

## RECOMMENDATIONS HOW TO ATTRACT CLIENTS TO ROBOFOREX

Your success as a partner directly depends on the number of attracted clients and their trading activity. You can hardly influence clients' trading activity, but it's only in your powers to increase their number.

In these recommendations we'll talk about the most efficient ways used by our partners to attract new clients to RoboForex, but first of all, let's answer the question: what do you have to do to make sure that a client is considered attracted by you? Agents and Webmasters have several ways to attach the clients they attracted to their accounts:



*Ways to attach clients to the partner group.*

**Affiliate link.** A referral link with an affiliate code (AgentID), which can be posted on different message boards, social networks, blogs, and any other internet resources, used in sending E-mail messages, etc.

**Direct Link.** Webmasters can post direct links on their verified websites, without AgentID code. The links must redirect a user to any page of our Company's website or Members Area. Those users, who were redirected from your web resource to the Company's website and registered a trading account, will be identified by the referrer header and considered as attracted by you, and included into your partner group.

**Affiliate code (AgentID).** Clients will be considered attracted by you and included into your partner group, if they enter your AgentID code into specified field during the registration of a new trading or affiliate account.

**Advertising banners.** In your Members Area, you can find a lot of advertising banners of different size, as well as a banner rotator. Post them on your websites. Advertising banners are updated very often, so you can always use the most recent ones.

**Informers.** Informers allow your website visitors to stay abreast of the information useful for trading: follow quotes and charts of currency pairs and metals online, learn about oncoming market events. The clients followed the link from the informer widget and opened a trading account are identified in compliance with the same principle as the clients followed a banner or an ordinary link.

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In addition to the above-mentioned personal communication channels, there are other efficient ways to attract new clients, such as:

- 🌀 Social networks
- 🌀 Video hosting (YouTube)
- 🌀 Message boards
- 🌀 Own websites, blogs
- 🌀 Search Engine Advertising (SEA)

## Social networks

Social networks are an exceedingly efficient channel in attracting clients. Firstly, social networks are available for everyone and do not require any financial expenses. Secondly, the number of social network users is incredibly huge and growing every day. In social networks you can post your own analytical materials and forecasts, trade advisors, your own strategies, make the selection of the best Internet materials, etc.

Today's the most popular social networking websites in the world are



The majority of countries, to a greater or lesser extent, use these social networks, therefore, they are ideally suited for attracting clients from all over the world. There are a lot of regional social networking websites like VKontakte

(Russia), Orkut (Brazil), Tuenti (Spain), etc.

Each social network has its own features. In the Internet you will find a lot of experienced users' advice that you should take into consideration while promoting your website using a certain social network. General recommendations on clients attracting via social networks are given in this article:

