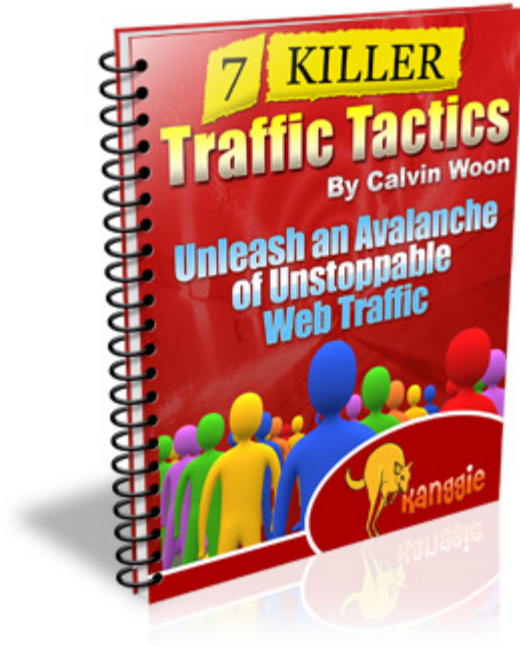


7 Killer Traffic Tactics



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7 Killer Traffic Tactics

Why You Need Traffic to Your Website

Hi, my name is Calvin. First of all, thanks for taking the time to read this eBook! I truly hope you can pick up something useful which can be applied to your online business instantaneously. The strategies mentioned are actually rather common and easy to apply. However, I often hear many people complaining about not having enough traffic to their websites.

Chances are, you probably know a ton of traffic generation techniques yourself. So what you need to do after reading this eBook is actually sit down and start implementing & mastering all that you've learnt instead of searching more traffic tactics to add to your arsenal of weapons.

Let me first start off with the basics and introduce you to a very simple formula to online success:

$$\text{Traffic} + \text{Conversion} = \text{Profits}$$

A very simple formula indeed. Basically, the above formula establishes the main determinants of your online profits. As you can see, once you've got your online business up and running, you essentially need to work on two things to increase your profits – Traffic and Conversion. (**Conversion** measures the success rate of achieving the goals of your site, such as getting the opt-ins or sales)

However, most marketers make the mistake of being over-focused on driving traffic and neglect the importance of improving their conversion rates. Think for a moment, if you're simply driving to a site which offers lousy content or a sales page that does not convert, what can you expect to achieve? So you have to understand that the site that gets the most traffic does not necessarily make the most money.

Then there's the issue of how targeted your traffic is. **Targeted traffic** refers to visitors who are genuinely interested in what you have to offer and are hence more likely to purchase from you. Frankly, I would rather have just a little 'laser targeted' traffic than have a ton of useless unqualified traffic.

So with that being said, is traffic important? You bet! As you saw in the formula above, traffic determines one half of your online profits. It's just that you should also work on your content and conversion at the same time. Else, you will simply be wasting your time.

Lastly, focus on driving targeted traffic! And remember, you do not have to implement ALL the traffic generation techniques that you know. You just have to master a few and be damn good at it. That's the secret to boosting your income.

With that being said, enjoy the '**7 Killer Traffic Tactics**' I've compiled for you!

7 Killer Traffic Tactics

Tactic #1: Video Marketing

Strategy:

Create online videos and post to a online video sharing sites. Videos can be tutorials or reviews of your products. Insert a link to your website inside the videos so that you viewers can be directed to your website after the video.

Examples of Popular Video Sharing Sites:

- Google Video (<http://video.google.com>)
- Youtube (www.youtube.com)
- Myspace Videos (<http://vids.myspace.com>)

For a more comprehensive directory of video sharing websites, visit [here](#).

What Are Video Sharing Sites?

Sites where any visitor can upload, share and view video clips for free. The range of videos being shared is extremely huge and a popular video can easily garner over 100,000 views. Youtube was bought by Google for US\$1.6 billion, so this gives you a gauge of the popularity and potential of these video sharing sites.

