

VITALVIRAL

What It Is, How It Works & How It Can Help You

VitalViral is primarily a downline builder. However, since its launch in Dec 06 it has evolved into so much more than just another downline builder. This document is a brief overview and a guide to the current features and benefits.

Troy Wray (Creator & Owner of VitalViralPro.com)

© June 2009

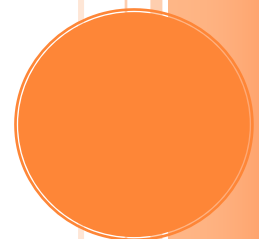


TABLE OF CONTENTS

Table Of Contents	1
What It Is, How It Works & How It Can Help You	2
Why Is A Downline Builder So Useful?.....	2
The VitalViral Strategy	3
How Is The VitalViral Strategy Implemented?	5
Some More Technical Information on VitalViral	6
Maximizing Effectiveness of Your Primary Business Promotion	7
Tracking Pages You Don't Own.....	9
What Traffic Exchanges To Use	10
Other VitalViral Features	11
Customizable Lead Capture Templates (Squeeze Pages).....	11
Members Forum	11
Autosplash Pages	11
Personalized Splash Pages.....	12
Summary	12

VITALVIRAL

WHAT IT IS, HOW IT WORKS & HOW IT CAN HELP YOU

VitalViral (vitalviralpro.com) is a downline builder. In simple terms that means it's a program that contains referral links for a number of programs and those referral links are all replaceable by your own affiliate links for those programs.

Thus when you promote your VitalViral site, you're inherently promoting all your affiliate links as well.

What's more, a feature called **id flow through** ensures that if someone that joins VitalViral somewhere other than directly below you, your link will be the one shown to them **if no-one in between has entered an**

A Downline Builder helps you build downlines in multiple programs simultaneously by promoting a single site

affiliate link for that program. This is a powerful additional source of referrals.

Being aimed primarily at traffic exchange users, most of the programs within VitalViral are traffic exchanges but there are also list builders and other tools helpful to traffic exchange users.

WHY IS A DOWNLINE BUILDER SO USEFUL?

Anyone surfing traffic exchanges is generally doing so for one reason – to earn credits.

More than just the program, VitalViral represents a whole strategy for making that process of earning credits more effective. The program itself helps in implementing that strategy.

Almost all traffic exchanges reward you for introducing other members to their program and that reward can be monetary (commissions on upgrades) or, more usefully for our purposes, credits – particularly where you earn a percentage of the credits earned by your referrals. Those credits are not taken from your referral and given to you, they are given to you by the traffic

exchange owner as a thank you for introducing another active surfer to the program.

Some programs even give a percentage of the credits earned by not only your referrals but also their referrals and maybe their referrals' referrals too – down some number of levels.

These traffic exchanges are the ultimate for using with VitalViral for implementing the VitalViral strategy.

So, by promoting VitalViral, you promote all the traffic exchanges within, picking up first referrals for VitalViral that then will join one or more of those traffic exchanges via your referral links.

From that moment forward, you begin to earn credits ***when they surf.***

That is the fundamental principle of the VitalViral strategy...

THE VITALVIRAL STRATEGY

Going back to why you're using a traffic exchange, (i.e. to earn credits): You're earning credits because you want to use those credits to promote your primary business. (To keep things simple, I'll refer to it as your primary business but in reality you may be promoting more than one business).

Credits do nothing for you unless you use them to promote, right?

The VitalViral strategy is that you need to promote your VitalViral pages too in order to pick up referrals for VitalViral and hence the traffic exchanges so you can start receiving free credits.

But to do that, you now need to promote an additional program. So how does that work?

VitalViral is more than just another program - it's an entire strategy.

The program works seamlessly to help you implement that strategy with very little additional effort.

And this well proven strategy will bring an ever increasing stream of free credits from multiple traffic exchanges, as well as building you large downlines in traffic exchanges, list builders and other tools.

Before we go on, it's important to understand and believe in this strategy. It does work but it's a little like being told you need to save for your retirement. You sacrifice a small percentage of your earnings now to provide a better future.

So it is with the VitalViral strategy. You will sacrifice a small percentage of your earned credits in order to promote VitalViral as well as your primary business. Needless to say, that means fewer credits available for promoting your primary business.

But (let's use 20% as an example) those 20% of your credits that get used to promote your VitalViral site are like an investment. As you pick up referrals in VitalViral, those new members begin to use the system and they pick up referrals and so on. In time, you have a growing downline of VitalViral affiliates and with it, a growing downline in the various traffic exchanges. The more VitalViral affiliates you have, the more people you have bringing additional members into your VitalViral downline and your traffic exchange downlines and it begins to accelerate.

Then, as you begin to receive your free credits from the activity of all those new found surfers, those free credits first begin to partially make up for the 20% of credits you're 'losing' to promote your VitalViral site.

