

Laser-Targeted *List Building*

**30 Tips To Build A List of
Laser-Targeted Subscribers**



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INTRODUCTION

One of the basic fundamentals of doing business is that you must identify your target niche. That is to say, you must know who you are going to sell your services/products to. This process of identifying your target niche is called “laser-targeting prospects”.

This also works for Facebook users, Youtube users, and bloggers who are seeking to get more subscribers. They must identify their target niche through laser-targeting.

The purpose: businesses will be able to focus their time and energy where it matters most. They will be able to avoid exerting unnecessary efforts which can be costly and expensive on their part.

Let us take a look at an example: Facebook charges you for advertising your brand. You have the option to either reach fewer people or more people with your advertisement. If you choose to reach more people, Facebook will charge you a higher fee.

So if you are selling women’s clothes for example, it will be unnecessary and very costly to include male Facebook users in your demography of advertisement.

This is an example of why laser-targeting is very important. It will help you save thousands of money. And as mentioned earlier, you will be able to focus your time and energy on market niches that matter most.

But “laser-targeting prospects” is not limited to finding potential customers. It can also include the following: making a list of possible suppliers, making a list of possible advertisers (people who will post your links), and many other applications.

However, laser-targeting is not an easy task. It is simple, yes, but very few people really know how to do it properly – even some who have the technical skills necessary to execute laser-targeting lack the technique to do it right.

So how do you become better at laser-targeting? Experience is important. However, this eBook will be a good start for you.

In here, we compiled 30 useful tips that will help you perform laser-targeting in the most effective way possible.

For the first part, we will teach you how to “identify your target niche”.

For the second part, third part, and fourth part, we will teach you how to perform laser-targeting with Facebook, Twitter, and Youtube respectively.

And for the last part, the more technical part, we will teach you how to generate backlinks and increase your website's page rank. We will also tell you how these techniques go hand-in-hand with laser targeting.

So without further ado, we bring to you the 30 tips to doing effective laser-targeting.

IDENTIFYING YOUR LASER-TARGETED GROUP

Of course, the first step is to determine which group you are going to target. It sounds easy. But if you are careless, you could end up neglecting groups that might actually be a good prospect.

For example, a seller of women's clothes might falsely believe that his collection will only interest middle-aged women. He did not realize that plenty of younger women would have actually loved to purchase his products. This wrong assessment will surely result to loss of sales.

To guide you, here are some tips that will help you determine which group and demographic you should target.

1 Know who's interested

One factor which greatly determines the purchasing activity of people is 'interest'. If they are interested, they will likely buy. This has always been a fundamental truth in the world of marketing. There are many methods that you can use to determine who might be interested in the products/services that you offer. But if you know full well the features and characteristics of your own products/services, you will have a better idea of who might be interested.

Once you determine which demographic might be interested in your products/services, everything else will be easier.

2 Know whose needs it is

We mentioned that ‘interest’ is one of the factors that determine the purchasing activity of consumers. So what are the other factors? One is ‘need’ (necessity). More often than not, people buy things/pay for services not because they are particularly interested in those products/services but because those products/services are part of their ‘needs’. For instance, a man who doesn’t care so much about his skin will still be compelled to buy soaps. And while nobody would love to have tooth of theirs pulled out, a person with a decayed tooth will still seek the services of a dentist and pay for it. Other necessities include daily household needs such a food, electricity, water, detergents, clothes, and others.

3 Know who can afford

The last entry that will complete the list of factors that determines the purchasing activity of consumers is ‘purchasing power’. This refers to the ability of a person to buy. The simple question to ask is: “which group of people has the money to pay for my products/services? However, things get a little bit more complicated when it comes to ‘luxury’ or ‘vanity’ products/services. These are products and services that do not really enter the ‘needs’ category.

When it comes to these products, what you need to look for are people who have enough excess or disposable money to spend.

4 Do a survey study

Identifying the interests, needs, and purchasing power of consumers by mere observation or guesswork alone will not generate reliable data. So what do you do? Every experienced and prudent entrepreneur always perform a feasibility study or survey study before starting anything or before making any corporate decision. You can conduct a thorough feasibility study to determine the interests, needs, and purchasing power of your target customers.

5 Read materials related to your business

Another way to determine who might be interested or who might be willing to buy or pay for your products/services is to read materials that are related to your business. For example, if you are a seller of women's clothes, it will be helpful if you frequently read women's fashion magazines. This will give you an idea on which styles are more popular to which demographic (e.g. after reading a fashion magazine, you realized that a certain style of skirt is currently popular among teenagers). You should also check websites and blogs that discuss topics related to your products/services.

