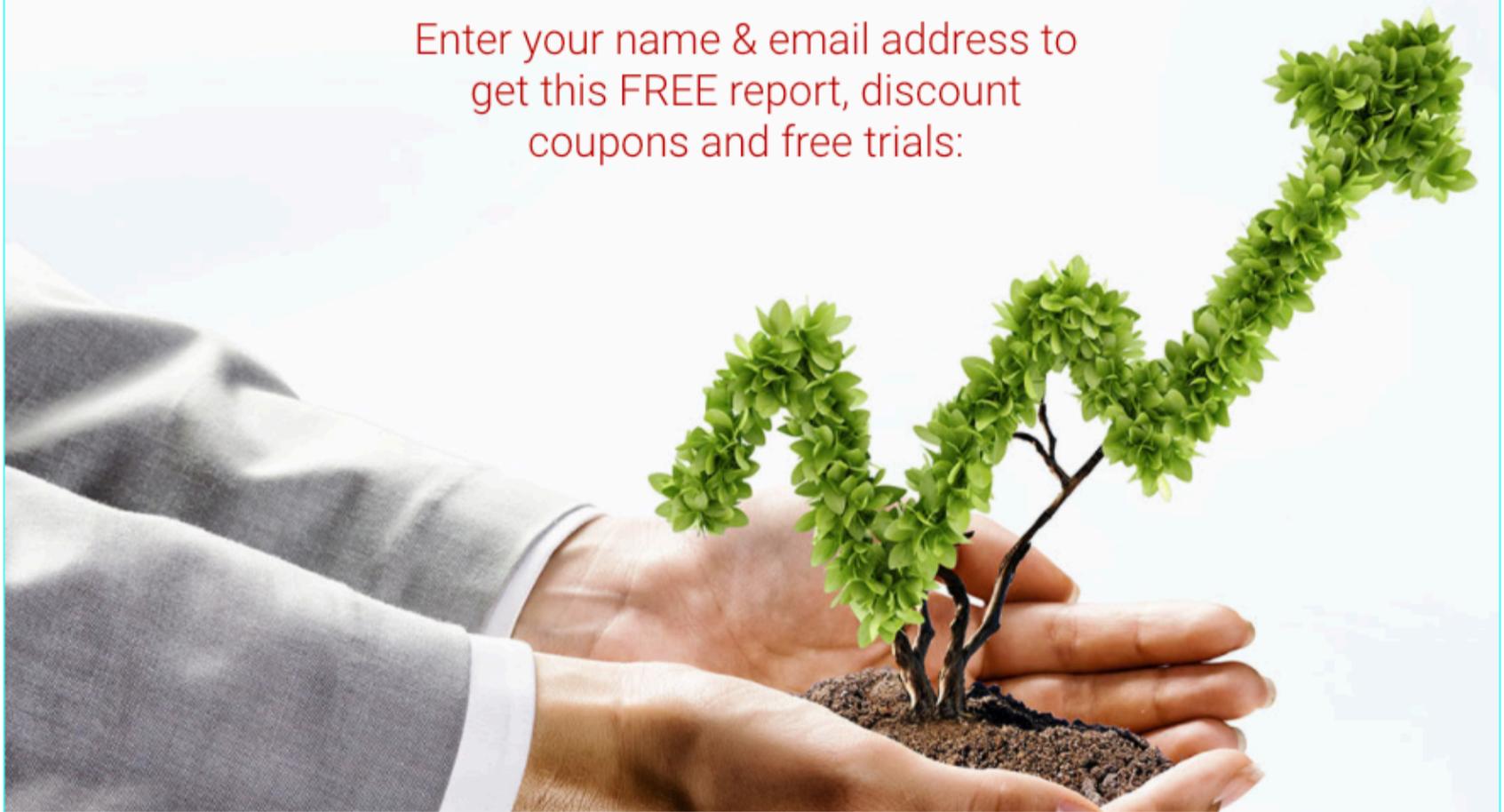


Regional Broadcasting Services presents

2021 EDITION

5 Affordable Tools You Can Use to Actually Boost Traffic and Sales!

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5 Affordable Tools You Can Use to Actually Boost Traffic and Sales

I've been in advertising, marketing in sales, even before I knew I was in those fields. The first business that I ever owned was a recording studio, then a record company and a music publishing company.

I learned quickly with the studio... just opening up a well designed room with incredible equipment was meaningless if no one knew about it. Same with putting out a great record. If no one heard it, no one would buy it. Sure when I made records for Diana Ross, or Deborah Cox, Mary J. Blige etc the major labels had entire departments to promote those records but what about the little guys? The bands on my label or putting out their own records? How could they compete.. How could I get people to come to my studio? That's when I started to learn marketing and advertising. That was back in the late 80's. The more I learned the less I had to spend on marketing and the busier my studio got and the more our records sold.

After a bunch of hit records and a long string of success I had an opportunity to purchase a radio station. I left the recording business to own a radio station and then added a newspaper.

Now I was selling ads instead of buying them.