Then, as time goes on they replace the whole 20% and you break even. And it never stops. After you break even, you begin to be in profit, starting to get 100 free credits a week, then 1000, then several thousand free credits a week.

HOW IS THE VITALVIRAL STRATEGY IMPLEMENTED?

Well it's far easier now than it ever was in the past!

When you join VitalViral, you set up your first '**mixed campaign**'. (You're probably familiar with the term campaign as in advertising campaign – so it is in VitalViral).

A mixed campaign is a smart automatic VitalViral strategy machine working for you to put the strategy into practice.

You promote one link and that link takes care of promoting your primary business and VitalViral in the right ratio to achieve the growth you want in your primary business **and** growth in your VitalViral *investment*.

This is so simple that to all intents and purposes, you can forget about needing to implement the VitalViral strategy – it's all taken care of for you.

Not only does this single link take care of implementing the VitalViral strategy automatically on your behalf, it also tracks for you. More on that later.

You do have some flexibility, for example you can set to promote your VitalViral site more than 20% to achieve those free credits faster. But other than that, it really is set and go. Simply promote your VitalViral mixed campaign link wherever you were previously promoting your business.

**Just Promote One Simple
Link**

SOME MORE TECHNICAL INFORMATION ON VITALVIRAL

Part of what makes it so set and forget for **you** is that VitalViral does so much work behind the scenes – things like tracking and split testing – essential for getting the most effective use of your credits, something everyone knows they should do but few people do it.

In fact because of how VitalViral works and its whole strategy, you don't need to worry about that 20% of your credits that are promoting your VitalViral site – we'll take care of all split testing and tracking for you.

And your 80%, we can track that for you too and give you really effective tools for split testing your primary business promotion. For a fraction of the work entailed in setting up your own tracking solutions, VitalViral will do most of the hard work for you there too!

As an example, people are often surprised when they can't easily find a list of VitalViral splash pages within the back office.

There's good reason for this – you don't need it. (Actually you can find it if you want it but as you'll see, why bother?)

Most members of a program choose the splash page they think looks best and then promote it on the traffic exchanges. They don't usually track and test. Or they may do some kind of tracking depending on what facilities the program owner provides.

When you come to promote VitalViral, relax. Don't fret over which splash page is best, VitalViral is a step ahead of you. Every splash page for VitalViral is continually being split tested and varied for you automatically.

You see, thousands of people are promoting VitalViral over hundreds of traffic exchanges. How much split testing could you do compared to that? And all that *hassle*?

Just promote one link, secure in the knowledge that you couldn't split test better than VitalViral can do even if you had the inclination.

VitalViral collects detailed data on all its splash pages and banners and continually refines them.

It also **collects very detailed statistics** on firstly all the traffic exchanges within VitalViral and a further **240+ traffic exchanges** that are not even part of VitalViral!

In addition, it collects further, less detailed stats from **another 12,000+ places** – anywhere it discovers VitalViral is being promoted.

Why collect so much data? Because VitalViral prides itself as being a stats junkie – virtually everything that can be measured is measured and used to collectively improve the effectiveness of VitalViral for **everyone**.

So that's how VitalViral ensures it promotes your VitalViral business as effectively as possible. What about what **you're** promoting – your primary business using the other 80% of your credits?

MAXIMIZING EFFECTIVENESS OF YOUR PRIMARY BUSINESS PROMOTION

Unfortunately, VitalViral doesn't do this completely automatically for you. But it **does** give you the tools to make it incredibly simple and they're all built in to that one simple link.

While downline building is the primary goal of VitalViral, being **effective** at that goal is of the utmost importance to VitalViral and testing and measurement is at the heart of everything within VitalViral.

And so it is for the tools it provides you with for promoting your primary business.

A few examples will help to make this clearer.

Suppose you're promoting your primary business using splash pages provided by that business.



Want to know which splash page works the best?

Simply set up two campaigns identical except for which splash page they use and promote them side by side on one or more traffic exchanges. After enough time to get enough data, just go into your back office and see at a glance which campaign worked best. You'll be able to see how many times each splash page was shown and how many times it was clicked on.

No need to add tracking links, VitalViral does it for you.

What about testing the traffic exchanges you use?

Simple. Set up two or more identical campaigns (VitalViral lets you create one campaign and then clone it) and run the campaigns on two or more traffic exchanges. Again, after enough time to collect significant data, you know which traffic exchange is performing best.

What if it's a squeeze (email capture) page?

No problem.

As well as being able to capture click through rates for splash pages, VitalViral can record how many people click the submit button on a form. Compare squeeze pages or compare traffic exchanges almost effortlessly.

Just because a traffic exchange isn't in VitalViral doesn't mean you shouldn't use it. In fact there's something to be said for doing just that. The only downside is VitalViral won't help you build your downline in that traffic exchange.

