



By Calvin Woon & Jonathan Teng

www.IMBuzzSoftware.com



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About The Authors

IM Buzz Creators

IM Buzz Creators is started by two rising Internet Marketers, Calvin Woon and Jonathan Teng. The two of them share an immense interest in online marketing and specialize in churning out software and eBooks which caters to the demands of Internet Marketers. You can check out their website at www.IMBuzzCreators.com

Calvin Woon

Calvin Woon has been marketing actively online for over a year now and has tasted sweet success in the niches he's targeted.

He is highly dedicated to help new marketers begin and profit from their own online business. And he has been providing new marketers with his easy to understand and step-by-step strategies since 2006.



In Aug 2007, Calvin launched Kanggie, a free social networking site designed to provide all internet marketers (regardless of their knowledge) a platform for them to socialize, obtain the latest and cutting edge resources regarding IM and also to earn money at the same time. It has received rave reviews from internet marketers all over the world and members are pouring in faster than ever.

You can check out www.Kanggie.com to gain an unfair advantage in IM instantly.

Check out Calvin's personal blog at www.CalvinWoon.com

Jonathan Teng

Jonathan Teng has been marketing full time online for over two years now and has been enjoying huge success online.

Despite staying in a country (Mauritius) where internet marketing is rarely heard of, he has defied all odds and carved out a name for himself in this highly competitive industry.

He currently owns more than 50 websites online in a huge range of niches and each site generates a decent income for him.

He recently launched his best-selling product Content Infinity which is a Clickbank best seller and has received sterling reviews from other marketers. Check out Content Infinity here >> www.ContentInfinity.com

Introduction

Dear S-Buzz Marketer to be,

Hi, I'm Calvin Woon from Singapore and my associate is Jonathan Teng from Mauritius.

In the past two months, we've been more commonly known as the IM Buzz Creators due to the successful launches of 6 of our IM Buzz viral software.

Now moving on to the purpose of this report.

Over the past few months, we've experienced full hand at what we believe is going to be the new marketing phenomenon that is set to shape how marketers set up their viral campaigns online.

Simply because we've witnessed how powerful this new form of marketing is and the wonders it can do for our businesses.

Hence, we sincerely feel everyone should get a taste of what this new form of marketing can do and prepare themselves to gain a headstart over everyone else in this new marketing phenomenon.

Thus, you should feel really fortunate that you've managed to get hold of this report before many others.

Feeling curious by now?

Well don't worry as this report is meant to quench all your curiosity and also equip you with the knowledge and also the tools to fully unleash the power of S-Buzz Marketing.

We hope you'll gain the maximum out of this short report and take the necessary action to ensure you are ready to propel your business to a whole new level.

But first, let's analyze the core of S-Buzz marketing – Viral Marketing.

What is Viral Marketing?

If you've been marketing online for some time, you should have heard of the term viral marketing.

It is often dubbed as the most effective form of marketing due to its viral and credible nature and not to forget that it often does not cost you much (in fact it can be free!).

So the next question is, what exactly is viral marketing?

'Viral marketing' has been one of the big buzz phrases of the past few years. Many books have been written on the topic, but this phrase is probably coined by the owner of Hotmail around 1996. In the offline world, this is commonly known as 'word of mouth' advertising.

It basically refers to letting people spread the word about your website/products to others when they come into contact with each other.

In other words, you create something that is so interesting or involving that others feel that their acquaintances must know about it too, and they pass it on without any direct involvement on your part.

Viral marketing therefore works on the basis of tapping into the resources of existing social networks that you are in, and the people with whom you already network.

Therefore, as long as you can create something that is worth talking about, you will actively encourage people to pass the message along, and by doing so, create a buzz about your product that effectively takes on a life of its own.

It is called viral because as you can guess, it spreads like a virus. And just like a virus, viral marketing duplicates itself with everything it comes into contact with and has the ability to spread itself faster than anything.