Advantages:

- Video sharing sites are highly popular and trafficked. Youtube has an alexa rank of 4 while Google Video is also extremely popular.
- A popular and viral video can get you potentially tens or hundreds of thousands of views and this serves as a huge promotion for your website.
- It's absolutely free to upload videos to these sites and all you have to do is to open an account with them.
- People loves to visit video sharing sites as it serves as a form of entertainment for them.
- Allows you to add keyword tags to your videos and hence your videos can be found through users' searches.

Tips For Submitting Videos That Will Get You The Most Traffic:

Some Characteristics of Popular Videos

- Funny, weird, shocking, sexy, instructional and sexy

To get an idea of what kind of videos are popular, take a look at the most popular videos in Youtube for some examples.

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Equipment You Can Use to Record Your Videos

There are various equipment you can use to record your videos.

1. Camcorder
2. Digital camera
3. Handphones (quality might be compromised)
4. Screen Capture software such as Camtasia

Step by Step Action Plan To Video Marketing

Step 1: Visit a video sharing website and create an account with them. Take some time to create an attractive profile.

Step 2: Create a viral video which will achieve the goal you desire.

Step 3: Upload your video to the website.

Step 4: Insert the relevant tags to your videos. Do take some time thinking of as many tags as you can as it will increase the chances of your video getting viewed and hence traffic.

Step 5: Repeat steps 1-5 with the other video sharing websites. For a more complete list of such websites, visit [here](#).

7 Killer Traffic Tactics

Tactic #2: Online Classified Advertising

Strategy:

Writing short 3-10 lines keyword-rich classified ads on high ranking classified websites so as to get free search engine traffic

What Are Online Classified Ads Sites?

These are a lot like the classified ads in the offline newspapers and they serve as a medium of online advertising

Related Classified Advertising Links:

- CraigsList (www.CraigsList.org)
- US FreeAds (www.USFreeAds.com)

Advantages:

- These classified ads sites are highly trafficked and have a high page rank.
- Serves as a search engine optimization tool as that makes it easy for your ads to be ranked high on the search engines for the keywords that you want
- Google loves Craigslist and spiders it regularly. Can get your website indexed in a short amount of time.

Tips for Writing Good Classified Ads:

- You need a **catchy and striking headline** in order to capture people's attention. **Interesting description filled with keywords** so as to boost your search engine rankings. **Avoid getting too wordy**. Keep your message short and sweet in order to capture the reader's interest.
- **Use a dummy email address**. There are tons of spammers looking for more email addresses to spam at these sites. So, if you do not want to fall victim to these vicious spamming activities, do try to use free email accounts such as Hotmail instead of your regular email account.
- Many of the affiliate programs come with standard classified ads for their affiliates to use for their promotions. You can use them as a reference but try not to copy entirely as chances are, tons of affiliates will be using the same ads so you want to use ads that are original and interesting.

Step by Step Action Plan To Online Classified Advertising

7 Killer Traffic Tactics

Step 1: Visit an classified advertising website

Step 2: Sign up an account with them

Step 3: Craft an ad that has a compelling headline and filled with the relevant keywords.

Step 4: Post your classified ads to the relevant categories

Step 5: Repeat steps 1-4 to the other classified advertising websites.

7 Killer Traffic Tactics

Tactic #3: Article Marketing

Strategy:

Submitting articles to the various article directories. In return, tons of backlinks and traffic are generated due to the resource box at the end of your articles which can include your website link.

What Are Article Directories?

Article directories are basically places whereby people can get free content in the form of articles. Authors can post their articles to these directories and at the same time, webmasters and ezine owners visit these directories in search of content to be published on their sites.

At the end of each article, authors are allowed to put in their own resource box which may include their profile and website link.

In return for the free syndication of their articles, webmasters must keep the articles unchanged and the author's resource box intact.

Examples of Article Directories

<http://www.ezinearticles.com>

<http://www.goarticles.com>

<http://www.articledashboard.com>

<http://www.articlecity.com>

Advantages:

- Helps to generate backlinks through the resource boxes provided at the end of your articles. This in turn increases traffic to your websites as people may click on your link provided in your resources box after reading your articles.
- Ezine owners as well as other website owners are constantly on the lookout for quality content to post on their ezines/sites. Hence, one of their favourite sources are article directories where they have the chance to take your articles from the article directories and publish it on their websites with the resource box intact. Hence, more backlinks are created and hence generates traffic to your website as well.
- Helps to build up your profile and increase credibility and recognition for yourself by establishing yourself as an expert authority in your targeted niche. As your articles get published at multiple sources, you stand to receive more exposure for yourself.
- You get to 'leech' on high ranking article directories. For your website to get ranked high on the search engines for a competitive keyword can be difficult for most people. However, by listing your articles on these high PR article

7 Killer Traffic Tactics

directories, you get to rank high on the search engines for the keywords you desire as you get to 'piggy back' on their PR.

