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# **Tips For Exploding Results From Free Traffic Exchanges In 2010**

target='\_blank'>praise from marketers as a system that allows people to introduce people to more than just an offer. The system is designed to build a brand for marketers by providing community voting on advertising, incorporating social networking features, and providing premium members with list-building offers built right into the surf bar. From the review linked above:

"I can't say enough about how much better this system is than any of the ones I've seen (and that includes really well-run manual exchanges). John and his team have leapfrogged the competition and created an incredible product that gets the nature of reputation and trust in today's Internet."

This brave new world of traffic exchanges as reputation economies demands an equally brave response from marketers. Even in traditional manual exchanges, the opportunity now exists to forge relationships with users, rather than merely slap up an ad. As the FTC turns its head to Internet marketing practices, the writing is on the wall for marketers. It's time to create unique, personal connections with the audience, whether that's in pay-per-click advertising, blog marketing, or on something like a traffic exchange.

So what's the secret sauce to growing trust relationships? It has always been simple: give stuff away. I don't just mean free offers, I mean revealing things about yourself. Show warts. Admit failures. Be human. And then provide a free offer. In order to create a tangible relationship with people, you need them to listen. That means offering to teach them something they didn't know before.

No one can argue that a [reliable autoresponder](#) is a marketer's best friend. But what ThumbVu points out is that you have already built lists. Your Twitter followers are a list. Your Facebook connections and fans are a list. People who read your blog? List. So expand your notion of what signing up looks like. And treat those channels appropriately - don't treat Facebook like free advertising - you wouldn't treat your mailing list that way! By all means, continue to invite people to sign up for an e-course or a mailer, but also realize that you can create campaigns on your social networking sites.

Moving forward, it's only going to become more important than ever to present a personality and a reputation that people can trust. Let 2010 be the year that you decide to build your brand online, in every marketing endeavor. You'll be happy you did.

You can also find this article published on [Tips For Exploding Results From Free Traffic Exchanges In 2010](#), and on the tag pages [blog marketing](#), [brand building](#), [reputation marketing](#), [traffic exchanges](#).