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# Tactics on Using Auction Sites and Tell-a-Friends to Drive Traffic



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## **The huge size of the market**

EBay occupies a virtual space, thus it is not fettered by space constrictions. Innumerable number of sellers and customers interact within that unlimited virtual space. So the scope of the market is limitless. If you put your product up for sale on EBay, you will attract more customers than you ever can in a traditional business.

### **eBay can generate customers and sellers**

since the number of buyers and sellers who operate on EBay is infinite, the possibilities which such a market has to offer attracts more and more bidders, which in turn acts as an incentive for more and more sellers. In the next couple of years, the estimated membership of EBay will be phenomenal.

### **Geographic distance**

Geographic distance is rendered insignificant each business has a market, and that market is located in a geographical territory. In order to expand the territorial limits of that market the business has to invest money. With EBay a seller can sell his good to a person situated in another continent, by just clicking his mouse.

### **Time limits do not apply**

Since customers and sellers are often situated in different time zones, EBay auctions operate round the clock. This feature also increase the customer-ship of a product,

### **Buyers are ecstatic**

Bidding at an auction site is not really much different from gambling. Often bidders get carried away and thus the product is ultimately sold for a price much higher than it would fetch at an ordinary over the counter deal.

### **eBay auction is not capital intensive**

Often people complain that the cost of operating in eBay is very dear. But this is only true if you are trying to sell the wrong products. Compared to the kind of customer base your products will get at eBay, the investment is really dirt cheap.

### **Benefits of online auction**

Online auctions provide many benefits to both the business firms and the potential clientele. Certain goods and collectors items are available for cheaper at online auctions.

### **Auction ID**

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Your auction ID should match your web address this is important. Then every transaction you make, will be marked by your ID. Before transportation, remember to provide your contact details, a note of thanks and papers required, etc.

### **About me**

Most auction sites have an About ME section where you can provide relevant information about yourself and links to your site.

### **Follow the rules**

Auction sites have strictures regarding what information or links you can provide and what you cannot. Remember to abide by those.

### **Make allies**

Strike up a friendship with other sellers whose products might complement yours, provide them with discounts and offers.

### **Advertisements**

Your auction details should contain ample keywords relevant to the topic. In that way, a search will provide links to your site. Advertise your products well.

### **Traffic**

The more customer traffic your site attracts the more profit you may earn in the long run by involving them in various deals and making sales. You can even earn money (about 5 cents) for every person who visits the auction.

### **Keywords optimization**

Usage of keywords is essential, and the keywords used to search for your product should be used in your title and your subtitles so that more customers view your page.

### **Cross promotion**

Cross promotion of products means linking the traffic of one product with another to increase page visitors and thus potential customers. Buyers on EBay are always on the look out for more and more products to buy.

### **Attractive catch phrases**

Sprinkle your advertisement and content with catchphrases like free, amazing, extraordinary, superb, proven, certified etc copywriting skills come in handy.

### **Interactive forums**

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At various forums you can use the link to your page as a signature.

### **Digg.com**

If the content of what you submit is enjoyable then it will be more popular. This is a last resort if your auction is a joke.

### **Bidd.buds**

It is a community on EBay which allows you to display a picture of your product.

### **Articles**

Articles containing your product details and links to your page may prove useful in attracting visitors if distributed properly.

### **Reports**

You can include links to your eBay store in your report on eBay.

### **Tell a Friend Script**

It is a basic programming script which enables a visitor to your page to forward the media on your page to his acquaintances.

### **Attachment forwarding**

The person who wants to send the media to a friend can do so by entering his own and the recipient's email address and then forwarding the media as an attachment. The recipient won't think it to be spam.

### **The strategy of Tell a friend script**

It is a convenient marketing strategy, as chances of your mail being blocked are slim.

### **Recurring forwards**

When the recipient views the media through the email, he is also introduced to the company's profile, and a description of its goods and services. He in turn can forward it to someone else.

### **Spreading the word**

In this way more and more people will get to know about your company and your product and also pass on the information and links to your store to others. The customer base will increase rapidly.

### **No major skills required**

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In order to get this script you do not need any major skills in programming at all.

**Just a click**

Many sites on the internet offer tell a friend scripts and you just need to click on them to know all you need about conditions which might apply to the usage of this script and other details.

**It's affordable!**

Tell a friend script is a cheap and easy method to ensure that the traffic to your store increases almost magically. Add to this a little out of the box thinking and your product will be sure to attract a lot of interest, thus your profit will increase too.

**Steady results**

However the increase may not be immediate, so you will have to be patient, it might take some time for your media to achieve the expected circulation, which it will, sooner or later.

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