Step-By-Step Guide to Article Marketing

Step 1: Identify a niche market

You must first identify a profitable niche market which you want to target. Lets say for instance your website sells relationships guides, so one of your targeted niche markets can be inter-racial relationships.

Step 2: Find a product to sell or affiliate programs to promote to your niche market

For this, I'm assuming that you have not found a product to sell. If you are an affiliate marketer, you can visit some of the affiliate networks like www.ClickBank.com and www.PayDotCom.com to find a decent product to promote. For a complete guide on affiliate marketing, I would suggest you read [Secret Affiliate Weapon](#).

If you already have a website which offers a product targeted to your niche, you can skip this step.

Step 3: Find at least 20 related keywords for each product

Next, you need to do your keyword research. A useful tool would be [Keyword Elite](#).

Once you have gathered at least 20 keywords for the product/website, you can move on to the next step. Nonetheless, to improve your efforts, you might want to find more keywords.

Step 4: Write articles for your keywords

You can now start churning out the articles for your desired keywords. You need to write at least one article for each of your keywords. Remember, this is not the time to show off your writing skills. Though your articles ought to be free from major spelling and grammatical errors, you don't have to use lots of bombastic and flowery language. Keep your sentences short and straight to the point and focus more on the content than language.

If you simply can't write, you can also outsource the writing of your articles to others.

There are a couple more tips on writing articles which shall be covered in the section below.

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Step 5: Submit your articles

Once you have your articles written, its time to submit your articles to the article directories. You do not have to submit the same articles to all the directories that you can find. Do take note that Google views this as duplicated content and will impose a penalty on these content.

You just have to pick a few directories which are high in PR and traffic and concentrate your efforts on these few.

Or if you prefer to put your articles submission on autopilot, you can subscribe to [Submit Your Article](#).

Further tips to skyrocket your article marketing efforts

- Always keep the sentences and paragraphs in your articles short and concise. Make full use of bulleted points and sub-headings so as to make it extremely easy to read for your readers. You do not want to bore your readers!
- Include the keywords you want inside the title, and throughout the entire article. You do not want to keep repeating the keywords as it might spoil the flow of the article. But including it inside the headline and first paragraph will definitely help. Also, each article should target preferably only one keyword.
- Use words which spark curiosity or ask a question in your title. Spend some time on your resource box!

A good resource box will induce people to click on your website link and thus directly increases the traffic to your site and potentially profits. There are many people who actually ignore the article's content and scroll straight to the resource box. So a well crafted box is a major determinant of your success in article marketing. Below are some tips on writing a good resource box:

1. Your resource box should include the keywords of your article. For instance, if your keyword is 'free inter-racial dating tips', you would want to include the same keyword inside your resource box.
2. Present a solution to your readers' potential problems. And provide an irresistible incentive for your readers to click on your link. Be unique!

An example of a good resource box:

=====

Lisa is a dating consultant specializing in inter-racial relationships management and is involved in one herself too! Her dating advice has helped countless couples revive their inter-racial relationships. To find out more on how to sustain and spice up your inter-racial relationships, visit her website at <http://www.yourwebsite.com> and claim your FREE inter-racial dating tips!

=====

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Bonus Article Marketing Resource:

For a comprehensive, no bullshit, step by step guide on how to use article marketing to skyrocket your online profits



[Click here to learn the Secret Article Profits](#)

Tactic #4: Joining Social Networking Websites

Strategy:

Joining social networking websites and build up your profile so as to generate exposure for your website.

What Are Social Networking Websites?

Social networking websites are basically websites which allows users to share their content and opinions and where a community is created.

It serves as a form of communication between people on the Internet as it allows you to create your own little corner on the Internet and invite your friends or people with similar interests to interact with you. Every registered member gets to create their own profile which can include their own pictures and videos and a large network can be created by inviting their friends to join their network.

