



Build Traffic By
Giving Free
Stuff Away

Giveaways are a popular contribution

to the quest of getting as many people as possible to sign on as



subscribers and these giveaway exercises are now commonly done within a partnership where ad swaps are fairly common.

Being a beginner to the business scene on the internet does not necessarily have to be daunting. The giveaways can be

encouraged when a liaison is

formed between marketers where these giveaways may consist of each other's products.

This will have the benefits of having the products successfully exposed and used by the potential subscribers

which in turn could be used as a successful advertising component.



In this way the

online giveaway tool allows the items within the exchange partnerships to reach an even wider target audience with the intention of creating the desired revenue originally intended.

Even if the ultimate intention is not about promoting one's own product

which some people do not even have when the form partnerships, the online giveaways can still benefit.

When the other marketers use the ad swaps and giveaways anyone can then download these for the purpose of studying the strategies used or products being launched to make necessary adjustments or to simply use them as a learning curve for future business ideas.

These online giveaways can then be distributed among the user's own subscribers to make them happy.

Attracting possible exchange partnerships can also be done using the online giveaways. This attractive feature when offered as part of the liaison can benefit the individual because of the list of subscribers gained. This can then be used as an addition to the already preexisting list the user already has.

How To Use Online Giveaway Correctly

As consumers become more difficult to attract in the ever shrinking market share, understanding and applying the best marketing tools are very important to ensure the target number of viewers are reached.

Most marketers now realize that attempting to do this alone will not bring in the desired results thus the emergence of the online giveaways feature. This alliance can effectively widen the already existing subscriber list by the using the giveaways as an incentive to attract partnerships.

The benefits of these giveaways that can come in the form of bonuses, information on product that are otherwise not

forth coming, gifts and many others are what the marketers use





to attract the visitors into becoming subscribers and perhaps even eventual customers.

Another benefit would be the participative nature of the exchange marketers where the party that is selling the product will be able to use the subscriber's lists of the other to reach and present the giveaways.

This whole exercise allows the parties involved to build credibility with the viewers reached and therefore forge a

relationship for future business opportunities.

The benefit of this is also seen in the extensive "new" data base which can be formed because of the attraction on the giveaways.

Visibility is another benefit the online giveaways can create within the viewing users. Most viewers who are curious about the giveaways will be attracted to be drawn to the site where the actual

product or services are sold. Thus with the joining of forces among the marketers there is a good possibility of expanding the business revenue tenfold.

If the purchases are linked to other site then there is also the benefit of being able to tap into the customer's links. There are also giveaways that can be used to encourage the customers to spread the word and this will also bring in more viewers to the site.

Making Money With Online Giveaways

Making money is always the focus of any online marketing tool and using the online giveaway tool is no different. These free giveaways are one of the best marketing tools for money making interest. This is mainly because the lists that can be built and used to reach visitors over

and over again.

Revenue can be earned through the commissions by referring visitors to these sites who may buy something, join as a contributor or just for an upgrade. When the appropriate giveaways are identified then the relevant swaps can commence.

There are many giveaway opportunities whenever marketers organize events for the purpose of attracting new partnerships for the intention on building the member lists. This platform is ideal for gaining new members out of those who visit the site for the free giveaways.



Setting up squeeze pages will also facilitate the easy process of downloading the free gifts while getting the visitor to at least leave an email and this can be added to the data

bank of possible future customers.

When a substantial list has been formed there is also the possibility of using this list as leverage to forming other partnerships or even revenue from the sale of the list itself.

Signing on with affiliate programs to sell corporate giveaways is another way of making money with the online giveaway tool. There are companies who are known for their excellent customer service, thus after some research on the reviews forming a partnership with such companies would be beneficial.

The revenue earned is usually done on a commission system so deciding on this at the onset of the partnership would be advised. There is also the possibility of a need for repeat services needed as the success of promotions heightens. This of course creates further earning revenue.