I've bought and sold millions of dollars in ads that have generated hundreds of millions of dollars in sales. I started with Print, Radio and TV and over the last couple of years have been exclusively in the digital realm with video, display, social media and pay-per-click ads.

I've run campaigns that have generated anywhere from 40¢ to \$40 in new sales for every \$1 spent on ad sales. Now, let's be honest.. nobody is going to be happy spending \$1 to get 40 cents back (unless they're selling a loss leader) but I knew to keep my clients and to grow my own business I needed to continue to get better and better and be sure that most of my campaigns generated more than they spent. No one is going to get it right 100% of the time but the more I did this, the more I found there were tools that I could use to push my success rate up.

I'm about to share those tools with you. These are the same tools that I use to increase ROI for my clients and we pay for them. These are the tools that help me spend less each year while increasing engagement and sales. If you use them properly they will help you too*.

Let's get started.

The Tools I Use Daily

1. GetEmails - Try it Free

Then free - \$99 per month depending on your plan

<https://bit.ly/Getmoreemails>

**Capture
10-15x
More
Email
Addresses**



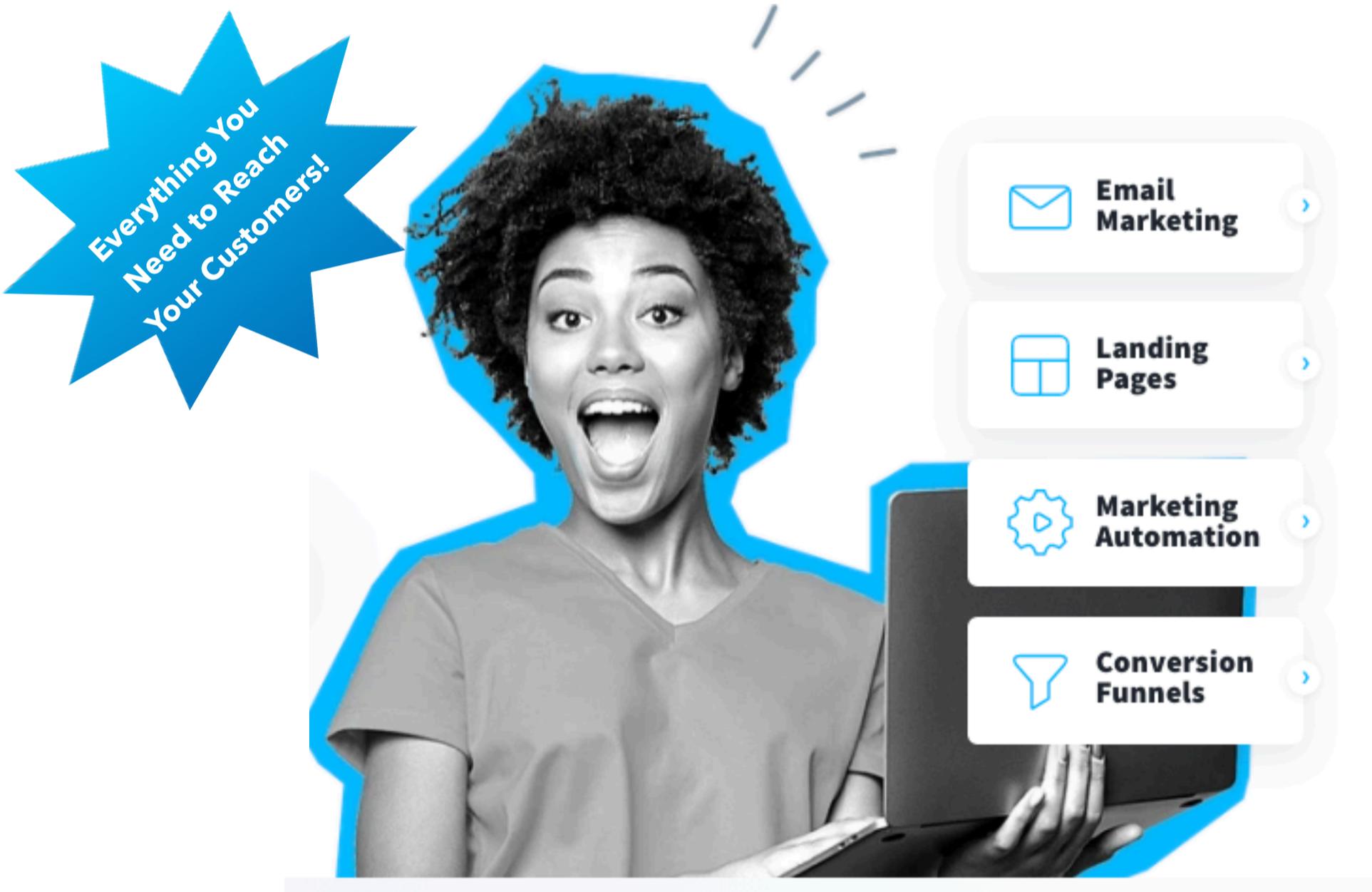
Get Emails is a brilliant program that uses cookies to capture email addresses of people who visit your website but do not provide you any contact information. The usual objection that I get when I introduce this to a client is "That's intrusive" or "Is that even legal?" Yes, it's legal and in over a year of using it with various clients we've only had one person complain with a "take me off your list" comment. The beauty of Get Emails is if you set it up properly the person receives a "Thank you for visiting our website" within about 5 minutes of visiting your website. We do not sell them anything with that email.. We simply thank them and ask a question.. depending on the client it could be something like "Are there any questions we can answer for you in your search for _____? If so, please respond to this email or call _____." Other clients say "We hope you found everything you needed on our website, if you'd like discount coupons (or free tips etc) please click the link below. That link takes them to an opt in page. Visitors who opt-in are set up as "warm leads" and they receive one set of autoresponders. The visitors who do not "opt-in" are treated ad cold leads and sent some helpful tips or reminders but not "salesy" emails. We have converted both into customers.

