



## **CFMG Training Manuals**

### ***Classified Ad Strategy 2***

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# CFMG Training Modules

**Please note: The content in this module is credited to [Adam Bauthues](#) of the \$200 Per Day Blueprint**

## Classified Ad Strategy 2: Introduction

This module will deal specifically with 3 advertising resources. All three work on the same classified ad model, but they can become vehicles which are much more powerful than most realize.

These 3 resources are:

- Traffic Swarm,
- Craigslist,
- USFreeAds.

They are unique in their respective industries for different reasons.

TrafficSwarm may just about be the largest traffic exchange-like system on the planet, but it is more like a classified ad swap than anything. Some call it an adwords testing ground. You have to treat it differently.

Craigslist is an amazing study all on its own. It is a pure classified ad site and you **MUST** know the rules of posting there or you could get into some hot water or not even get your ads up. Knowing how to post at Craigslist is very important and you cannot do it the same as any old classified ad site.

Finally, USFreeAds is a classified ad site which Google seems to have taken a liking to. It is not uncommon to find USFreeAds classified ads in the top 10 positions of Google for certain keywords.

This is to our advantage as we can actually use it as a classified ad site but optimize our ads for the search engines as well, IF the keywords you choose to optimize for meet certain criteria.

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## Traffic Swarm

Traffic Swarm is kind of like a traffic exchange and a classified ad site all rolled into one. Instead of surfing web pages you surf short classified ad spots, and instead of generating credits for page views, you receive credits for impressions of your ad. What this can result in is a much higher quality prospect for your business because their click is likely to have been because they wanted to see what was on the other end, instead of just getting a page in their face while they surf for their own credits.

Yes, people are still only clicking for credits here too, but they get to choose which ads they will open to view the page. This results in a higher quality prospect. You are also able to target your interest group.

To start with Traffic Swarm you first need to sign up for it and get an account if you do not have one already. **Please sign up under your sponsor on his/her CFMG programs page.** If you are having any difficulty finding his/her link, ask for it. By joining under your sponsor, you help to spread the credits within your "team", and it is the right thing to do.

Watch the getting started videos:

### [Traffic Swarm Getting Started Videos](#)

After watching these videos you should have more than enough info to set up and run Traffic Swarm. Traffic Swarm is not rocket science. You will only have to start using your head to differentiate yourself from the thousands of other ads on Traffic Swarm. Make certain that you are using ProTrackerPlus (or another tracking system) to test and tweak your ads for greater conversions.

Note: You do not need to upgrade your Traffic Swarm account to reap huge benefits. As we have been learning – tracking is the key to making intelligent buying decisions.

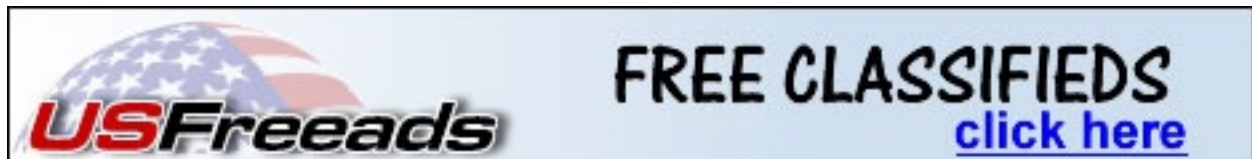
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## USFreeAds

Google loves this site. Google tends to index ads that are on USFreeAds for whatever reason. They consider USFreeAds to be a quality site and if something is on it, even your ad, Google will index it. We can use this to our advantage. Before we even get into USFreeAds and how to post a keyword-rich advertisement (which is exactly what we are going to do) you must first understand keywords and how they work with USFreeAds. The reason this is a little different is that we are going to be finding keywords with decent search volume (meaning people are searching for these terms in the search engines) but that have minimal competition. In fact, we are going to only dealing with keywords that have around 500 or less competing web pages for that term. That is how we take advantage of USFreeAds and Google's love for it.

The first thing you need to do is join **USFreeAds**. Even if you are only joining as a free member you should create an account to post ads and also create an affiliate account too so you can tell others about this service in the hopes they might upgrade in the future. Before clicking the link in the image below, check to see if your sponsor has a link on his/her CFMG website.