Microsoft Hotmail is one of the best examples as when every Hotmail user sends a friend an email, the following ad appears:

Get Your Private, Free E-mail from MSN Hotmail at
<http://www.hotmail.com>

In 12 short months, Hotmail built a multi-million dollar business using this simple viral marketing technique.

Why You Need Viral Marketing In Your Business

So now after hearing some intro about what the ruckus about viral marketing is, you might be questioning if you really need viral marketing in your business.

Now let me first ask you this question: Do you want traffic to your sites?

I guess if you're a serious marketer, you'll be shouting 'Of course!' right now.

Traffic is the lifeblood of any online business. Every marketer craves for exposure to their sites, which is why you see a lot of silly marketers do all sorts of funny things just to get them the publicity they so desire.

No doubt, people always say it's not only about the traffic you receive, but more about the conversion. We're definitely do not contest that fact.

But here's the truth. Without traffic, your business will NEVER survive. Period.

Think about it. Why are those social networking sites being sold for insane amounts of cash? Is it because they convert their visitors into buyers well?

Of course not!

The true value lies in their ability to generate MASSIVE amount of traffic. And when your site is able to generate a huge amount of traffic, you can easily find ways to monetize and convert the traffic into profits.

So with that being said, is viral marketing the best method of driving huge amount of traffic?

Well, first understand that there are basically three legal methods of generating traffic.

1. You buy the traffic

This is pretty straight forward. These include pay-per-click advertising, ezine advertising and mainly other paid forms of advertising.

2. You create the traffic

These include using methods like search engine optimization, social bookmarking, article marketing, blogging etc.

3. You borrow the traffic

And the last method is probably the most powerful method as you simply borrow the traffic by leveraging on other people's efforts. This includes leveraging on your affiliates' efforts, striking joint venture etc.

So guess which category of traffic generation does viral marketing fall under? You can say it's a mixture of creating the traffic and borrowing the traffic of others. In short, it gives you huge amount of leverage and has the best potential of driving a massive amount of free traffic without requiring much effort on your part.

So I'm sure by now, you should be convinced about why viral marketing is dubbed as the KING of all marketing and how it works.

And, you should know that the more people you can pass your viral message to, then the quicker it will spread, simply because you are starting from a larger base number of people.

However, do not get the false impression that viral marketing techniques can only work for those with big marketing budgets. Another major attraction of many viral traffic generation tactics is that you do not need expensive advertising campaigns or to spend huge amounts of money on your efforts.

In fact, many of the most effective viral marketing techniques are free, and many others are low-cost.

Moreover, there are many more reasons why you should incorporate viral marketing tactics in your marketing arsenal as quickly as possible.

So let's explore some of these reasons now...

Six Advantages of Viral Marketing

1. It's fast & highly effective

Viral marketing is one of the fastest ways to get huge amount of traffic, period. When your website is viral, it spreads like wild fire.

Just imagine, you told just 5 friends about your website and the next day, your 5 friends each goes on to tell 5 other friends and the cycle continues for each day. Here's the amount of exposure you will get in just 10 days. (taken from Mike Filsaime's Butterfly Marketing Manuscript)

You – 1
Your Friends – 5
Their Friends – 25
And so on... – 125
625
3,125
15,625
78,125
390,625
1,953,125
9,765,625
48,828,125

Are you starting to see how POWERFUL it can be?

In short, it is like an out-of-control, driverless car that is rolling down a steep hill, increasing speed as it does so. No one is making the car move any faster, it just does so because of the simple laws of science.

Your viral marketing campaign can be exactly the same.

2. It builds credibility

This is obvious as people tend to trust their friends/relatives more than the best salesperson in the world. So, nothing beats a recommendation from someone you trust. Not even the best sales copy. Hence, viral marketing will help build your credibility greatly.

3. It brings you highly targeted traffic

Now first understand the difference between targeted and non-targeted traffic.

Non-targeted traffic generally refers to web visitors who are not exactly interested in what your site has to offer. On the other hand, targeted traffic refers to visitors who are generally interested in your sites' offering.

