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MARKETING

UNDERGROUND MARKETING TACTICS



ESP Marketing

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Introduction

Gmail has millions of active users, and they are shockingly easy to target for advertising. Did you know you could actually target Gmail specifically when advertising on AdWords?

It was once impossible to target Gmail specifically. If you wanted your ads to show up on the Gmail website, you had to opt-in to the entire content network. This meant paying out large amounts of money for clicks from potentially questionable websites, which could get expensive very quickly with typically low conversions.

Fortunately, times have changed. It is now possible to target your AdWords campaigns directly on Gmail, and conversions can be far superior to the rest of the content network, and sometimes even to Google itself!

In this report, you're going to learn the basics of targeting Gmail with your AdWords campaigns, and how to make the most out of your Gmail campaigns. You will learn how to get into the minds of your prospects, and deliver super-targeted ads straight to their email boxes **without** emailing them!

What is ESP Marketing?

Imagine for a moment what it would be like if you could get into the heads of your prospects and know exactly what they were thinking at any given time.



What would you do if you had the power to know *exactly* what that person needed, so you could deliver it to them the instant they were thinking about it?

Could you imagine how incredibly powerful it would be to be able to do that? You would be able to skyrocket your conversions, because you would be delivering exactly what your prospects wanted at that particular moment.

Let's look at some examples of how this could work. Let's say someone wrote to their mother and said they were having another acne breakout and it was driving them crazy. What if, that person saw an ad at the top of their inbox that said, **"Acne breakouts? Click here to clear up breakouts in 3 days – guaranteed!"**

Can you imagine how well something like that would convert? It's like you were getting into their head – like you were **reading their mind!**

Now, what if someone just broke their favorite golf club and they sent an email to their friend about it? They might even mention the exact brand and club. Maybe they mentioned a nine iron made by Ping. What if they saw an ad that said, **"Ping 9 Iron 35% off retail! Free**

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<http://drhilalonline.com/event-registration/>

shipping!” Do you think they would be interested in clicking that ad? After all, they need a new Ping 9 iron right now, right?

Again, it would seem like you were reading their mind. You would be delivering the exact product they need at the exact moment they are thinking about how much they need it!

I don't need to tell you how powerful this can be, this is the kind of thing companies spend thousands of dollars for. They conduct massive market research studies involving hundreds or even thousands of participants, and they have to pay those people for their opinions. They also have to pay the market research company to conduct the study. And it can take weeks or months to get the results back and analyze them.

But you can set up campaigns for various products and just sit back and let AdWords and Gmail work in perfect unison to get into the minds of your prospects and deliver to them exactly what they need! How awesome is that?



Why Target Gmail?



Gmail allows you to get super-targeted ads that users will be more likely to respond. If someone has an email that is talking about a round of golf that they played recently, it probably means they are interested in golf. Thus, golf-related ads will be displayed, and that user will be well targeted to the niche in question.

The ads in Gmail are also quite noticeable, without looking as much like normal Gmail ads. You will see ads at the top of the screen, as well as on the right. These ads get noticed, so your CTR will usually be pretty good. This, of course, helps improve your Quality Score, resulting in lower prices per click.

Not only will your CTR usually be relatively high, but also your conversions are also likely to be high. Because the traffic is so well targeted, people are much more likely to buy than they might be if they were coming from another site.

When people are checking their email, they are also more likely to be a “captive audience”. They won’t be as likely to be in a hurry to get to another website or find specific information, as they might be on another type of site.

How to Target Gmail

Before you get started, you should probably set up a completely separate campaign for your Gmail ads. This will allow you to track results for your Gmail ads, tweak them, and set them up to convert well for Gmail specifically.



Fortunately, this is the easiest type of AdWords campaign you have ever seen! You won't have to deal with any super-complex stuff like you would with other campaigns. These are incredibly easy to set up!

Log into your AdWords account. Click "Campaigns" at the top of the screen. This will bring you to a page that says, "Create your first campaigns". Now you will need to enter details about the campaign.

For the title, enter something like "Gmail Ads" or "Gmail Campaigns" or even "Gmail Golf Clubs". This signifies that all of the ads will be Gmail-related, allowing you to keep track of everything.

