

USING TRAFFIC EXCHANGES FOR ADVERTISING

By Michelle West

I have been working on the web for almost 20 years now, and I used to be one of the world's biggest users of Traffic Exchanges. I would belong to like 40-50 at one time, and I made a lot of money advertising my capture pages on them. Each one has a different set of members, so each one reaches a different audience. The concept is great and they work simply — you look at other people's sites or capture pages for a certain number of seconds (each one is different) to earn credits that you can use to show your site or page to others. Most offer full-page ads, small text ads, and banners of different sizes.

They all have a FREE version — you get so many credits for so many ads you look at. But most also have a paid version, that will give you more credits for the same number of sites viewed, or a shorter viewing time, or other perks. You can often also pay to be the first site people see when they log in.

It's very easy to set up your screen so you can fit 6 or even 8 or more different ones on the same screen at the same time, and then just bop from one to the next to the next. I used to do this mass surfing while I was on hold, or while I was listening to a webinar or conference call. In an hour I could rack up hundreds of credits that meant I could show my capture page hundreds of times to other people.

I actually found it fun to look at other people's sites, to see what everybody else was doing, what was new, etc. When something was new you'd see it everywhere all of a sudden. Lots of people used to search these exchanges looking for a business to join. It was easy to tell if a program was successful or not. When you see the same capture pages or sites over and over, that means that a lot of people are happily making money with that program. When something is new and exciting and hot you see it everywhere. But when those pages start disappearing and hardly ever are shown, then you know that people aren't making money with it, so they stopped advertising it.

Unfortunately the traffic exchanges do not work as well as they used to. Many of them do not work at all. The problem is that most people who use them use them because they are broke and cannot afford to pay for better more effective advertising. So therefore most people are surfing the exchanges only to earn free credits to show their own pages, and are NOT looking for anything new to join. And if people are using the method I did, surfing 6 or 8 pages at the same time, you can't really even SEE what other people are showing in the 1-2 seconds you're on the site.

The other big problem now is that most programs shown on traffic exchanges are just ADS FOR OTHER TRAFFIC EXCHANGES and safelists. You could spend all day joining new ones, and putting your site up and never get even ONE person who is interested. Most people only want to get new members for whatever they are offering, and not to join any other business. And again, if they are broke they don't have money to join anything new anyway. But if WE have some really super-exciting capture pages clearly showing that people can win real cash and prizes FOR FREE, these should pull well.

If you don't have much money to advertise, you can certainly try some of these. But don't expect much if what you're showing is not very exciting. Most exchanges post the number of members they

have, so try to join ones that have lots of members, so more different people will see your site. An exchange with only a couple thousand members is weaker, the same few people will see your same ad over and over. Also the ones that only require you to look at a site for only like 3-4 seconds are weak, because that isn't even enough time for people to see what you are offering. The best traffic exchanges are the ones with longer viewing requirements, like TrafficSwarm, which makes people look for 15 seconds before they can move on to another site. I have made tens of thousands of dollars by advertising on TrafficSwarm, but that was in the past. I get almost zero forms filled out now. BUT if you have a VERY exciting site or capture page, people will take a few seconds to really look at it, and may fill out the form for more info. But don't expect much if you have the same old type of site that a lot of other people have.

People advertise the traffic exchanges themselves because when they sign up new members they get free credits or other perks, to allow them to show their own sites more often. There are people who advertise lists of Traffic Exchanges with rankings — like The Top Ten Traffic Exchanges, etc. Don't fall for those. They are all just one guy trying to get more people to sign up under HIM at those exchanges so he can get the free credits to show his sites. Usually the exchanges listed in those ranking are really lame.

But having given you all this general basic info about traffic exchanges, if 360WIN gives us some really amazing exciting fabulous capture pages, we should put them EVERYWHERE and do well with them everywhere. Because joining and playing is FREE, there are no barriers to joining for even the brokest people. This is a huge advantage for us advertising anywhere. As Joseph posted in the rooms, even people in the poorest countries can learn to play our games and make a living doing it, even supporting their whole families. This is such an amazing blessing, and will change countless lives all around the world. All we have to do is GET THE WORD OUT.