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Is Surfing Traffic Exchanges A Good Use Of Your Time?

One strategy for marketing on the Internet is using traffic exchanges. It is interesting how various Internet marketers differ on whether this is a good use of your time or not. Some feel it is a waste of time, while others include it in their Internet marketing campaigns.

Here are 7 reasons I could come up with off the top of my head while I think traffic exchanges do work.

1. You earn credits which can be traded to get your ads shown. This is the primary reason people surf traffic exchanges. You earn credits to get your ad shown for every ad you view.

Credits vary from one traffic exchange to do next. Generally the surf ratio increases if you take a paid membership in the traffic exchange.

2. You can spy on your competition. You will be sitting staring at your computer for 10 seconds or so before [No prescription](#) a new ad pops up. Some of these people are your competitors and now you can see what they are promoting.

3. You might find something appealing to purchase or join. There are many Internet marketers using traffic exchanges so what you get to see their programs and products.

4. It is something anyone can do. This is a big reason new Internet marketers join traffic exchanges.

It doesn't take a lot of skill to click on ads and earn credits. It's also easy to set up your own websites, text Link ads, and banners because you don't need special skills to do that either.

5. Buy credits and increase your online exposure. As your business increases this is something you will want to do. Purchasing credits will give you more exposure that you can determine how many times you want your ads viewed every day.

6. Refer members and receive credits to get your ads shown even more. Traffic exchanges want new members so that is beneficial to you.

When you find a traffic exchange that works for you you should let your email list subscribers and blog visitors know about it. Some will join with you just based on your recommendation.

7. Repetition will get people to your splash pages. This is a key point. You want other traffic exchange users to get in the habit of seeing your ads.

You also want to focus on promoting landing pages to help build your mailing list. Because of the short time surfers see your ad you need an appealing splash page that gets their attention and has a short form for them to fill out.

This is seven reasons why I feel surfing traffic exchanges is beneficial. You should make it a part of your overall advertising mix. This way you can benefit from additional exposure, more traffic, and new subscribers.

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