Of course, you would want to attract targeted traffic as these are the visitors who have the tendency to purchase your products and earn you cash. Else, you'll just be wasting your efforts.

Viral marketing brings you targeted traffic because the people who visit your website via their friends/acquaintances would be generally interested in what you have to offer before they decide to visit your website.

Hence, they visit with a genuine interest and perhaps with the intention to buy. Thus, this form of traffic is highly invaluable.

4. It gives you leverage

It allows you to leverage on others' efforts - You are depending on others to spread the word for you. Once you've got your viral campaign up and ready, you are simply leveraging on other people's efforts to gain publicity for your website.

Needless to say, you're able to gain visitors not only through your efforts, but also the efforts of others. For instance, you can create an eBook and allow others to freely distribute it at no cost at all.

Of course, your website links will still be intact in the eBook. So if your eBook falls into the hands of thousands of even millions of users, your website will be advertised to millions just through other people's efforts.

So think of the immense potential of viral marketing!

5. It can reach out to new and untapped customers

No matter how effective your own advertising or promotional campaigns are, there will always be people that slip under your radar. That is, folks who will never see your sales page or hear your sales message directly from you.

However, once you have an army of people (many of whom you have never met or even heard of) pushing your message to the people that they know, then you will inevitably have your message put in front of people who would otherwise never have seen it.

This is particularly relevant if you are marketing a product that you originally promoted within a relatively tight niche market.

6. It is inexpensive and safe

As mentioned earlier, the techniques involved in viral marketing are generally free or low-cost as much of it relies on other people's efforts. Hence, you definitely do not need to fork out much money or can even make do without any capital at all.

On top of that, it is one of the safest forms of marketing as you will never be accused of spam or whatsoever, since you're relying much on other people efforts to do the marketing and publicity for you.

Alright, and the list of advantages goes on really.

I believe by now, you should be more eager to find out how exactly can you start using viral marketing to impact your business and bring it to the next level.

But before we move on to that, let's just talk about what are some of the essential elements needed for something to go VIRAL – Creating the Buzz.

Creating the Buzz

Now one essential element which cannot be disputed further is for something to be extremely viral, it has to be ***buzz worthy***.

So what does that mean?

Simple!

Meaning there must be something about it which makes people want to go on telling others about it and for others to pass the message over and over again.

If a product is buzz worthy, no selling will be required to get the product across to millions. Think iPods, Harry Potter, Rubik cubes etc. These mega sellers all had a huge **BUZZ** around them which got people starting talking about them and building an immense interest amongst millions of people.

Thus, if you can create a buzz in whatever you do, be it your website or your product launch, it definitely has the potential to be really VIRAL and give you maximum free publicity.

The good news is, there are certain ways to which helps make something buzz worthy. Here are some of the ways:

1. Be unique & innovative

Most people generally do not like to talk about the same old stuffs over and over again. I'm sure most of you would crave for things which are refreshing and new.

So focus on coming up with new & unique concepts/ideas for your business and it will give it a completely rejuvenated look.

Of course, it helps to be extremely innovative as well. Remember, people like to try out new stuffs. So it really helps when you offer something different from the rest and that will help in making your marketing efforts stand out from the crowd.

2. Inject humour & controversy

Let's just face it. Everyone craves for some form of entertainment in their lives. We are human beings, not some cold blooded animals. And our lives will be absolutely dull without entertainment.

Furthermore, for the bulk of internet marketers who face the computer for long hours each day, it will be safe to assume that they too crave for entertainment as well.

So when you are able to inject humor in your marketing messages, it is bound to elicit positive feelings in others. That will help in leaving a deep impression and easily convert your visitors into buyers. It will also help in getting others to talk about your product.

People also love controversy. The most highly controversial topics usually receive the most attention. Hence, it will certainly help if you're able to inject some controversy in your marketing efforts.

3. Give incentives

Now this method is probably not new to most. Incentives normally come in the form of monetary incentives for most, such as offering affiliate commissions, JV contests or other bonuses.