Okay, now that you have a USFreeAds account and have also become an affiliate yourself (so you can provide your downlines and lists with this great service too and get paid for it) lets take a look at what you can do with it and how you should go about constructing your ad according to the keyword or keywords you wish to get ranked in the search engines for. Watch the USFreeAds Videos created by Adam Bauthues below:

[USFreeAds – Keyword Research 101](#)  
[USFreeAds Ad Posting Strategy](#)

Consider upgrading to a Premium account so you can place tons of great search engine optimized ads every day.

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## Craigslist Classified Ads

Craigslist is a vast lead generating and this module will not even attempt to tap into its full potential.

There are tons of ebooks and training available on how to post on Craigslist for maximum exposure for your business. The problem is that much of the training is not geared for network marketers. We are interested in generating leads and generating leads for network marketing and it is difficult to sift through all the Craigslist trainings and information when posting is really very simple.

Craigslist gets TONS of traffic. That is really the secret to Craigslist. Your ads get traction here simply because it is one of the most heavily visited sites on the entire Internet. Some people have found ways to spam Craigslist with their ads and not get caught by the spam-bots or even the human editors and this is what most of the Craigslist trainings are about these days.

Auto-posting tools barely work, AND they are not for network marketers ... PLUS, the time it takes to use them is simply not worth it for our purposes. You will spend more time trying to keep your ads up than generating leads.

Our Best Advice: **JUST STAY AWAY from AUTO SUBMISSIONS!**

The best method unfortunately, is **follow the Stinkin' Craigslist rules!**

If you think learning how to post a ton of ads is a worthwhile use of your time you are certainly free to go out and purchase some Craigslist posting manuals. Chances are you will quickly find they do not readily apply to your situation at all. This is, of course, simply an opinion! Cheating the Craigslist rules is no different than cheating the search engine rules. Eventually, you get caught, and it is a full time job just covering your tracks. That is not something we at CFMG recommend or teach.

What we do know about Craigslist is it gets a ton of traffic, and that we should learn how to use it. In terms of network marketing it does not appear to be that impressive. If you were selling a service of some sort, like web hosting or web-design or SEO services, then Craigslist should probably be a main focus for you.

With that in mind, this is going to be a very basic "how to" tutorial. I do apologize, but this is another instance where you will be required to use your head to THINK outside the box.

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If you choose to use Craigslist, keep in mind that it will require:

- consistency
- continual tracking
- tweaking for ad improvement

## **Basic Instructions**

1. Open a brand new gmail account.
2. Go to: <http://craigslist.org> and click on any city name.
3. Click on “**Post To Classifieds**” in the upper left hand corner, followed by clicking on the (**Apply For Account**) link that will appear in the upper right hand corner of the site.
4. Input the new Gmail email address you created followed by the verification word, and click **Create Account**.

We are going to be focusing on posting ads in the “**small business ads**” portion of the “**services**” section. You will need to verify you are a real person via the telephone. So what is the real secret here? Simply focus on placing one ad per day in a different city each day. The ad has to be 100% completely different than the previous one. This way you do not over post and you are not considered an ad spammer. Plus, you will be able to look over your statistics from ProTrackerPlus and decide which ads you would like to delete and then re-post for any given day.

This can cut down on your time tremendously.

The key to getting traffic to your lead capture pages is to advertise in the most populated cities of the US and other English speaking countries. You always post in a different city, with a completely different ad and you don't post more than one ad per day.

This is exactly the opposite of what all the “Craigslist Experts” say. We are certainly not experts, and are following the tutorial provided by Adam Bauthues, who has seen steady results using this method. We agree with Adam that when people recommend that you use auto-posting software they are being irresponsible. The same goes for those who recommend you pay people to post for you, as both of these are against the Craigslist terms of service and you can be fined for this type of behavior by Craigslist.

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If you stick to posting one ad per day, in a different city and make the ad 100% unique, you should be fine.

Quick Re-cap of this simple posting strategy:

- 1) Post 1 ad per day in a different major city each day...
- 2) Track your results and...
- 3) Use different headlines and body content in your ads EVERYTIME. NEVER use the same ad twice.