Next, you will be able to pick some demographics related to locations and languages. You will probably want to choose the United States and Canada, with English language, unless you're specifically advertising a product in another language.



Under “Networks”, you need to click “Relevant pages only on placements and audiences I manage”. **This is very important;** because it lets, you display your ad only on specific networks. Obviously, you will be able to select Gmail later.

Next, scroll down and set your budget. You will probably want to choose manual bidding. You can set any budget you want, just make sure it’s affordable. You might try \$15 per day to start.

This might seem a bit low to you, but a Gmail campaign isn’t like other campaigns. You won’t need such a large budget.

You will probably want to put a bid of \$1 per click, but it’s not likely you will ever reach this price. Most of your clicks will probably be only around 5 cents per click!

In fact, after you start getting a lot more volume, you may even see clicks lower than 5 cents each! **Just ensure that you’re paying only for clicks** and not impressions.

With Gmail, you will have little to no competition. This will help you get incredibly cheap clicks that will convert like crazy! Most people really have no idea how to target Gmail, or even that it’s possible!

Once you’ve set your budget, you need to keep “standard delivery”, which will deliver ads evenly over time. Don’t check any of the extensions unless you specifically need something.

Now, just scroll to the bottom of the screen and click “Save to continue”. This will take you to the next screen where you will enter the details for your actual ad.

Title/Headline



Your title is like your headline. It should be short, catchy, and attention grabbing. It should also probably present some type of problem that the user might be having.

If you are promoting an acne product, for example, it could be something like “Acne Breakouts?”

Description



Next, you have two lines of description. You’ll want to let people know you have a solution to the problem in the title. You might try something like this:

Clear up acne breakouts in
3 days – guaranteed!

Make sure your description is truthful, reflects accurately what the product will do, and gets people excited to click. You may want to try placing the product price in the description. You can split test to see which way converts best for your product.

URL



Finally, you must enter your URL. If you own the product, you will probably link directly to the root domain, but you may need to use a landing page if you're linking to an affiliate product.

This will help you control the quality of the landing page if it is a site you don't own. You can use the landing page to gather email addresses, and to presell the product to increase conversions.

Keywords



Next, it's time to choose your keywords. This is a very important part of the process. If you choose the wrong keywords, and it could throw off your entire campaign, costing you more money and getting garbage clicks.

The trick to choosing keywords for this system is to choose **conversational phrases** that you think people might use, and that would be a good fit for the product you are advertising.

Try to think about what type of phrases someone might use when they are talking to someone else about this particular issue. Let's continue using the acne example.

Some phrases might include:

- “another acne breakout”
- “skin is breaking out”
- “acne is back”
- “I have pimples”
- “have a zit”

Try to think of things someone might write to their mother or their best friend if they were talking about this type of product. You want to target those phrases so when people write them (or receive them in an email from someone else) they will see your ad.

Placement

Next, it’s time to work on setting up the placement system. This part is absolutely critical.



If you don’t do this correctly, the entire system will not work!

Inside Google, you will see that it says, “Placements determine where your ad runs on the Display Networks. Enter as many placements as you like, one per line.”

You will need to enter these two lines:

- mail.google.com
- mail.google.com::inbox, top center

Using “mail.google.com:: inbox, top center” is extremely important! This will target Gmail specifically, and will insure that your ads don’t show up anywhere else – no other networks, no search engines, just Gmail.

Network Bid



Now you need to enter your CPC. Go into Display Network Bid and enter \$1. Remember, you won’t have to pay anywhere near that much. It’s just the maximum to ensure your ads are displayed often. And that’s it! Now you just need to test a few ads to see what works!



Get Help with ESP Marketing

If you need more help with leveraging Gmail through AdWords, or you want advanced tactics that will help you get more clicks, better conversions, and make more money, you can check out:



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Cash Flow Incubator features two well-known internet marketers who are giving away all of their dirty insider secrets of big-time internet marketing, including all of the details about how to get super-targeted traffic with Gmail and AdWords.

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4- Learn how to make \$1,575.90 - \$2,556.80 Per DAY in easy steps.

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