Blog post for Misstaz (fiverr) 12/27/11

\*\*customer provided didgeridoodojo.mp3 for article

Didgeridoodojo.com successfully uses facebook ads and Google adwords to market their products. XXX (name and title of interviewed person) shared that they use each to target different kinds of potential customers.

The first prospect is already actively looking for didgeridoo lessons through search engines. By using Google adwords to research keywords before developing their Google ads, they reach between 300 or 400 people a month that are looking for lessons. XXX (insert name) states that “there is nothing like our website on the Internet. We sell high quality online lessons”. Even the company’s tag line is speaks to the quality of their lessons “the most comprehensive didgeridoo lessons on the planet”.

The second prospect customer for Didgeridoodojo.com is targeted throughfacebook.com. By using facebook ads it has allowed us to generate business by appealing to people that already either had a desire to take didgeridoo lessons, or just further peak someone’s interest.

Facebook ads do a little better that Google adwords. Facebook ads allow you to target who you market too. Their statistics show there are 44,000 people interested in playing the didgeridoo. That is.. people that have either mentioned a didgeridoo on their page, or visited or liked a page referencing didgeridoos.

When asked what text works better where, XXX (insert name) shared that he has found the Facebook ads work better with an offer vs. Sending the customer to their website or facebook company page. “We give away free lessons, which lead to a trial, and then paid ads. On Facebook, images are really important. They are key in grabbing people’s eyes.. Getting their attention”.

With Google adwords, Didgeridoodojo.com has two main campaigns. The first is for people looking to take lessons; they go to a landing page referencing their different kind of didgeridoo lessons. The second campaign targets people just looking for circular breathing lessons.

Are you looking for a semi-permanent/1099 writer? I will write you 5 quality researched articles at a month for $400 mth. (this includes keyword and topic research, competitive analysis if desired, and one rewrite per article should you want changes) You will have all rights to the article and can re-post as you desire. A 15% discount will be given for a 3 month writing commitment. Samples of research blogs, interview based blogs, and original topic blogs can be provided. SEO a concern? Articles can be written around keywords if desired (provided or researched), but more importantly your blog will be tagged by google as original content.

[I will write you a detailed profile for Business or Dating for $5](http://fiverr.com/gandree/write-you-a-detailed-profile-dating-or-business)

[I will take your current resume and make it visually stunning for $5](http://fiverr.com/gandree/take-your-current-resume-and-make-it-visually-stunning)

[I will write for or on your blog for $5](http://fiverr.com/gandree/write-for-or-on-our-blog)