

Promoting CBmail Without a Web Site



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Introduction

Now that you have a CBmall, you need to start getting shoppers there.

One of the benefits of owning a CBmall is that you do not need to have your own web site in order to make money. Perhaps the most common question I am asked is: **“How do I promote CBmall if I don’t have a web site?”**

In the document below you will find many methods, both free and paid, that can drive traffic to your CBmall site.

The most important thing is that you do something. And that you avoid making mistakes such as buying email addresses and getting into spam trouble.

In many cases, the easiest way to make money with CBmall is to simply give away CBmall. You can use many of the following methods to write about, comment about, create videos about, or advertise CBmall and the fact that people can get one free.

Of course, once they sign up, they are presented with upsell opportunities, and that’s what earns you commissions. Our testing has revealed that we will actually both make more money if you give away mall.

Note: I’ve included a number of links to bonus resources and eBooks I hope you will find helpful.

Using the Link Builder

CBmall has a link building feature that lets you create good looking, short links that do not look like affiliate links. View the video tutorial and learn how to use it here: http://www.cbmall.com/members/index.asp?action=referral_links

Many of the techniques below work best when used with the link builder. Log into the members area and click on link builder to get started and view the video.



eZine Advertising

eZine is short for Electronic Magazine and it simply means a newsletter that is sent out via email. I'm sure you get many of these, perhaps even the CBmall newsletter. Some eZines accept advertising and some do not.



The best way to get started is to listen to a call I had with eZine advertising expert Charlie page. You can do that, or download a transcript of that call:

<http://www.CBmall.com/call/ezine.asp>

Here is a web site that lists hundreds of ezines about Home Based Businesses.

[eZine Directory](#)

You can go there and look for eZines where it would make sense to advertise a program like CBmall. You can find eZines where you can run ads that will go to tens of thousands of subscribers for under \$20.

eZines have different requirements for the length of copy, so it is impossible for me to write ads for all of them. However, there are some samples that you can start with, and edit as you need. You will find these at:

<http://www.cbmall.com/affiliate/ezines.asp>

That page also has a free eBook you can download that talks in much more detail about eZine advertising.

In your eZine ad you will put a link to your own CBmall. This is how you can promote without a web site. You will use your CBmall links.



Note: When doing ezine advertising the link you place in the ad is visible to readers. You should always use the link builder to shorten the links. This removes the obvious affiliate link and makes it more likely they will be clicked.

Visit the Link Builder from the members page at:

<http://www.CBmall.com/members>

The best link if you want to promote the CBmall opportunity is:

<http://www.CBmall.com/join.asp?storefront=YourID>

That takes people to the sales/giveaway page.

Banner Advertising



You can find places to run banner advertising here:

http://www.ad2go.com/ads/Banner_Advertising/

You can also do a Google search for “banner advertising directory” or a similar phrase.

There are sample CBmail banners here:

<http://www.cbmail.com/affiliate/artwork.asp>

You just need to decide where to run the banner, pick a banner from the artwork page, and give it to the advertising company along with your CBmail link. This isn't difficult at all. It's just like any kind of shopping.

Here is a good article on banner advertising:

<http://money.howstuffworks.com/banner-ad5.htm>

Pay Per Click Advertising

You can also run PPC ads on places like Google, Yahoo, MSN, FindWhat and many others. Each of these sites has instructions on how to run ads on their network.

I don't recommend PPC advertising as highly for beginners because most experts recommend that you send traffic to your own site and try to collect emails first. And since this article is for people without sites, that strategy doesn't work well.

Yes, the CBmall site does take subscribers, but that's primarily for the business opportunity market, and many of those keywords are very competitive, making it hard to be profitable.

Still, some of the smaller search engines have very cheap ads. Again, in these search engines you would supply your CBmall link as the "destination or target" link which is where the engine will send the traffic.

[Directory of Search Engines](#)

You can choose to try any of these methods. The key is to do something, and then wait a bit to see how it works.