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Hence, it is a great way to network with people of similar interests and get to know like-minded friends.

Examples of Social Networking Websites:

Myspace (www.MySpace.com)

Friendster (www.Friendster.com)

Facebook (www.FaceBook.com)

Orkut (www.Orkut.com)

Advantages:

- It's free to join and some of the most popular social networking websites have millions of registered users. Hence, you can expect to receive huge amount of exposure for your business.
- Social networking websites are extremely viral. Thus, it can help in generating huge amount of traffic to your website if you have an attractive profile.
- You get to post videos which can be used to promote your website/videos
- For some of the social networking websites, you have a blog integrated inside your members' area. Hence, you can blog about your business and promote your websites.

Tips for Maximizing your Social Networking Efforts

- Create an attractive profile. With so many registered members, you would want to create an attractive profile that would catch the attention of your targeted market.
 1. Upload lots of photos to enhance the look of your profile as people love to view photos.
 2. Select a nice theme or color scheme. This will also help to make your profile eye-catching.
 3. Include keywords in your profile.
- Make use of the blog that is integrated inside your social networking website. Blogs are good way to post useful content so be sure to make full use of it.
- Upload videos. These can be used to promote your business/websites.
- You are free to add friends and network. But do be genuine in your approach as people can sense your lack of sincerity and when it occurs, you might be accused of spam.
- Be sure to include your website links inside your profile in the various social networking websites that you join.

7 Killer Traffic Tactics

Step by Step Action Plan To Joining Social Networking Websites

Step 1: Visit a social networking website and sign up an account with them.

Step 2: Login to the website. Create an attractive profile and insert some pictures of yourself. Be sure to promote about your business or websites and insert your website links.

Step 3: Invite your friends to join by using the import contact list function.

Step 4: Start adding friends to build up your friends network.

Step 5: Repeat steps 1- 4 for the other social networking websites.

Tactic #5: Creating Lenses on Squidoo

Strategy:

Create lenses in Squidoo so as to rank high on the search engines for the keywords you desire and also promote your website links within your lenses.

What Is Squidoo?

Squidoo is a site that organizes the web based on any imaginable subject. It is a platform designed to make it easy for anyone to set up a single page on a topic he or she knows or cares a lot about at absolutely no cost.

The pages that users generate are referred to as *lenses* – which are single pages that highlight one person's point of view, recommendations, or expertise. Similarly, users who create lenses are known as lensmasters.

Link to Squidoo:

<http://www.Squidoo.com>

Advantages:

- Google loves Squidoo - And Squidoo lenses consistently get ranked high on the Google's search engines, even for competitive phrases.
- Fast Google Indexing – It's fast for your Squidoo lenses to get indexed on the search engines as it typically takes around 2-3 days.
- Most article directories frown upon the promotion of affiliate links. However, Squidoo is built around affiliate marketing and they actually encourage it.
- You can create any amount of lenses for yourself.
- You can establish yourself as an expert in any particular area but providing expert opinion in your related field.

7 Killer Traffic Tactics

- Squidoo shares its revenues from AdSense, eBay and Amazon with its lensmasters. (if you decide to include these inside your lenses) On top of that, you can choose to donate a portion of your revenue to a designated charity of your choice. So think of it as a good cause.

Tips for Exploding Your Traffic Through Squidoo

- Update your lenses! You don't even need to change anything. Simply login and republish your lenses daily and they will remain fresh in the Squidoo system.
- Join Groups for more exposure! Lens groups will drive traffic to your lens. But do try to join groups that are related to your niche. You should create your own groups too!
- Insert modules to make your lenses unique.
- Create backlinks to your lenses. This can be achieved by submitting your websites to social bookmarking websites.. Alternatively, you can create backlinks through ads in sites like Craigslist. Lastly, you can inter-link your lenses.
- Squidoo gives you an **RSS feed** for every lens you put together. Submit your RSS feed to RSS directories for backlinks and more traffic!
- Include links to your websites inside your lenses to maximize the exposure that you receive for your sites.

