

NITRO WEBSITE LAUNCHES

BLAST YOUR NEXT LAUNCH INTO THE STRATOSPHERE WITH MASS TRAFFIC!



Nitro Website Launches

by

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Table of Contents

Introduction	5
Pre-Launch Buzz	7
Videos	8
Giveaways.....	8
Contests.....	9
Live Webinars	9
Traffic.....	10
Social Marketing.....	10
Email	11
Joint Ventures.....	12
Affiliates.....	12
Pay Per Click.....	13

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Introduction

Launching a website is a process. Many people seem to think you can simply create a website and upload it and it will magically start making money, but that's just not true. Even if you have a large email list at your disposal, sometimes that's not enough to make a website successful.

In this report, you're going to learn the major steps it takes to launch a website successfully. These tips are geared specifically toward product launches, but they can certainly apply to any type of website launch including blogs.

You will want to start your pre-launch campaign at least 2-4 weeks before launch. Any longer than that and the buzz will wane before launch, and any closer to launch and you won't have enough time for the buzz to spread.

An important part of launching a website or product is planning, so be sure to plan your launch strategy out day by day before launch. This will help keep your organized and right on point.

Pre-Launch Buzz

Perhaps the most important phase in a website launch is the building of buzz before the launch. If you release a website without first building buzz, the launch probably isn't going to go very well.



You may have heard the common marketing idea that it takes at least three times of hearing a marketing message before the average person responds. The first time they hear it, they will often ignore it. The second time, they may be slightly interested, but they quickly forget. The third time they hear it, it finally begins to sink in and they will remember it and act on it if they are interested.

Building pre-launch buzz takes advantage of this by inundating potential visitors with your message before the site launches. Not only does it help get the word out about the launch, but it gets people excited about the site before it even launches.

There are many ways to create pre-launch buzz. We're going to look at a few of them in this report, but it's a good idea to think of some of your own, too. Originality is important.

Videos

Videos are great for creating buzz, because they can be interesting, they can grab attention, and they're easy for people to share.



If your video is interesting enough or helpful enough, people will start sharing it with their friends and family. This is called "going viral". Viral videos have the potential to reach thousands of people, sometimes million, quickly and easily, with very little work.

When you create a video, make sure it really speaks to your audience. You can't just make a sales video. It should provide real value to prospective visitors or buyers, and it should obviously be related directly to your niche or your product.

Giveaways

Giveaways have a lot of power to generate buzz. People love free stuff, and they'll go to incredible lengths to potentially get it. If you can set up a special script, you can open a giveaway that gives people another entry into the giveaway for every person they refer. This helps spread the word quickly.



Contests

In addition to standard giveaways, you can also hold contests to generate buzz.

There are so many types of contests you

could hold that could really get people excited. You should get creative when planning your contest, and try to tie it into your niche.



Let's say you're launching a weight loss product. You could hold a trivia contest and give away free copies of your product to the top 5 winners. You could ask people to send in "before" shots of themselves, or create videos and submit them to YouTube about why they want a free copy of your product.

Get creative with your contest and how it ties in with your product or website and it will be very rewarding!

Live Webinars

A webinar is a seminar that is held online. They are usually educational in nature, and they can be very powerful if you really make people believe the information you'll be giving will be valuable to them.



Traffic

Creating marketing pieces for pre-launch buzz is important, but they can't do you any good if no one sees them. You need a lot of traffic to get the buzz going.



Many types of traffic aren't suitable for the pre-launch phase, because they take too long to bring in. You need immediate, instantaneous traffic, because you need to ensure the traffic comes in when you need it – before launch.

We're going to take a look at some of the different sources of traffic that work well for launches.

Social Marketing

Sites like Twitter and Facebook are great for creating buzz, because they are in real-time. As soon as you post something, it is visible to everyone who is following you.



Obviously, you will need a targeted list of followers for this to be effective. If you have 10,000 followers who aren't targeted, your response will likely be

negligible. If you have 500 followers who are very well-targeted to your niche, your response could be phenomenal!

Don't forget to ask your followers to re-tweet or repost your messages. This will help you reach people who aren't following you.

Email

If you have an email list, you will obviously want to use it for sending out your pre-launch messages. But what if you don't have a list of your own?



You can make use of other people's lists! You can buy a message in a newsletter very cheaply, or you can buy a solo mailing that will be much more effective, but it will cost a lot more.

I highly recommend solo mailings, because you want your message to be the sole focus. If you buy a spot in a newsletter, your message could get lost in the shuffle. If you can afford it, I recommend buying solo emails from several of the most high-traffic newsletters in your niche.

Joint Ventures

If you have your own list, you can multiply its potential by offering to do joint ventures with other people who own lists in your niche.



Let them know you're planning to launch a new website or product, and that you're looking to generate as much buzz as possible before the launch. Let them know the launch date, as well as the anticipated date for beginning the pre-launch phase. That way, they can schedule your mailing so it won't conflict with anything else they need to mail out around that time.

Ask them to email out for you, and in exchange you will mail your list about something for them in the future. It's the perfect win-win situation if both parties have comparably sized email lists.

Affiliates

What if you can't afford a solo mailing and you don't have your own email list? If you are launching a product, you can have affiliates do the mailing for you without paying them up front!



You may need to have a special script made in order to track pre-launch traffic. Since you won't be able to have affiliates send traffic directly to an affiliate link before the site launches officially, you will have to set things up to track affiliate clicks before the product can even be bought. This will mean you will need to set up a cookie that won't expire before launch, or you will need another tracking method.

You may want to offer pre-launch affiliates a special commission. If your normal commission is 50%, you might offer affiliates who promote during the pre-launch phase a 65% commission. This will be an incentive to get them to promote you before you're ready to take orders.

Pay Per Click

Pay-per-click traffic is great for generating pre-launch buzz, but you have to use it wisely. Since you won't be taking payments

immediately, you will need to use the traffic to build a list that you can announce to on launch day. Be prepared to spend quite a bit of money up front, and you may not make it back right away.



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