Review this page for links, especially if the search engine in which you want to advertise requires landing pages without pop-ups. That is very common so I have created no-pop pages.

<http://www.cbmall.com/affiliate/links.asp>

Blog Posts

There are zillions of blogs out there, and most welcome relevant comments about their posts. This is a great opportunity to get traffic coming into your CBmall – and it costs nothing.

You can find blogs in almost any niche using Google, and then make relevant comments. The key is to put your CBmall link in the appropriate place.

Leave a Reply

Name

Mail (will not be published)

Website

Above is a typical reply form. In the website blank you can add your CBmall affiliate link to whatever page is relevant to the blog discussion.

Example: You are reading a golf blog and you want to comment on a post about curing a slice.

You could add a link to this page in CBmall so that people who click are delivered to a page with ClickBank golf products, each of which would earn you a commission if the visitor makes a purchase.

<http://www.cbmall.com/sports/4.asp?storefront=YourID>

Even better is to use the link builder and create a good-looking link that is not an obvious affiliate link.

Example: <http://www.CBmall.com/to/golf>

Link Builder:

http://www.cbmall.com/members/index.asp?action=referral_links

One of the good parts about using the link builder is that if blog posts are moderated, your link looks much better and less “spammy” than the standard affiliate link.

Spend a few minutes when you have some time and just read and post comments with your link and traffic will start to build.

Of course, it’s important to create quality posts. Add some value to the conversation and you will be rewarded with traffic as visitors click your link.

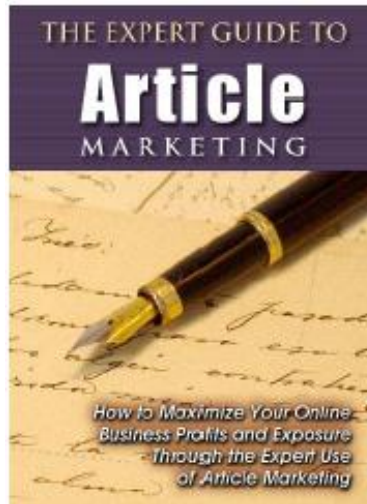
Here’s a free tool you can download which helps you find blogs written about whatever topic you choose.

<http://www.commentkahuna.com/hightech>

Article Marketing

Article marketing can be a great source of ongoing traffic into your CBmall. With the link builder, you can create good looking links that are highly targeted. They don't look like obvious affiliate links so they are much more likely to get your article approved by the directory, and clicked by the reader.

There's a bonus eBook written specifically about article marketing for CBmall here:



<http://www.cbmall.com/affiliate/FreeArticleMarketing.pdf>

Using Video

Video sharing sites like YouTube get tremendous traffic and viewership. If you can produce videos, and it is much easier than you may think, you can drive traffic to CBmall or any page within.

If you have a camera that can create digital video, you can certainly use that to record yourself talking about any topic you wish.