Free Squidoo Gifts:



[Click Here to Claim not One but FOUR eBooks on How to Explode Your Earnings With Squidoo](#)

7 Killer Traffic Tactics

Tactic #6. Submitting to Social Bookmarking Websites

Strategy:

Submit your websites to the various social bookmarking websites.

What Are Social Bookmarking Websites?

You can think of social bookmarking as web based applications that enable us to store bookmarks online instead of in our favourites or bookmarks on our computers. The difference is that when you social bookmark a website, you are posting them to the web where anyone can find them.

Social bookmarking sites are an increasingly popular way to **locate, classify, rank, and share Internet resources** through the practice of tagging. These websites have risen in popularity very quickly and are the secret to ranking well in the major search engines.

Examples of Social Bookmarking Websites:

Digg (www.Digg.com)

Stumble Upon (www.StumbleUpon.com)

Del.cio.us (<http://del.icio.us>)

Furl (www.Furl.com)

Spurl (www.Spurl.com)

Advantages:

- The social bookmarking websites mentioned above receive millions of users each day. And if your website is featured on their front page, you can expect a huge stream of traffic.
- If your website is interesting and provides value to people, many people will bookmark your site and you can expect to rank high for your targeted keywords which will lead to a lot of traffic.
- You can insert many tags for each bookmark, which will result in your websites getting displayed for searches done on these tags within the various social bookmarking websites.
- There are various plugins and tools which can make it easy for users to bookmark your sites. It will be covered in the tips section below.

Tips for Exploding Your Traffic Using Social Bookmarking Websites

- You should try to bookmark every single website and page you own including your profiles on every networking website, different blog posts, press releases, articles etc.

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- However, by doing the above, you risk getting your account deleted as it is viewed as spamming. So it is recommended that for every link of yours that you post, post a link of value that doesn't belong to you.
- Make use of appropriate tags for your bookmarks.
- You can create multiple personas for these sites so as to bookmark your sites multiple times. Do take note that this should be done cautiously and never on Digg as you will get banned for it.
- If you are a blogger, do bookmark your controversial posts as these will attract the most amount of attention and stand a chance of getting bookmarked more often.
- Insert plugins to your blogs which make it easy for people to bookmark your individual posts.

Step by Step Action Plan to Submitting to Social Bookmarking Websites

Step 1: Visit a social bookmarking website and sign up an account with them.

Step 2: Fill in your website title, description and relevant tags and submit your website/blog posts to the social bookmarking website.

Step 3: Repeat steps 1-2 for the other social bookmarking websites.

Social Bookmarking Resource

Wish to Automate Your Submissions?



[Click Here To Use This Powerful Submission Service](#)

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Tactic #7. Viral Marketing

Strategy:

Using viral marketing to let your website/business spread like a virus on auto-pilot to unleash a stream unstoppable traffic to your website.

What is Viral Marketing?

'Viral marketing' is one of the big buzz phrases of the past few years. Many books have been written on the topic, but frankly no one knows who exactly coined the phrase. In the offline world, this is commonly known as 'word of mouth' advertising.

It basically refers to letting people spread the word about your website/products to others when they come into contact with each other.

Microsoft Hotmail is one of the best examples as when every Hotmail user sends a friend an email, the following ad appears:

Get Your Private, Free E-mail from MSN Hotmail at
<http://www.hotmail.com>

In 12 short months, Hotmail built a multi-million dollar business using this simple viral marketing technique.

Advantages:

- **It's one of the fastest ways to get huge amount of traffic** – When your website is viral, it spreads like wild fire. Just imagine, you told 3 friends about your website and each of your 3 friends told another 3 friends and the cycle continues. Here's the amount of exposure you will get after just 7 rounds.

You – 3
1st cycle – 9
2nd cycle – 27
3rd cycle – 81
4th cycle – 243
5th cycle – 729
6th cycle – 2187
7th cycle – 6561

- **It builds credibility** – This is obvious as people tend to trust their friends/relatives more than the best salesperson in the world. So, nothing

7 Killer Traffic Tactics

beats a recommendation from someone you trust. Not even the best sales copy. Hence, viral marketing will build your credibility.