6 See who's viewing your competitors

You have an advantage if your competitors have a Facebook account or a Youtube account. All you have to do is see who's viewing the page of your competitors. Examine their followers. Are they teenagers, adults, women, men, adults? Determine which demographic is actively viewing and showing interest in the products and services of your competitors. This will give you a good idea on which demographics you should target. This is especially useful if your products/services are largely similar to the products/services of your competitors.

7 Consider specific situations of your target city/country/region

Take a look at this example: a study shows that teenage boys and young adult males in Korea are into fashionable Metrosexual-style handbags. Therefore, selling such products to the Korean market would be theoretically ideal. However, this does not mean that the same product is popular to the teenage boys and young adult males in the US market. This is because trends and interests differ from place to place. So when determining who might be interested to buy your products/services, you must conduct a study specific to the city/country/region where you intend to sell it to.

USING FACEBOOK TO LASER-TARGET PROSPECTS

Facebook has millions of members from all over the world. The best thing: these members share really personal information about themselves. These include age, gender, marital status, education, occupation, interests, and other information.

This makes finding your laser-targeted prospects a lot easier. You can definitely use Facebook to find your market niche. However, you must know how to use the tools of Facebook that will let you use it to your advantage.

8 Create a group account

Facebook allows users to open two types of accounts. One account is designed for personal use. The second type of account, the group account, is designed for organizations, institutions, businesses, personalities, and the likes. When using Facebook for online marketing purposes, it is imperative that you open a group account NOT a personal account. This account should take the name of your business. As we discuss things further, you will begin to understand why it is important that you use a group account and not a personal account when using Facebook for your marketing purposes.

9 Use Facebook's advertising tools

This is the most obvious and most important reason why you must open a group account and not a personal account in Facebook. You see, Facebook offers very useful tools that online marketers can use to laser-target prospects. And these tools are only available with the 'group account'. So how can Facebook help you laser-target prospects? The tools available allow you to search the database of Facebook and find people according to age, gender, and country/region/city of origin, educational background, work background, interests, likes, and many other factors. This is such a good way to find the group of people that you are looking for.

10 Narrow down the demography

Facebook tools are just there. But it requires some skill to use them properly. You have to know how to use these tools to funnel down or trim down results so you end up with a smaller number consisting of only high quality prospects. For instance, simply searching people based on age is not enough. You have to trim things down further by adding other filters such as gender, location, education, gender, interest, ability to afford, profession and such. By narrowing things down, you will be able to focus on prospects that matter the most.

11 Create content that will draw the attention of your target group

The beautiful thing about Facebook is that you can publish contents endlessly. It can be in the form of text, images, video clips, sound clips, or even links to relevant contents. In any case, it is important that your contents should be a matter of interest to your target customers. This is what will draw them in – if they like your content, they will ‘like’ your page and visit it often. This is important because even if you manage to somehow get prospects to visit and view your page, they will immediately leave and probably never come back if they do not find your contents interesting. So what kind of content is interesting? Well, it depends pretty much on your target group. Review section I – Identifying Your Target Group for an elaboration of this topic.

12 Make subscribers ‘share’ you posts

Let us say for example that your target prospects are female teenagers who like stylish clothes. Then, is it not reasonable to think that their friends also share the same interest? Is it not likely that most of their friends belong to the same age group and also likes stylish clothes? If you manage to get one of them ‘share’ your page on their wall, your page will be exposed to all their Facebook friends – people who share the same interest and demographic. This is such a good way to reach more of your target prospects.

13 Use media content

Here is another way to attract Facebook users into visiting and subscribing to your Facebook account – you must be very creative with your posts by making use of media content. So instead of just using the posting a message in the form of text, why not turn it into a video and post that video on your page instead? That would be more appealing.

14 Always provide links to your website

It is expected that you will make posts regularly: text posts, images, videos, sound clips, and others. But when you do, do not forget to once in a while post links that will lead your subscribers to your main website. After all, this is the main purpose why you set up a Facebook account – you want to drive your Facebook subscribers into visiting your main website and thus generate traffic.

USING TWITTER TO LASER-TARGET PROSPECTS

15 Get your targets to 'talk about you'

Google bots filters down search results and comes up with a list of “top results”. The algorithms are complex but here is a simplified version:

First: Google searches for websites that have relevant keywords

Second: Google further trims down the list by identifying which websites generated more meaningful backlinks (backlinks will be discussed later)

Third: Google will further trim down the list by identifying which websites people talk about more in Social Media Sites, particularly Twitter

As you can see, analyzing Twitter is almost at the final stage of Google’s calculation for relevance. So it is important that you get people on Twitter to talk about your website.

