

18 Places To Buy Targeted Traffic

Today's Internet is NOT a "build it and they will come" place for businesses like brick and mortar businesses can sometimes be. You have to proactively go out and get people to come back to your website.

Having an a successful website really isn't that hard, most people make it hard on themselves by trying to cut corners. Success has already been proven, the recipes are already there. If you're willing to follow the recipes it's really pretty hard to truly fail.

The most basic formula for a successful website is...

1. Do some research to find out what people are interested in or even better something that they desperately need. For example; cures for ailments, services, how to guides, and software.
2. Next you create whatever you found in your research that people are wanting.
3. Then you research ways that you can drive the type of people that were looking for what you created back to your website. For example; social media, SEO, classified ads, or paid advertising.
4. Finally you track, analyze, and optimize your website for each source of web traffic that you are using. You must do this step so you can monitor and improve the performance of your websites as not every source of traffic will like your website in it's current state... The trick is to always be optimizing so that you get the most amount of people taking the action you wanted them to take once they arrived.

There is no secret, and if there was a "secret" then the above list would be it. Now of course for different business models there might be another step here or there but everything builds from that platform above.

In this post i'm not going to be talking about how to research what people want. I'll address methods of research in another blog post but today's let's talk about traffic.

Free Traffic Vs. Paid Traffic

You have two choices... You either pay for traffic with your time and energy or you pay for it with your money. I personally just go after every possible traffic source I can get my hands on and then test it for profitability.

With free traffic you are usually going to have to either hire someone or use your own time and energy to go out and get that free traffic. Paid traffic is more of like a light switch, you just turn it on and off at will. The other benefit of paid traffic is there is nearly an infinite amount of it. Where free traffic can be pretty limited.

If you want to read about our free traffic methods and how to use them then I suggest you read an older blog post of ours called "[Free Website Traffic Is 100% Possible.](#)" Or keep reading and we'll talk about 21 different places I've found for paid internet advertising.

Almost every single one of these sources will let you start with a very small budget. Which in my opinion is the key to success with paid advertising. I got my start with \$60 in hand that I setup as a \$2/day budget and turned it into \$300 in sales by the end of the month.

I now spend thousands per month on advertising, but I started small, tracked everything, analyzed daily, and split-tested my web pages to optimize them for high performance. If you do the same then I promise you'll find at least a couple profitable traffic streams below.

Top 21 Paid Internet Advertising Sources

THE KING! <http://adwords.google.com>

Google's Adwords program is the ultimate light switch of web traffic for me. There are just so many different ways inside Adwords alone that you can drive traffic with. I can't get into it all in this post but they have the normal keyword targetted campaigns, placement targetted (put your ads on other sites), the content network, and then extras like radio/newspaper/TV.

<https://adcenter.microsoft.com>

I'll bet you already guessed that this is MSN's version of Google Adwords. They don't have nearly the amount of traffic that Google or Yahoo does but they do have an overall higher income bracket of users.

<http://sponsoredlistings.ask.com>

Ok I think this is the last time I'll have to refer to Google Adwords again, but ASK.com is the smallest of "the big 4" search engines and ofcourse they have a pay-per-click network as well. **This is the best network to use for medical/health related offers.** Majority of the users are middle class middle aged african-american or hispanic women.

<http://advertising.ezanga.com>

This is a pretty small pay-per-click advertising network. Can get some REALLY cheap clicks though! I like to start out my testing here since it's usually cheaper and then take my results over to Google, Yahoo, and MSN for scalability.

<http://www.stumbleupon.com/ads>

Can't figure out how to go viral on StumbleUpon? Well you can pay your way in with their advertising network. You basically pay per stumbler that see's your site and force your way into getting lots of views which can possibly lead to more stumblers stumbling it for free. Good for jumpstarting blogs and other content based stuff like Youtube channels.

<http://www.cpvmarketplace.com>

Now we're getting into more of the MASS traffic type of things. CPV stands for cost per view, which like StumbleAds means you pay everytime someone views your webpage. Which is technically what pay-per-click is too, but CPV is usually a lot faster and a little more interuptive. SPLIT-TESTING REQUIRED!!! I've found it best to use very short lead in pages because you've got about 3 seconds, if that, for the viewer to decide if they like you or not.

<http://www.trafficvance.com>

This one and the next one are also both CPV traffic sources, so if you get one to work you can most likely scale up by adding the others. I only say most likely because every niche and every offer is different. I haven't used this one yet, just out of not having the time to add it on, but my mastermind partners rave about it.

<http://adservices.zango.com>

This is the CPV network I started out with and got over 4,000 visits in under 48 hours. they tend to have a younger audience (teens) so take that for what it's worth. They get their traffic by trading browsers entertaining content in exchange for downloading their toolbar... Then once you have their toolbar they show you ads (full sized websites).

<http://www.admob.com>

The guys who started this network are ROCKIN'. They are getting all kinds of press coverage from the biggest blogs in the world. Basically, they own advertising on the iPhone right now! You can advertise either a website or a video to the iPhone users via little ads on all the different iPhone apps.

<http://www.adbrite.com>

If you've visited any major online forum then chances are you've seen AdBrite ads. They link targeted keywords in on-site text to a "hover over" advertisement that appears. If the reader clicks on that ad they are sent to the advertisers website. This network is very cheap and converts really low, great for testing because you can test cheap and if you get it profitable then scaling to others will bring HUGE profits.

<http://www.kontera.com/pay-per-click-advertising>

this one is just like AdBrite and if I was smarter I would have grouped them together. Same story of cheap in-text ads that you pay-per-click for but tend not to convert the best.

<http://www.facebook.com/advertising>

No doubt you've seen the little ads on the right hand side of your Facebook home page... Well this is how you put them there. As with anything that has mass appeal traffic like Myspace and Facebook advertising you should make sure your offer is pretty mass appeal for best results. Targeting is kind of limited with Facebook ads as you really can only narrow it down to a select demographic and then a handful of keywords

<http://www.marchex.com>

this is another network I haven't used but I have used other services they provide and I love the company. They are on my list to test, just haven't gotten around to it yet. They are like a small version of Google Adwords with pay-per-click and pay-per-call options.

<http://www.trafficadventure.net>

Very good looking cpc network. You can buy 4 different type of traffic and you can use many different filters to keep traffic pure and safety. it's self serve platform and you can start getting traffic in minutes. it works quite well for product sales especially to the 55-65 demographic.

<http://www.adparlor.com>

This one is kind of like a one stop shop for advertising on social networks. They make it easier than having to have lots of different accounts but in exchange you are paying a middle man fee. It's pay-per-click and they say you can start with as little as \$1 – Haven't tried them out yet but I think I will next month to consolidate my Myspace and Facebook ads.

<http://www.trafficsgenie.com>

i don't know about this traffic source too much but couple of webmaster saying they are making huge Money with this traffic source. Also you may buy adult traffic and use it for banner arbitrage.

<http://www.amazon.com/Advertising>

Lotsa options here and with one of the worlds MOST TRUSTED websites ever in existence. Everything from selling your products through Amazon to pay-per-click test links. Hmmm... I wonder if you could be a kindle affiliate and advertise on Amazon??? Will have to try that...

<http://www.fwtraffic.com> Another direct traffic buying platform that looking reliable. Also it's cheap and traffic is not soo bad quality. You can use for statistics improvement and affiliate offers landing pages.