206,000.

Now, the interesting point is that not everybody on eBay leaves feedback. The generally accepted ratio is that feedback is left on about one out of every three transactions. That means this particular seller, with 206,000 feedbacks, probably has around 600,000 unique customers!

Do you suppose the seller has a list, and uses it to sell follow-on products? Could they possibly run an ezine or newsletter for their 600,000 customers? What do you reckon?

Now, how about if you sold something which was complementary to a PowerSeller? (This is eBay's official title for their big hitting sellers) All you need to do is contact them by email with a win/win proposition.

Offer them a relevant product, or a bundle of products, which they can sell to their list at a very special price. Now, depending on your objectives and your products, you could let the PowerSeller keep anywhere from 50% to 100% of the profit from each sale.

Why would you ever give 100% away like that? Well, if your products were digital, such as ebooks or software, and if you owned them or owned the resale rights, it would cost you zero to fulfil an order.

By retaining responsibility for delivery of the product, you would get the contact details of each customer. This provides you with more targeted names for your own list! All at the price of sending a proposal email to an eBay PowerSeller, plus the "cost" of your product.

How do you quickly find out who are the top eBay sellers? You just click [here](#).

On the page, select the latest month, then from the list of sellers click on the feedback number. This will take you to the seller's Member Profile page on eBay.

On the top right of the Member Profile page, you click on Items for Sale. This will give you a list of items currently on sale by this PowerSeller. Once you've found a PowerSeller with complementary products to yours you need to contact them with your proposal.

On the Member Profile page, again to the right, you will see the Contact Member button. This opens up a contact form which you can use to send an email to that seller. You only need one of these sellers to go with your proposition to have a significant return on your time invested.

4. The Pen is Mightier

You will know that information is one of the hottest sellers on the internet. You can buy books and ebooks on virtually any topic.

The opportunity we all have is to produce small but unique information ebooks. You can write about a topic of which you are already knowledgeable. Or it could be any area about which you can research.

Ebooks don't have to be big. A 10 page Word or PDF document is an acceptable ebook.

The key is to ensure you place several links within the ebook to your website.

Why write an ebook? Because they are highly popular on eBay. There are thousands of information books and ebooks for sale on eBay.

You place your ebook for sale on eBay at a fixed price, in the relevant category or categories. Price it at pennies to maximize auction traffic. A recent survey by Sellathon of 100,000 eBay auctions, showed that auctions with low starting prices increased their chances of getting bids by 1,000%. In our terms, increasing the chances of getting bids can be translated into more people will look at our auction page. Your objective here is to obtain traffic, not necessarily to make sales of the ebook.

Remember to include the About me and email links in your auction page.

Run as many of these auctions as you want at the same time. Although you will incur a small amount of auction fees, what you have just created is low cost, targeted lead generation. And you might sell some ebooks too!

5. A Small Price to Pay

This is a variation of the ebook scenario previously described.

You offer a product from your website at a massive discount on eBay auctions. Or a bundle of products. You may want to make sure you cover your costs or make a small profit.

Your real objective is to drive lots of targeted eBay viewers into reading your auction page. And you do this by starting your auction at a very low price.

Using the email link and the About me page strategies described earlier, you encourage visitors to come on over to your website. This will bring you even more targeted leads, plus some new customers who buy on your auction.

6. Email Madness

Anyone who sells regularly on eBay will tell you that their email volume increases substantially as they progress further into the eBay marketplace. You will get

email queries about your auctions, your products, your policies etc. All the kinds of questions that crop up whenever you do business.

These emails from your eBay business provide you with additional opportunities to make your email signature count.

Make sure you have a strong signature on every email communication. Give the link and the reasons why the email recipient should go to your website now. It's your chance to get your hands on more targeted traffic brought to you by your eBay activity.

7. eBay is Newsy

Whilst creating a website is no longer new, eBay is still newsworthy. The fact that you are extending your marketing by introducing an eBay channel to your business can generate press coverage.

Even if it is only picked up locally, it is worth creating and sending out a Press Release about your launch onto eBay. Naturally your Press Release contains all your contact details including your website address.

Here are some excellent Press Release sources:

How to write compelling Press Releases:

<http://www.prweb.com/pressreleasetips.php>

<http://www.xpresspress.com/PRnotes.html>

Where to distribute your Press Release:

a) Newspaper contact details:

<http://newsdirectory.com/>

<http://www.newspaperlinks.com/voyager.cfm>

b) Radio and TV contact details:

<http://newslink.org/>

http://www.radio-directory.com/fr_netk.cfm

<http://newsdirectory.com/>

If you've never written or distributed a Press Release, you'll find the services of these people to be very helpful:

<http://www.prforprofits.com/>

Thanks to your Press Release, you will gain additional website traffic from your eBay announcement.

8. Face-to-Faces

You probably know that a popular promotion suggestion for websites is to contribute to forums and newsgroups.