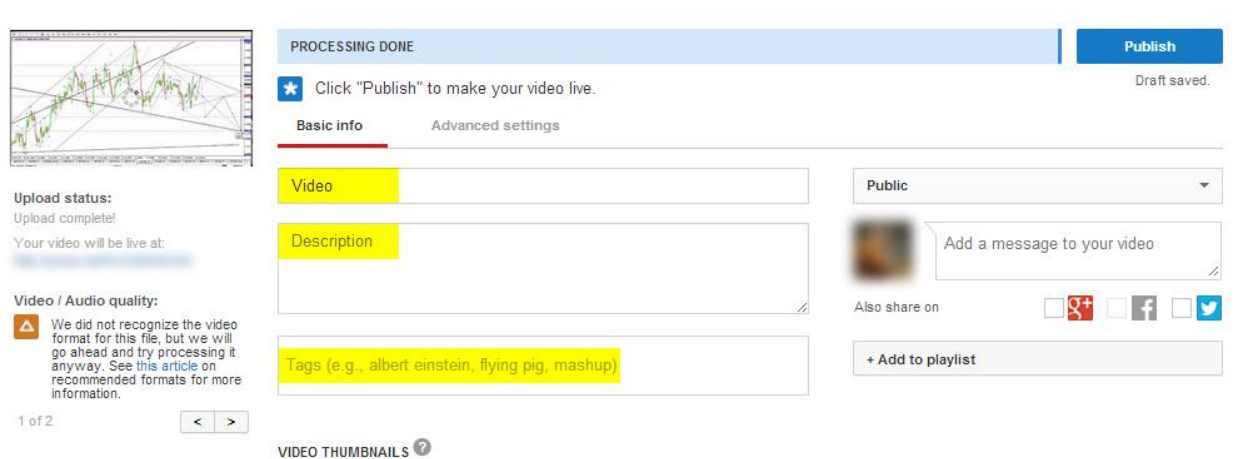
- Create groups (the option is available for the majority of social networks) and promote them.
- Post an affiliate link to the company's website or a link to your own website in the most conspicuous places.
- Before you start promoting your webpage or group, make sure that your webpage or group comprises an interesting content.
- One of the easiest ways to start promoting your webpage or group is to send the personal invitations to your friends. Send the link to your group to all your Skype, ICQ and other contacts.
- Post the link to your group in blog comments, forum comments as well as in other Internet resources.
- Regularly upload new materials. Find interesting pictures, video files, texts, and links in the Internet that can be posted on your website page or in your group.
- Frequently change your status.
- Do not leave unanswered questions in the group.
- Offer your friends to repost your materials.
- Follow successful groups and adopt their experience.
- Participate in discussions held in similar groups, propose new themes, and take an active part in disputes. When you gain a reputation of an active and contributing participant of a group, its members will trust your recommendations and links.

It is important to understand that your affiliate program related profit is directly proportional to your efforts and clients attracting via social networks (as well as via forums and YouTube channels) is a labor-intensive process, since it is necessary to maintain your group's interactivity, participate actively in other groups life, spend a lot of time being engaged in forum conversations.



**YouTube** is one more option for promoting your links (affiliate links, website links, blog links, etc.). Currently, YouTube is the largest video hosting service. Intrinsically, YouTube is a social network, since you as YouTube user can subscribe to other users' channels as well as to create your own ones. You can record and post your own videos or upload interesting theme videos found in the Internet. Figuratively speaking, you will be the editor of a small TV channel and decide what materials, in your opinion, will be interesting for the viewers and, therefore, should go to the air. Your link containing the additional information should be embedded in the video description. The number of people clicked your link will be increasing proportionally to your video views.

Uploading YouTube video, indicate its title, add description and tags (key words that will help users to find your video).



In the description and tags use as many the most frequently typed (the most popular) search queries (key words) as possible not only from YouTube, but also from search engines such as Google and Yahoo. Thus, your video files can be shown more frequently on "related videos" (see screenshot below) when they receive the sufficient number of views. Make sure that you have added the popular keywords to the title: for example, "Forex".

RoboForex - Forex Technical Analysis 24.07.2014 EUR/USD, GBP/USD, USD/CHF, USD/JPY, AUD/USD, GOLD

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- Work over quality. Users will share links to the favorite videos posting them on their pages in social networks as well as subscribe to your channel.
- Think of interesting titles for your videos.
- After uploading videos, post them to social networks in which you are registered. It is quite easy, just click "Share" and select the network.
- Actively comment other users' videos and invite them to visit your channel.
- Under description or in the comments to the video post a message urging users to subscribe to your channel as well as to open an account at RoboForex following your referral link.

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## Message boards

Participate only in forums related to the Forex market since these forums are the place where your potential clients meet and communicate their opinions. There are a lot of Forex related forums; therefore, there is no sense in wasting your time on non-Forex related forums.

The key ingredient to the success in attracting clients on forums is your reputation on these forums. Your reputation is measured by the number of posted comments and their quality. The higher reputation you possess, the higher trust users will have in your recommendations and the more willingly they will follow your links.

