

Hello and welcome to video number four, this is the last giveaway type, which is Buyer Integration. I love this type of buyer giveaway type simply because it's very easy to implement. There's not a whole lot that you need to do, and it's almost very similar to the freebie giveaway but there's actually less stuff that you have to do.

But yet it can be a giveaway and on an ongoing process that can generate buyers on a recurring basis for years to come. So here's the general idea, integration marketing – let me explain to you what it is. It's really powerful, especially when your giveaway participants are a product owner. So the five list owners are a product owner, and you are basically part of their sales funnel.

So somebody comes and purchases their product, and they recommend you as an unexpected bonus, and you do the same for them, and so forth. So imagine Buyer A purchases a product from Seller X. Seller X then talks about Seller Y and suddenly says they have worked some deal out with Seller Y, and they give them a discount or a free bonus on their page, and they link it to Seller Y.

At this point, Buyer A is shocked and happy, and thankful to both Seller X and Y. So their respect for both Seller X and Y have increased, they're very happy, they know about Y, they're about to sign up for Y's product, so their respect is higher and will likely buy from Y in the future because that connection has been made, that relationship has been made, and they are excited and they know who you are. And that's why this is so powerful, and it works so well even if it's done with a very small handful of list owners or product owners.

So essentially, you're going to be getting buyers without you, the seller, actually selling. The key is to integrate your bonus giveaway within each person's download page, or their autoresponder as an unexpected bonus to a paid product. So in other words, you're basically integrating yourself into the actual funnel, and by doing so, you can actually get higher conversions in the long run. So what we're doing is, we're setting yourself up for success. So the traffic conversion is actually higher because these are buyers, and they're definitely shocked because they're not expecting to receive these bonuses. And even though you aren't taking in payments, you're not necessarily making any money off of these buyers, instead, the other seller's making money, but you're getting the opt in and the person onto your list. And the fact that it's actually attached to a paid product, you're getting people that are, that have actually whipped out their credit cards and paid for an actual product. And if you keep the common theme that I talked about earlier in the other two videos, then your conversions should increase dramatically.

So let's say for example that you have a Product Owner A has a wordpress theme. Product Owner B has a wordpress owner training, and Product Owner C has some sort of wordpress plugin. So imagine that somebody buys a wordpress plugin, they find wordpress training that happens to help the buyer that is dealing with wordpress. So the fact that there's a common theme, it's a no brainer and it's a fact that people are going to want to improve

their wordpress blogs, and therefore, you pretty much have a buyer on your list that is going to convert very, very well in the long run.

So how do we start planning and gathering everything so that we can get it to work.

Well step #1 is of course you need to find a list owner. Product owners, list owners in your niche, and I'll talk about that in video #6 and 7. And similarly to the video before this, with the buyers, if you make sure that the products that the product owners in that specific niche and the participants that will be providing these products are high quality, and if discounted, would create some sort of craze.

Step #2 – you want to find a common theme like I said earlier. And the more niche specific, the better.

In Step #3 – you want to get a list of paid products that will be included.

And of course, Step #4 – gather all the information of the product so that you can gather them and put them onto the opt in page.

And in Step #5 – you're going to create a main buyer opt in page, and individual thank you pages like you did with the freebie giveaway page.

So let me go ahead and show you the process mind map in a little more detail.

This is a whiteboard drawing and as you can see here, list owner #1 – who let's say, has the wordpress theme, integrates in all of these participants' download pages. So I've just used list owner #1 as an example, but the same goes for #2, 3, 4, and 5. So even if you were to do it for just three people, it would be extremely powerful in itself.

So the question is, how do you do it? Well fortunately, you don't have to worry about setting up payments or anything with JVZoo.com or anything like that. All you have to do is setup the Opt In that points to the individual Download or Thank You pages like you did with the freebie list, and give them to each and every list owner to put onto their Download page or autoresponder. So you're going to have a list of Opt In codes. Let's say you have five participants, so that means that it's going to be a little more customized because list owner #1 – you're going to give them all the Opt In codes 2, 3, 4, and 5, but for product owner #2 – you're going to have 1, 3, 4, and 5, and so forth. So it will take a little more time on your part, but I guarantee you that in the long run, you're going to be happy. Once it's said and done, it will be said and done, and you will get buyers on an ongoing basis, and it will build your list for years to come.

And of course, like I said earlier, you can put them into the list owner, the product owner's autoresponder if you want to do that. Let's say everybody's going to put into their autoresponder, they can do that, but if they do that and you go that route, then be prepared to write some sort of solo email for each of the unexpected bonuses. So if you put it on the Download page, all you have to do is just actually just create the page itself. But if you create an autoresponder, then you'll have to actually setup the autoresponder, the solo

email adds, and everything like that for the list owners so that they don't have to do that. So it takes a little more work, but that's another avenue that you can take, but this avenue is actually easiest that you can take. So with that said, let's move onto the next video, which I'm going to show you, if you don't have a list or you don't have a list of a certain size, then some list owners may feel that they don't necessarily want to do a giveaway event with you, but I'm going to show you a way around that issue in the video.