While offering monetary incentives is good as it taps into the human nature of greed, it might not be sustainable for some.

Also, it might not be the best way to generate buzz as people have a motive for spreading the word about your offerings but not do it out of sheer enthusiasm about it.

Hence, one day when you can't afford to issue out monetary incentives, all your viral marketing efforts might simply come to a standstill.

So be creative in generating buzz! Remember, you are certainly not restricted to the above ways. I'm sure you can think of many more ways!

Alright, now let's take a look at some of the viral marketing techniques that you can adopt on the Internet today!

Viral Marketing Techniques

1. Using online videos

In recent years, online videos have been emerging as one of the largest online breakthroughs. Needless to say, this is facilitated by the vast amount of video sharing sites which have sprung up. Of which, Youtube leads the pack with an Alexa ranking of 3 at the point of writing.

This means it is the 3rd most visited website in the whole world!

This means you can submit your viral video to these highly trafficked video sharing sites and if your video is popular, it can be viewed by tens and hundreds of thousands of people.

And if you insert a link to your website inside the video, you can easily receive a huge amount of traffic to your sites.

Thus, this is one easy way of leveraging on the huge amount of traffic those video sharing sites like Youtube receive.

Of course, you can also do it the plain old fashioned way.

Just post a link to your video and email it to your friends/subscribers and ask them to forward it to their friends if they like it.

Nevertheless, one point to take note is the traffic you receive might not be exactly very targeted here.

2. Blogging

Now if you still do not know what a blog is, you must be living on another planet!

Nonetheless, a blog is basically an online journal. What has been used as a platform for teenage ramblings in the past has since evolved into a viable medium for businesses to share information about their products and services as well as to communicate with their customers.

And the best thing about blogs is they are extremely easy to manage even for non-techies. You can easily get a blog up and running within a few minutes and publish your blog posts with just a few clicks of the mouse.

People love to visit and read others' blogs. And with some of the modern technology today such as social bookmarking, tag and ping as well as the leaving of comments on blogs, it makes blogging both a viral and interactive activity.

Nonetheless, not everyone likes to write. And many might fall into what we call the writer's block and run out of interesting things to write to keep their visitors happy. Hence, using a blog as a viral marketing tool, might not be so convenient and autopilot because it does require some form of constant work which is in the form of constant updates and additions to the blog content.

3. Setting up an affiliate program

Now if you are selling something online, then certainly you should set up your very own affiliate program if you wish for your business to propel.

For the benefit of those who are clueless what an affiliate program is, it basically is a program in which you pay others a fixed percentage of commissions for every sale they generate for you.

An affiliate program allows you to leverage on other people's efforts. And when you have a huge army of affiliates, you can simply rely on your affiliates to do the marketing for your products and earn income on autopilot mode.

Of course, in order to have many affiliates promoting your product, you must first ensure your product is top notch and converts well.

However, when you're first starting out, you might find it a challenge to even create a quality product which converts, not to mention setting up an affiliate program and managing your affiliates. But nonetheless, an affiliate program is something which you, as a product merchant should strive to achieve eventually.

4. Setting up forums and social networks

Forums and social networks tend to receive much more traffic than a normal static website as much of the content is user-generated.

Furthermore, they can allow members to refer their friends to join. Thus, it can get extremely viral.

The most popular social networking sites, Facebook and Myspace are both in the top 10 rankings in Alexa. And not to forget tons of other social networking sites which are also experiencing high levels of traffic to their sites every single day.

Hence, one of the best ways to drive a ton of traffic is through setting up forums and social networks in your own niche.

While in the past, this might seem like a mammoth effort. However, in recent years, there have been many scripts (both free and paid) which allow you to do so.

If you're able to manage a highly targeted social network in your niche, you can certainly find lots of targeted buyers for your products. This is because these niche social networks will attract people who are genuinely interested in your products.

And with the viral effect, your social networks can easily explode in members within a short period.