There are generally three main problems to this area of website promotion. The first is in locating relevant forums and groups. The second is determining how popular the group is. There is little point in spending time contributing to a forum or group if it has few readers. And the third problem area is in knowing that the forum or group readership really is targeted.

If you've wanted to promote a website via newsgroups and forums before, and you've come across these issues, you're going to love eBay!

eBay's website has its own thriving forum section. They call them Discussion Boards.

Let's see how eBay's Discussion Boards overcomes the typical problems mentioned.

For a start, the Boards are accessible from just about every page on eBay. Click on Community from the main menu at the top of any eBay screen.

Next, eBay Boards get tons of visitors. You only have to spend a few minutes there, refreshing the page, to see postings being added in front of your eyes. And if that is the contribution rate, imagine how many people are in the Boards just reading!

Finally – targeting. eBay has general Discussion Boards. But it also has Boards for each of its main auction categories! So if your website sells antiques, visit eBay's Antiques Board. If you sell movie posters, take a look in the Movies & Memorabilia Board. It's a dreamland for those who want to promote in this way!

Are there any downsides to eBay Discussion Groups? Well, there are a couple of obstacles.

Like any other newsgroup or forum, your posting has to be relevant to the Board to which you're contributing. And, you can't place a direct link to your website in your posting.

However, your posting does include your eBay User ID, plus the logo which links directly to your About me page, and it also has a link to your auctions! So, if your contribution is interesting, and you show you're an expert or very knowledgeable in the topic under discussion, you will get people clicking through to see your details.

Now, here is the really important information. You will notice when you go onto an eBay Discussion Board that it first displays a list of topics. These have been created by the originator of each topic thread. These titles are the only words upon which viewers make their decision on whether or not to click through to read the postings.

So, when you start off a new topic bear in mind your objective is to get Board viewers to click through to your posting. And to do this you need to create a suitably imaginative and intriguing title. You want to make the reader curious enough to make them click on your title and read your entry. And once they're there, your contact details are available for them to click on.

eBay Discussion Boards are virtually unknown to most webmasters. Become a regular contributor, and watch your eBay Traffic Funnel bulge.

Summary

There you have the eight components of your eBay Traffic Funnel.

Eight ways in which you can Joint Venture with one of the most popular websites in the world.

Here they are again in summarised form:

1. Sell, Sell, Sell

Start today by putting some of the products from your website for sale on eBay. Encourage bidders to contact you with a live email link. Create auctions yourself with '[The eBay Formula](#)', or find a [Trading Assistant](#) who'll do it for you.

2. Don't be Shy

Create your [About me](#) page, and link it to a [landing page](#) from which you take visitors to your website.

3. Power of the People

Joint venture with relevant PowerSellers. With an attractive proposition you can use their lists to get new customers onto your list.

4. The Pen is Mightier

Write and virtually "give away" a small ebook. Generate viewers and traffic with very low start price.

5. A Small Price to Pay

Offer unrepeatable bargains. Generate viewers and traffic with very low start price.

6. Email Madness

Create a strong email signature to take advantage of additional email traffic generated by your eBay business.

7. eBay is Newsy

Generate and distribute a Press Release about your new eBay sales channel.

8. Face-to-Faces

Use intriguing topic titles and make full use of highly targeted viewers in eBay's Discussion Groups.

Just by implementing **some** of the above you will create an eBay Traffic Funnel to your website.

Here's an example from my own experience. I sell a communications software product from my website. In addition to other marketing I do for the site, I run 5 simple auctions on eBay in the appropriate categories using the principles of the eBay Traffic Funnel. Each auction costs me 30 cents and runs for a week. I get around **300 targeted leads** from these auctions to my website every week. Not bad for one dollar fifty!

Now, one final suggestion.

As soon as you have any eBay auctions running, you can link **to** your auctions **from** your website for free.

You can pre-sell your auctions to your website visitors. If they visit your auctions you get a second bite at the cherry.

Very helpfully, eBay provides you with a simple software tool to link from your website to selected auctions you are running. The tool is known as the Merchant Kit, and you can get it [here](#).

I hope you now see that eBay can be a very useful additional sales and lead generation channel to you. After all, if IBM, Disney, Motorola, Xerox and Dell find it advantageous to use eBay in their marketing mix, then there's no reason why it shouldn't work for you!

Just take a step at a time, and start by implementing one of the components I've outlined.

Pretty soon you'll wonder what you ever did before you had an eBay Traffic Funnel!

About the Author

Brian McGregor is an internet entrepreneur. He has vast experience of selling on eBay, and has written many ebooks and articles. He is also published in the printed press.

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Click [here](#) to read about his best selling ebook, '[The eBay Formula](#)'

You can see all his ebooks [here](#).

Brian's websites include:

www.internet-dialup.com

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www.business-opportunity-at-home.com

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www.free-sky-tv.co.uk

www.uk-dropship.co.uk

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