2. Get Response - Email and More

Free for 30 days then \$15 - \$99+ per month depending on plan

<https://bit.ly/GetResponse79>

People see Get Response as an *email program like MailChimp or Constant Contact* but Get Response really is an online marketing platform with probably the best email platform thrown in. Get Response allows you to create landing pages, forms, webinars, multiple lists, automation, auto responders and even ads within the program. Because everything is integrated into the system it's much easier to create and test multiple campaigns and then optimize the best ones and increase your reach and sales. Try it for 30 days free and I bet you won't go back to whatever you were using.



3. Vidnami Video production software

14 day free trial. Then \$47 per month

<https://bit.ly/vidnami79>

Almost every marketer that I know says that Video Ads and Videos are the future of marketing. Vidnami allows you to create custom videos quickly and easily. You don't need any editing or production skills. Just write a simple script, import it to Vidnami and wait a few minutes and your video will be ready to go. Don't like the clips Vidnami used



o r

want to customize the video? No problem just click where you want to edit and insert your own uploaded photos or videos or choose one of the hundreds of pre-categorized clips that are available. You can even add music and voice tracks. Post these videos on social media and your YouTube channel and watch traffic increase or use them for paid YouTube ads and grow even faster.

4. TubeSift

Precision Targeting for YouTube Ads \$67 per month

<http://bit.ly/YouTube79>

If you spend or plan to spend \$100 per month or more on YouTube ads you HAVE to get TubeSift. Tubesift will allow you to target your ads to the best possible audience. Simply use TubeSift to search for videos in your target niche and Tubesift finds the ones that you can post your ads in, collects their data and allows you to quickly set up your targeting. Then just copy and paste into your Google/YouTube Ad account and start selling. Plus Tubesift shows you how to create in-stream ads so you only pay

Precision Targeting for YouTube Ads



when someone watches your ad. TubeSift is trusted by thousands of entrepreneurs, business owners, freelancers, marketing agencies and media companies to achieve the highest ROI for their video advertising campaigns. It is the go-to software tool for anyone running video ads on YouTube.

5. MySocialMediaUSA

Advanced Social Media Posting with FREE unlimited Ads. Regularly \$199 per month. \$1 for your first month and only \$99 per month after use code YTA21 at <http://bit.ly/MSMUSA79>

This is the most complex of the products and also one of the most useful. The short version. MySocialMediaUSA links to your Facebook, Twitter and LinkedIn accounts and allows you to post

and schedule posts to those platforms. While there are other platforms that do that, MSMUSA also FINDS great content for you and when you post it through the MySocialMedia software it also embeds an ad into the post which allows you to post unlimited ads to Facebook, LinkedIn and Twitter without paying for those ads. Those ads can be used to promote products, get clicks back to your website, get email subscribers or anything else you choose. There is no limit on the number



facebook Google My Business yelp
LinkedIn twitter Instagram

Social Media Marketing &
Online Reputation
Monitoring

Get More Fans, Followers & Customers

Get Started

facebook
HARBOR RESTAURANT
1,297,277 likes · 4,144 talking about this · 213,506 were here
Company
It's Here, It's Always Friday!®
About · Suggest an edit
Photos TGF Rewards Holiday Party
TOAST TASTE SHARE

of Facebook pages or Twitter accounts you can link to and no limit on the number of banner ads you can design and use. As a subscriber to my email use this code YTA21 to get your lifetime discount at this link only: <http://bit.ly/MSMUSA79>

As a subscriber to my newsletter you will receive free tips on getting the most out of these products as well as tips on marketing trends and best practices and we occasionally give out free and discounted books, courses and marketing products.

Thank you for subscribing and don't forget to sign up for your free and discounted services today. Some of these offers are limited time only. Thank you

**My results are based on years of experience and lots of testing. Without knowing your pricing, your sales skills, your landing page set up etc. I cannot guarantee your results but each of the tools that I'm recommending offers a free or very discounted trial period. Use the links provided and sign up for the trial period. You'll see what's best for you quickly.*