Once again, this is probably not something everyone can manage right from the start, but certainly one that you can work towards to.

5. Distributing viral PDF reports

Now this is probably one of the most common viral marketing techniques used by most marketers.

Simply because, PDF reports are considered to be rather easy to create and can be distributed freely. You just choose a topic related to your niche and churn out say a 20-30 pages report.

Inside the report, you also insert a few relevant affiliate links to resources which you recommend. You also dedicate at least one page to promote yourself and your websites.

In short, you must ensure that there is maximum publicity for your business and also the affiliate programs you would like to promote.

Thereafter, you can distribute your report and also pass on the giveaway rights and encourage others to help you pass on the report as well.

Thus, your viral report can potentially end up in the hands of thousand of people which could translate into thousand of clicks to your websites as well.

Surely, the potential of distributing viral reports is huge as people love free stuffs.

Nonetheless, with the immense amount of free reports going around, the only concern is information overload. Furthermore, not everyone may find the information being dished out useful or some may simply get tired of reading reports after reports.

With the above five viral marketing techniques being laid out, your brain should be brimming with ideas for now.

But wait! As the BEST is yet to come...

What if you were to combine the MOST downloaded product on the Internet today with the KING of marketing, viral marketing.

Can you imagine the unbelievable VIRAL effect you can possibly create for your business?

I'm sure you can!

So what is this all about??

We hereby present to you.....

S-Buzz Marketing

Now what exactly is S-Buzz (Software Buzz) marketing?

Let us now explain to you in greater detail what we believe is going to be a new marketing phenomenon set to dominate the industry.

As can be seen, most of the internet marketers online today generally use eBooks and articles to transmit information.

Like all marketers, we've also started out writing eBooks after eBooks hoping that through the information that we provide, we'll be able to generate the income we desire and command the credibility in your niche market.

But, here's a shocking truth: The most downloaded and sought after product on the Internet today is not your usual eBooks, reports or articles!

It's software!

Not convinced? Just take a look at the amount of searches generated for the respective keywords.

First, let's take a look at the top ten results for the no. of searches for the keyword 'ebook' for the previous month. (Results generated from Keyword Discovery)

Query	Searches
ebooks	24,342
ebook	22,328
free ebooks	9,969
free ebook	2,071
ebook reader	1,246
ebooks drugs	1,016
download ebooks trip reports	1,016
free tattoo flash ebook	812
free ebooks download	653
ebooks free	640

Think it's impressive?

Now let's take a look at the top ten results for the no. of searches for the keyword 'software' for the previous month. (Results generated from Keyword Discovery)

Query	Searches
<u>software</u>	176,914
<u>free software</u>	53,297
download anti spyware software	31,652
antivirus software	26,612
computer software	24,618
software engineer	19,368
<u>software downloads</u>	19,360
<u>free software downloads</u>	19,087

So what does this mean to you as an information marketer?

If you are still NOT making full use of this powerful medium (software) to market your business, you're sure missing out!

Now if you think that using those texts based mediums are the only way to transmit information, you're definitely wrong!

People are slowly switching to use software as the primary medium to obtain information today.

Think about it, with so much text information going around, we all need a break sometimes! Not to mention the immense information overload that so many people face.

On the other hand, everyone needs to utilize different kinds of software to facilitate certain tasks and to save them time by getting things done faster. Especially if you're an internet marketer, you shouldn't be foreign to using software to fulfill IM-related tasks.

Keyword research tools, link cloakers, link popularity checkers, blog finders, sales copy creators, project managers, FTP software etc... If you're not utilizing these tools, you are certainly not fully maximizing your online marketing efforts.

If you wish to be a successful internet marketer, then you better ensure the above mentioned tools are in your marketing arsenal. Else, you are definitely missing out!

So now you might be wondering, what has software got to do with viral marketing??

Now that you know how highly sought after software is, so what if you could combine free software with viral marketing?

Wouldn't that be awesome!