The main task is to be fully engaged in the forum life, share your thoughts and insights, experience, useful articles and other interesting information. RoboForex advertising should be added to your comments as a link or a short text in the Signature (here we are talking about a text or a graphic "block" automatically added under your comments in the forum conversation, in other words, it is the information in the field "Signature" of your profile on this website or forum).

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## Websites and Blogs

E-partner's principle instrument in attracting new clients is the personal web-resource related to the financial markets. There are some advantages of using your own website:

- There is no need to use a referral link. Clients can click an ordinary link to go to your website. In this case clients opened a trading account are identified as attracted clients.
- High informational value and high level of customers' trust.
- The opportunity to use banners and informers provided by RoboForex.

On your website you can post various educational and analytical materials, your own recommendations, financial markets news, different interesting articles, and etc.

We highly recommend you to create a special block on your website to post links to the analytical reviews on the RoboForex website. It is more desirable to use as a link name the heading of an analytical review and to indicate the publication date of this review on the left hand side and on the right hand side of the heading. The number of clicks depends on the design of your block that can give you more clicks than an ordinary advertising banner.

It is necessary, of course, to promote your own website, in other words, to attract customers (increase traffic). The more popular your website is, the more clients you will attract. Website promotion is a long and complicated process. A lot has been written about it. You will find easily the information referring to

the website promotion in the Internet.

The principle method of website promotion is the Search Engine Optimization (SEO). SEO encompasses a set of actions that help to improve your website ranking in the search results lists by keywords. Aforementioned social networks, forums and video hosting services are also popular ways of website promotion. One more highly effective way of website promotion is Search Engine Advertising (SEA) as it is aimed at good results within a relatively short period of time. Let's talk about it.

## Search Engine Advertising

Search Engine Advertising (SEA) refers to the text advertisements in search engines that generally appear at the top or on the right hand side of search engine results. SEA also may appear on websites-participants of SEA network.

The main idea is to write a text advertisement using those keywords that clearly describe your offer. For example, if one of your website pages comprises the information about trade advisors and if you select "forex advisors" as a key phrase, then those who type this phrase in the search engine will see your advertisement.

Thus, SEA allows bringing into focus the target audience: people who have already shown their interest in this sphere "bump into" your advertisements.

There are a lot of SEA systems. The most popular SEA systems are

 Google AdWords

 Yahoo Bing

 Yandex.Direct

 Baidu

**Google AdWords** is very popular with the users all over the world and allows website promotion in different countries. Yandex.Direct is very popular in Russia and Baidu is very popular in China.

Well-thought-out advertising and wisely selected keywords (queries) will make your advertising campaign more efficient and less expensive.

There are some recommendations:

- Ensure that users clicking the link in the advertisement go to the webpage with the information that they have been looking for.
- Make sure that the keywords and the advertisement text convey the same message.
- Add a keyword to the text advertisement. You should make the potential clients understand that they have found what they had been looking for. It can be done by using in the heading or in the text advertisement a word or a phrase that clients have typed in the search engine. For example, if you use "profitable forex advisor" as a key phrase then use it also as a part of your advertisement heading.
- Create advertisements containing the information about the current rebates, bonuses, unique offers or describe your own offers (for example, in case if you promote self-developed trade advisors).
- Make your advertisements more specific and do not overload them with the diverse information. Break down the diverse information into small units and use these meaningful units of information in separate advertisement texts.
- Use 2 or 3 words as keywords (for one advertisement).
- Do not use highly competitive queries: for example, "Forex". The cost of one click can amount up to 20 USD, remember, click on the link does not mean the registration of a trading account.

**Attention!** Use only relevant and reliable information. Make sure that on your website you have provided your clients with the detailed information about offers (bonuses, etc.) highlighted in your advertisement.

Do not use as a keyword "RoboForex" and its derivatives in any spelling variations. The usage of "RoboForex" and its derivatives as keywords is prohibited by the Affiliate Agreement and can cause its cancellation.