

The People2People Top 10 online promo punch list

Once people arrive at the Personals landing page it is our job to convert them to paying members. However, we need your help to get them there!

Here are the 10 best ways to maximize traffic and revenue from the new online personals platform;



- 1** Obtain a unique url for the personals portion of your site – eg. www.eastbaypersonals.com. This makes the site easy to recall for readers and easy to promote as a standalone domain name. You can either do this yourself or simply contact us and we'll be happy to handle it on your behalf.
- 2** Add a link to Personals above the fold on your home page – the most trafficked page on your site will deliver optimized volume of traffic to the Personals.
- 3** Personals link within sites main navigation bar – allowing your sites visitors to navigate to Personals with one click from any page in your site by including it in your main nav bar is a surefire traffic driver!
- 4** Personals link within Classifieds – traditionally Personals has been housed within Classifieds so many people will start their search for your Personals there...make it easy for them by adding a link from your Classifieds pages.
- 5** Contextual text links in any love/dating columns – if your readers are already reading about love / dating / relationships where better to promote the personals!
- 6** Add promotional online banners and ad units – we have created banners with the member search function built in. You can get these self-serve from www.people2people.com/marketinggallery or contact us if you'd like a custom spec.
- 7** Promotional email blasts to your database – if you blast your reader email database with a promotional announcement about the new site we will provide to you a promo code offering your readers a free 7 day all access trial. We can even write the copy or create a html mail for this at your request.
- 8** At events - for your on site event promotions we can provide flyer designs with promo codes offering a free trial.
- 9** Print ads to promote online site – upon request we will design and deliver compelling print ads advertising your Personals site to your specs.
- 10** Coming soon – promote online members in print with mini profiles, including pics! We will create a print section to your spec showing the latest and greatest online members with details on how to respond to them by visiting the site