If you still remember, we mentioned about distributing viral eBooks previously. Now what if you get to distribute viral software instead?

Wouldn't the effect be ten times more effective! Of course it is!

Don't forget that software is the most highly sought after product on the internet.

So what if you distribute software which is highly relevant and useful to your niche? Wouldn't that provide much more value and make many more people happy?

It is one sure way of keeping your list of subscribers and customers satisfied and make them hungry for more information from you.

Suffice to say, that will indeed boost your credibility immensely.

Now, apart from keeping your subscribers happy by offering them extra value, what if you can use it to market your business at the same time?

That will be killing two birds with one stone wouldn't it?

Sounds impossible? Think again!

It is with this challenge of making the impossible happen that we embarked on our mission to revolutionize the current viral marketing techniques and led us to discover the new age form of viral marketing – **[S-Buzz \(Software Buzz\) Marketing](#)**.

In short, it is viral marketing on STERIODS!

And it brings viral marketing to a whole new level.

Now let us show you what we mean.

Since we all know how powerful and useful software is and how everyone simply loves free software, we wanted to ensure we could gain some free advertising for our sites at the same time while we distribute them.

Hence, we spent a HUGE amount of time and money to develop our own range of 'IM Buzz Software' and subsequently launched it to the public.

These buzz software allows anyone the luxury to rename and also change the interface of the software using the skins we provide. Also, they get to rebrand up to 3 banners and 4 text links which will be rotated among one banner and two text links spots in the software.

Hence, you have the ability to make it completely UNIQUE and make it seem like the software was created by you.

On top of that, you get full giveaway and resell rights to these software. And you can also pass on the giveaway rights to others. Hence, your software can be freely distributed and passed on to hundreds and thousands of people and your advertisement seen by all of them.

That's S-Buzz marketing for you! **[Download all our demo versions of our buzz software here!](#)**

And the results we achieved were astonishing!

People simply love our buzz software and they keep asking us for more! Simply because it gives the opportunity to be a software product owner without them having to develop them. And it works tremendously well for them!

Now don't just take our words for it. Just check out some of the testimonials we've received just barely over 2 months since we launched our very first buzz software product, Keyword Buzz.

Made 1000% of My Money Back in Under 30 Days!

Dear Jonathan and Calvin,

Just wanted to shoot you guys a quick line. I'm a pretty successful marketer and I recently came across your product Keyword Buzz. I loved the concept so I bought a copy off of you and then within a day I rebranded it. After rebranding it I repackaged it so to speak.

Not only did my list members and my web site visitors get an awesome piece of software at an unbeatable price in which to do their keyword research with but I also **made 1000% of my money back in under 30 days.**

Now I'm not a rocket scientist but show me another affiliate program or rebrandable product that can do that!?! **The viral aspect of the product will help it sell itself time and time again.**

You guys are awesome! Keep up the good work and please keep designing software like this.

Thanks,

Michael Brown
web-site-traffic-promotion.com

What a GREAT Software Tool This Would Really Be!

Jonathan & Calvin,

Wow, when I purchased this software, I saw the ***viral benefit of it***, but I didn't realize at the time what a ***GREAT software tool this would really be!***

I've recently started creating unique content niche websites and this tool saves me so much time! In literally a matter of seconds I'm able to get keywords on any main keyword subject I enter. Then I can gather the Google, Yahoo and MSN data on those keywords in just a few minutes! This software is definitely a time saver compared to the manual searches I was used to.

This software is powerful, yet very user friendly, so anyone can get down to their keyword research without having to read a manual first. No steep learning curve here!

Thanks guys, I ***look forward to seeing the next software you create!***

Becky Holmes

Give Customers A Viral Branded Reminder of Who You Are!

"Anyone who knows me can vouch for the fact that I hardly EVER give testimonials. But when I saw how ***cool, professional, and viral*** the IMBUZZCREATORS software is I simply couldn't resist.

If fact, I was so excited I sent TOO much money to Calvin - which he promptly refunded. This software is a no-brainer for anyone looking to give their customers and prospects a ***viral, branded reminder of who they are.***

Excellent job guys!"