16 Follow and get follows from relevant groups

Another important factor is the follows. It will be helpful if you get follows from organizations/groups/companies/businesses that are relevant to the subject content of your website. Also, getting follows of these Twitter users will expose you to their followers, who are most likely part of your target prospects.

USING YOUTUBE TO LASER-TARGET PROSPECTS

Like Facebook members, Youtube users also share important information about themselves. This will be very useful for laser-targeting prospects.

Also, Youtube allows you to post advertisements in the form of video files. This is a good way attract people that are likely to be interested in whatever service or product that you offer.

17 Use appropriate tags so interested members will easily find your videos

Another interesting method is to set up a Youtube account and post videos that will be related to your website's subject topic. However, you have to make sure that your targeted prospects will easily find your videos. H

How do you do this? You do this by using appropriate tags. What are tags?

When you upload a video, Youtube will ask you to add tags (single word keywords) to your video. This will help users find your video easier. So if your video is about "Christmas Decoration" for example, possible single-word tags may include the following: Christmas, xmas, x-mas, decoration, decorations, bauble, baubles, lights, gifts, nativity, etc. With this, people who are looking for

whatever service that you offer, your target prospects, will easily find your videos.

18 Use Youtube's viewer demography tools

Youtube lets you see who are watching your video and where they are from. Of course, you will not be able to tell specific people. However, Youtube will let you know the general demography of your viewers and which demography you are getting more viewers from.

Demography includes age group, country of origin, gender, etc.). How is this helpful? For one, you will be able to tell which group of people is more interested in your services. This way, you will be able to update your list of laser-targeted prospects.

Let us say for example that you originally planned to sell your products to Japan only thinking that it would sell better there. But Youtube's graphs show that you are actually getting a lot of interest from viewers from China. If you, you might to think about arranging deliveries to China as well.

19 Make sure title and description are of relevance

When Google searches the web for relevant contents, your Youtube video will rank high if the Title and Description contains keywords related to the search query.

Say for example that a user uses the search query “Christmas Decoration”, your video will rank high if its title included the exact same keyword (e.g. “Tips for buying Christmas Decorations”) and if the description also included the same keyword (e.g. “This is a video that will help you find the best Christmas Decorations”).

LIST BUILDING WITH BACKLINK GENERATION

Laser-targeting is a method you use to find your potential customers. However, your potential customers are also likely looking for you. If you are selling computer parts for example, you would naturally laser-target computer users. But here is the thing: computer users are also mostly likely looking for you.

But the thing is that you have to help your target customers find you. You have to be visible so that they will find you. One way to do this is by generating backlinks.

20 Generate high quality backlinks

When another website posts on their page a link that will direct users to your website, you generate a backlink. This is what a backlink is: returning links posted on other websites. Why is this important? If your website has plenty of backlinks, your page rank will increase, so when someone uses Google to search for something that is relevant to what your website offers, your page will most likely appear among the top search results. And as you know, people only bother themselves with the top 5 results and rarely ever look at top 6 and lower. Therefore, we generate backlinks to increase our page rank so when people who are interested in your products/services searches Google, they will easily find your website.

21 Embed URL links within keywords of relevance and importance

Getting other websites to post a link to your website will generate a backlink. But not all backlinks are of the same quality. Some backlinks are helpful, but some are even more helpful. So, what makes a better backlink? Let us take a look at the nature of links. They are posted in three ways:

- 1) Links are posted as URLs

Ex. <http://ThisIsAnExampleOfaURL.com/>

As you can see, the link here represents the very URL of the webpage where it leads connects to

- 2) Links posted with words

Ex. [Click Here](#)

In here, the URL is displayed with a different string of characters. But nevertheless, it will still lead to the webpage that it represents.

- 3) Links posted with a relevant keyword

Ex. [Christmas Decorations](#)

This link leads to a webpage that talk about “Christmas Decorations”. Therefore, a relevant keyword, Christmas Decorations, is used to represent the link

Which of the three do you think is the most effective? You guessed right, it would be the third. Why? Google spiders put more value in these types of links. Because not only does the link ‘vote’ for the website, but it also tells Google that the link talks about ‘Christmas Decorations. This will rank higher so that people looking for Christmas Decorations, the laser-targeted prospect of the example website obviously, will be able to find the website more easily.

22 Submit links to relevant websites

Another factor which gives a backlink better credibility is if it is posted in relevant websites. Let us take again the example of the Christmas Decorations website mentioned earlier. If a link to it is posted on a website that talk about Accounting and virtually nothing about Christmas Decorations, then it will be a low quality link. This is because Google also calculates for ‘relevancy’. But, say for example, the link is posted on a website that talks a great deal about Christmas Decorations, then that backlink will be high quality.

