

# eCommerce Product Promotions

Selling physical products online has some unique traffic opportunities that other products do not.

Two primary avenues... amazon.com and Shopping Engines/Price Comparison sites.

If you don't currently sell a physical product you may want to consider it.

# eCom To Non-eCom Opportunity

Inexpensive physical products can make amazing front-end products to infoproducts or coaching services. (Sometimes a loss leader.)

**Great example:** Survival Life – credit card folding knife free + shipping.

# Non-eCom to eCom Opportunity

Free content or paid infoproduct (or coaching) that sells an eCom product on the backend. Increases revenue with a 100% profit product. Subsidizes traffic costs.

**Great example:** Weight Loss Plan that promotes the use of certain supplements.

# Comparison Shopping Engines (CSE)

- ✔ Price Grabber, Nextag, shopping.com, and Google
- ✔ CPC Bid system - typically \$.20 to \$1.00 CPC
- ✔ Higher Bid, More Volume can = More Total Profit
- ✔ Challenge: Unique Product OR Cheaper Common
- ✔ Must track conversions with each CSE separately!
- ✔ BENEFIT: Traffic goes direct to your site
- ✔ TONS of traffic available but watch spend closely

# Kindle Books For Lead Gen

- ✔ Compelling keyword-focused Title
- ✔ Professional Book Cover
- ✔ Solid copy in description to 'sell' the book
- ✔ Review-driven rankings
- ✔ Can occasionally make free; otherwise go \$.99
- ✔ Use your email list to drive downloads
- ✔ Offer bonus if someone downloads & reviews