So by all means, look at VitalViral's list and any other ranking service out there to make your initial selection of which traffic exchanges to use.

Then use VitalViral to test and compare them.

Testing them using **your** pages is the absolute best that you can ever do. Ultimately, good as these ranking services are, your data is more accurate because **you** are the only one testing **your** pages.

TRACKING PAGES YOU DON'T OWN

Here is the **single most unique feature of VitalViral**...

If you're at all familiar with tracking, you'll know that tracking often depends on using a 3rd party tracking service and using a tracking link on **your** pages. Either that or the program you're promoting may allow you to add a tracking code in the URL or they will show you tracking stats by tracking code.

VitalViral doesn't need you to add tracking links to your pages – it does it for you (a small percentage of pages are not track-able in this way).

And the really unique thing is, VitalViral can do this **even on pages you don't own**. So if you're promoting a 3rd party page as your primary business, VitalViral can actually track clicks and name/email form submissions on that page for you! Note that again, this is possible on perhaps 95%+ of pages and it does require the permission of the 3rd party. This is almost always given because they **want** you to promote their pages and VitalViral is a trusted program for many such 3rd party companies already. We obtain that approval for you but in the rare case it's not forthcoming, you won't be able to use this particular feature.

How much time might you be wasting earning credits on a given traffic exchange not realizing that those credits are next to worthless because your page doesn't convert on that traffic exchange?

Which brings us to another important point...

WHAT TRAFFIC EXCHANGES TO USE

There are so many traffic exchanges, how do you know which ones to use?

Well until now you may well have relied on one of a handful of services out there that give you some kind of ranking of the traffic exchanges. These services are a great start. For example **Affiliate Funnel** allows people to vote for their favorite traffic exchanges. As more people vote, a picture emerges and Affiliate Funnel can take those votes and produce a top 10 or a top 50 voted traffic exchanges.

That's a great indication but does it have relevance to what you're promoting?

Likewise, **TrafficHoopla** test virtually every significant traffic exchange using their proprietary methods and come up with a more objective ranking. But it's more objective based on the pages they use to test.

Again, is that necessarily going to apply to your pages?

Truth is, you'll never know until you test.

VitalViral *also* has extensive statistical data on a huge number of both well-known and little-known traffic exchanges. But as a policy, VitalViral does NOT publish or use that data to publicly rank traffic exchanges.

We use that data in conjunction with other factors to determine the traffic exchanges we think should be in VitalViral and whether we consider them to be primary or secondary but that's about all.

We have enough data to rule some traffic exchanges as definitely in and some as definitely out. But as for the rest, how will they work for you and what you're promoting? Truth is, we can't know.

So we don't try.

Instead, we make it easy for **you** to test for yourself. And the great thing is, you don't have to use the traffic exchanges that are part of the VitalViral system – the testing will work on any traffic exchange!

But is that it? Far from it...

OTHER VITALVIRAL FEATURES

Everything described so far is based on one fundamental feature of VitalViral, the **mixed campaign**.

And what's been described is mostly available to free as well as premium members.

Some of the following features may be premium only features or limited in functionality for free members.

Customizable Lead Capture Templates (Squeeze Pages)

VitalViral has a feature that allows you to take one of a number of squeeze page templates and customize them to create your own unique squeeze page.

Not only that but when you promote that squeeze page **anywhere** VitalViral will record statistics on where you promoted it. So with no extra effort on your part, you could throw that link all over the place and review the data some time later and see where you got the best results.

And that data is broken down by **month** as well as by location – incredible considering you just have one link to promote – not so much as a tracking code at the end of the link.

And any of those lead captures can be integrated with your Aweber, TrafficWave or GetResponse autoresponder or you can simply have the leads emailed to you – your choice.

Members Forum

No surprise here of course, but VitalViral has a members forum where you can discuss and exchange with other VitalViral members.

Autosplash Pages

Autosplash pages are not as widely used now the mixed campaign feature exists. But again, with one simple link and no need for a tracking code, you

can promote this link anywhere and the statistics for the place it's promoted will be collected

Personalized Splash Pages

Add your own photo to your splash page for branding yourself. Your picture will make your splash page stand out in the traffic exchanges. People tend to remember faces

SUMMARY

So now you've seen that VitalViral is a whole strategy, not just a program. And VitalViral as a program implements a great deal of testing on your behalf, leaving you with just your own business to worry about. And it helps you with that too.

Using VitalViral as directed **will** lead to a source of free credits that just increases exponentially over time. All for sacrificing 20% of your credits on your behalf to 'feed itself'.

From Alexei Zoubov, VitalViral member

I'm sure you are ready to join VitalViral now. Please click on the following link:
<http://azsystems.net/t/m/link.php?tid=56>