23 Submit links to credible and reliable websites

Here is the third factor that determines the quality of a backlink – the credibility of the website where the backlink is posted. So basically, backlinks posted in backwater and unknown websites will not be very helpful. On the other hand, well-known and credible websites such as, say for example, www.WebMD.com and www.MayoClinic.com when it comes medical and health information, will give better scores to the links that they will post. So if your website talks about medicine, health, or anything related, you will really want to get your links posted on WebMD and MayoClinic.

24 Use relevant keywords in your website

How do you think Google's bots recognize if your website is relevant to a user's search query or not? If your website talks about "Christmas Decorations" and a user uses Google's search engine to search for the keyword, let us say for example, "Christmas Decorations", how do you think Google will know if your website is related to this search query? Google does this by crawling through your website to search if your website contains keywords similar or almost similar to the phrase "Christmas Decorations". If Google finds plenty of related keywords in your webpage, your page will rank high. So, where should keywords be placed in your website? Here are some:

1. Articles posted on your website (title, body)

2. File name or designated name of image files posted on your website
3. File name or designated name of video files posted on your website

But be careful. Google penalizes websites that spam keywords. Use keywords discreetly and minimally only. Focus your energy more on generating backlinks – these are more important.

25 Update keywords regularly

Take a look again at entry no. 21 and no. 24. They talk about using “keywords” right? However, relevant keywords change from time to time. For example, if the keyword “basketball shoes” is popular during the month of October, maybe the same keyword will no longer be as popular the next month. The following month, maybe the keyword “soccer shoes” would outrank the keyword “basketball shoes”. And maybe after another month, another keyword will replace the popularity of “soccer shoes”. This is the reason why you must regularly update and change the keywords that you use.

OTHER SEO-RELATED TIPS

SEO (search engine optimization) go hand-in-hand with laser-targeting prospects. So we also felt it necessary to include some general SEO tips

26 Use Google AdWords to generate keywords

Mentioned in previous tips is the importance of the use of keywords. Also mentioned is the importance of updating keywords that you use. So how do you generate keywords? And also, how do you update your database of keywords? Thankfully, Google provided us an online tool which can do just that – generate keywords and provide updates. With AdWord, you simply type the main keyword and it will generate which key combinations is the most searched in that field. If you enter “Christmas decorations” for example, AdWord will generate other key combinations (search queries) used by internet users interested in that field. In this example, possible results maybe Christmas decors, xmas decors, Christmas baubles, etc. And here is another perk: Google will rank which of these queries are the most searched. It will even tell you how many times each query is searched per month/week.

27 Outsource bigger and more crucial tasks

The laser-targeting and SEO needs of one company may differ from another. This is simply because some businesses have bigger operations than others. If your SEO needs are high, it is advisable that you hire organizations that specialize in increasing the page rank of websites. This is convenient because some parts of SEO are very difficult to do even if you know how to do them (e.g. generating contacts, convincing contacts to post your links, etc.).

28 Avoid paid rankings on search engines

Google's search results consist of two parts: the left side which is a longer list is called the 'organic results' while the right side which only lists a few is the 'paid advertisements'. The latter, as its name suggests, is paid. But as for the organic results, only SEO can influence it. Here is the take: only 10-15% of people click on the paid advertisements. So why pay for it when a big majority of users click the organic results anyway?

29 Stay updated in SEO

How Google's search engine rank websites whenever a search query is made is defined and controlled by a preset equation – a very complex algorithm system. However, this equation sometimes changes. In the past for example, many webmasters used dirty techniques to take advantage of Google's SEO algorithms. Google discovered it and changed their equation. Now, those techniques no longer work. You should stay updated with such updates.

30 Never slack down

Okay, so you finally managed to increase the page rank of your website. Also, you finally managed to efficiently laser-target your prospects. So, can you rest now? As said earlier, keyword relevance and popularity are ever-changing and Google's algorithms are getting updates. In short, there is no long rests. A high ranking website must be maintained to stay that way.

CONCLUSION

In the physical world, many businesses clicked solely because of 'common sense'. Owners knew nothing about business or its technicality. They just went by instinct and by experience.

The same cannot be fully said about online marketing. Yes, common sense is necessary but it alone will NEVER put you on the top.

In the virtual world where everything takes the form of calculable data, only those who fully understand the workings of its formulas and its equations will have the upper hand.

This is what SEO is – understanding the algorithms and using that knowledge to your advantage.

With the 30 tips you learned in this eBook, you know surely have more knowledge than the majority wannabe online marketers out there. Use this as your first step to success. Then, keep learning and gathering more knowledge.