- **It brings you highly targeted traffic** – Viral marketing brings you targeted traffic because the people who have heard of your website via their friends would be generally interested in what you have to offer before they decide to visit your website. Hence, they visit with a genuine interest and perhaps with the intention to buy. Thus, the traffic is highly targeted.
- **It allows you to leverage on others' efforts** – You are depending on others to spread the word for you. Once you've got your viral campaign up and ready, you are simply leveraging on other people's efforts to gain publicity for your website. Thus, it requires little effort on your part from then onwards.

Tips for Creating Extremely Viral Systems

There must be a reason why people will spread the word about a website. It could be that there's an incentive, or plainly because it's so impressive that it makes them want to mention it. Thus, there must be something worth mentioning about your website before it can get viral. So take into consideration the various elements below when constructing your own viral campaigns.

- **Make it easy** – Any slightest inconvenience might cause people to decide not to take up your offer. So make it as easy and obvious as possible. Tell people exactly what they need to do to buy your product or refer their friends. And the process certainly can't be tedious and long as it will dissuade people from taking action.
- **Give an incentive** – You have to give an incentive to people for helping you spread the word as that will serve as a great motivation. It does not necessarily have to be in the form of monetary incentives. It can be in the form of greater recognition for instance. Just have to be creative and think out of the box.
- **Be unique** – No one likes to talk about the same old stuffs. If your website offers something unique and stands out from others, it will capture people's attention and make it viral
- **Add in some humor** – You've got to remember you're dealing with humans and we all love to be entertained. So when there's humor integrated inside your viral campaigns, it will leave a deep impression. Everyone loves a good laugh and chances are, they will want their friends to join in the laughter. So adding in a little bit of humor certainly helps.
- **Study other viral systems** – Lastly, think of all those instances when you were impressed by a company's marketing message and were tempted to spread the word. What makes it so special and think of how you can implement in to your own business.

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Step by Step Action Plan To Creating Effective Viral Campaigns

There are several techniques that can be used to create viral campaigns but I won't go into the details here as they are covered in the resources mentioned below. But I will list down two action plans you can adopt instantly:

1. Create a Viral Report and Give it Away

Step 1: Write a PDF report on a topic which will be of great interest to your niche. Your eBook do not have to be long, maybe around 10 pages. Now, the intention is not to earn money from this report.

Step 2: Include a write up on yourself on the first page and include links to your website at the front and back.

Step 3: In the last page, tell people how they have the right to give away your eBook and encourage them to do so!

Step 4: Distribute the report either to your list or place it on your blog. You can set up an opt-in page specially for giving away the free report and build your list.

2. Install A Tell A Friend Script

I'm sure you've seen these tell a friend scripts at work around. What happens is after you've opted in a squeeze page to get a free eBook, you get directed to a page which asks you to refer a few friends to the particular website and you get something in return. Just by installing a similar a tell-a-friend script can easily double or triple or list in a short period.

No doubt, you can find free TAF scripts around as you just have to do a Google search. But be warned that most of the free scripts have limited functionality and the installation process can be quite vague and tedious. Hence, I would strongly recommend Matt Haslem's Ninja Link Cloaker.

It's extremely easy to install and it converts like mad.

So just go ahead and check out [Ninja Link Cloaker](#).

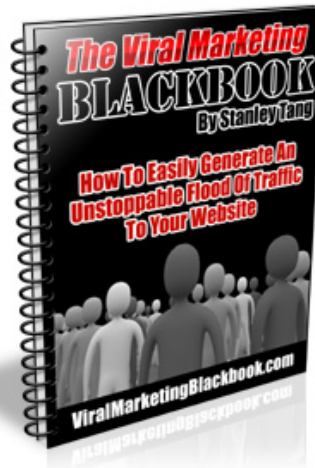
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Free Viral Marketing Gift #1:



[Download the Leaked Chapter of the Butterfly Marketing Manuscript](#)

Bonus Viral Marketing Resource #2:



[Click here to check out the Ultimate Viral Marketing Guide!](#)

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- Gain awareness for your products and future product launches
- A buzzing marketplace for you to buy/sell your products
- List building opportunities
- Lucrative affiliate program offering **lifetime commissions**
- Gain access to free internet marketing related resources
- Special discounts and promotions for numerous products
- Instant **income opportunities**
- The latest news and buzz in the internet marketing industry
- Have fun as you make money

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