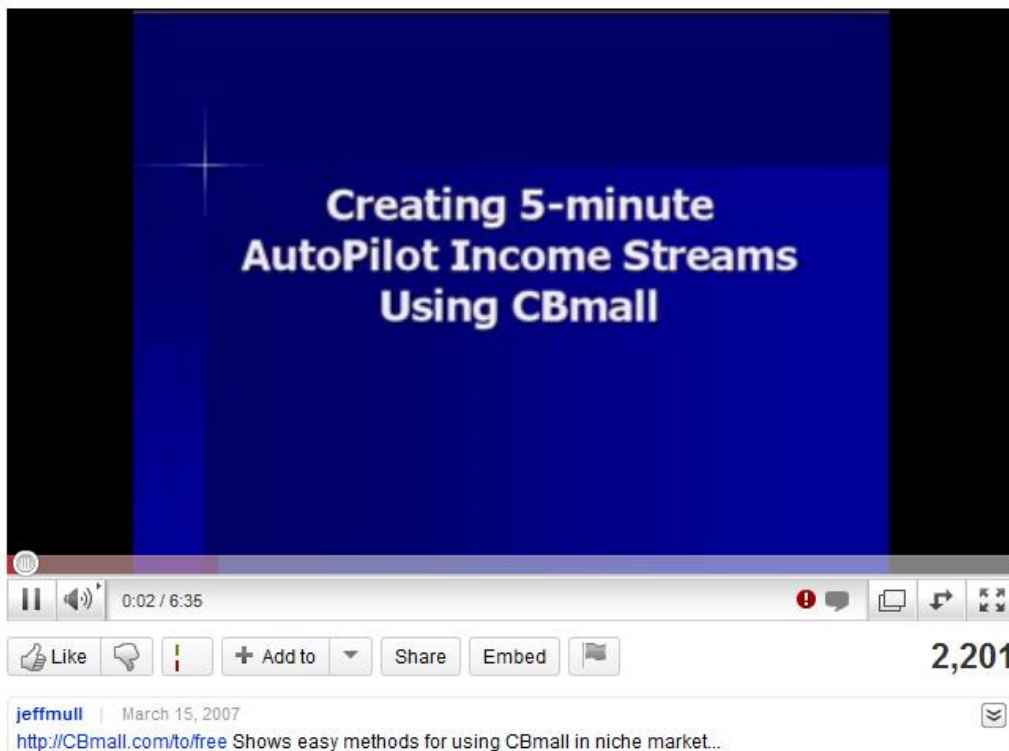
For many topics, the better option is a screen capture type of video where you can show a combination of PowerPoint-style presentation mixed with video capture of whatever is happening on your screen.

You've probably seen videos created by products like Camtasia. You can get a free trial of that software here:

<http://www.techsmith.com/download/camtasiatrial.asp>

The nuts and bolts of creating a video are beyond the scope of this chapter, but I do want to point out a key tip that is useful for YouTube.

When you are uploading a YouTube video, you are asked to provide a description of the video. The first part of that description should be a full URL built with the link builder. Doing this results in a clickable, live link.



Note link at the bottom of this screen capture.



Here's a [free bonus on using YouTube to create traffic.](#)

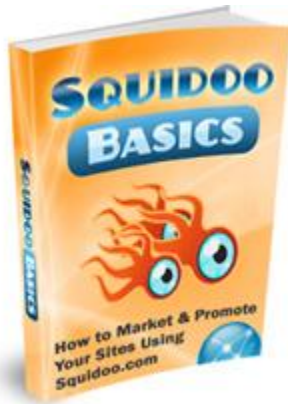
Web 2.0 Traffic

There is an explosion of new Web 2.0 sites and services, many of which can rank highly on Google and create free traffic streams. Some of the most popular include:

Squidoo
HubPages
Scribd

Each of the above sites allows you to create your own pages and information, hosted on their servers.

The key, as in all web site creation, is to create good, valuable content that people find useful. Further, you want to consider which keywords you will highlight in order to increase the chances of a good Google ranking.



Here's a bonus, [free eBook on creating a good Squidoo](#) page to get traffic.



Here's a bonus series of [free videos on creating HubPages](#).

Whenever you create pages on any of these sites, you can link back to any page within CBmall, or use the search link builder to create pages with highly specific results geared towards the topic of your Web 2.0 pages.

Other Web 2.0 sites to consider are FaceBook and MySpace. Both require you to invest time building up your site and interacting with others to create links and traffic. FaceBook and MySpace sites do not typically generate search engine traffic, but they can generate traffic from other users.

Twitter

You can use the link builder to create a link you can use on Twitter and send traffic to any niche page you want.

Offline Promotion

Because you can make short, good looking links using the link builder, you can promote CBmall links in print.

One of the best free ways to do this is through business cards. You can get 250 free business cards at Vista Print. <http://VistaPrint.com>

You can pass these out to your contacts and include them with correspondence.

If you happen to sell products, such as on eBay or from your own offline business, you can include the business cards with anything you ship out.

Create links relevant to your business through the link builder and put them on the business card for a free source of traffic.