Jay Douglas
www.cbsqueezevideos.com

IM Buzz Rocks! My Customers Love It!

IMbuzz Rocks. My CUSTOMERS love it!

After sending out Keyword Tool, I have to say **I *love* these IMbuzz products.**

Thank you Calvin and Jonathan for creating these ***useful* products.**

Cheers

Roy

www.royrecommends.com

Will Increase My Sales And Subscribers!

The Keyword Buzz software is really **awesome.**

I use it all the time, and I **recommend it to all my readers and subscribers.**

I do in minutes what I used to do in hours.

I really don't know how Jonathan & Calvin comes with such great ideas. What I know is that I have a **powerful Keyword tool that will increase my sales and subscribers. Brilliant.**

Franck Silvestre

www.SeoseductionSecrets.com

"I had been using similar softwares that close to what Calvin & Jonathan provides. But none of them offers **ease of use and additional powerful tools.** And, about going viral, being selfish, I'd prefer not to tell you the truth and keep it for myself. It rocks."

Indratno Widiarto

www.infopreneurworld.com

Anyone Can Start Profiting From Their Research!

Hi Calvin & Jonathan

You Guys Rock!!

Your software is **so easy and simple and packed with so much power** anyone can start profiting from their research with this software.

You guys **take away all the tedious time** it used to take doing your research manually, and packed it into this **Amazing piece of software** that performs all that work in a matter of just a few minutes, Outstanding!

Please let me know when you come out with a new product Cuz I want to be one of the first to know!

Excellent work!

Jimmy Bone
www.ListBotsPro.com

And that's not the end of our amazing results!

We've also managed to build a list of more than **3500++ highly targeted subscribers** from SCRATCH in JUST two short months.

See Partial Screenshot of our Aweber account:

6	12	294	3	297
0	0	0	0	0
0	0	0	0	0
0	0	1,293	114	1,407
0	3	53	2	55
1	3	22	1	23
0	0	0	1	1
0	0	0	0	0
0	0	88	0	88
0	1	19	0	19
14	29	3,559	234	3,793

And our customers' base has expanded greatly and we've achieved some amazing conversions with your promotions. Three of our recent email promotions converted at more than **FIFTY percent each!** And it's to lists with a few hundred people on it and for products which cost \$17 or more.

This is some conversion stats which I'm sure ANY marketer would have been proud of.

Not convinced?

Take a look at the most recent email promotion which we did.

This is an email promotion which we sent out on the Dec 18th to a list of around 200 customers promoting our very own blowout sale. (3 separate screenshots taken from our paypal account)

Date	Type	To/From	Name/Email	Status	Details	Action	Gross
Dec. 19, 2007	Payment	From	Name Blocked For Privacy Reasons	Completed	Details		\$45.80 USD
Dec. 19, 2007	Payment	From		Completed	Details		\$45.80 USD
Dec. 19, 2007	Payment	From		Completed	Details		\$27.00 USD
Dec. 19, 2007	Payment	From		Completed	Details		\$77.00 USD
Dec. 19, 2007	Payment	From		Completed	Details		\$45.80 USD
Dec. 19, 2007	Payment	From		Completed	Details		\$45.60 USD
Dec. 19, 2007	Payment	From		Completed	Details		\$77.00 USD
Dec. 19, 2007	Payment	From		Completed	Details		\$45.20 USD
Dec. 19, 2007	Payment	From		Completed	Details		\$45.20 USD
Dec. 19, 2007	Payment	From		Completed	Details		\$77.00 USD
Dec. 19, 2007	Payment	From		Completed	Details		\$45.20 USD
Dec. 19, 2007	Payment	From		Completed	Details		\$77.00 USD
Dec. 19, 2007	Payment	From		Completed	Details		\$44.80 USD
Dec. 18, 2007	Payment	From		Completed	Details		\$7.00 USD
Dec. 18, 2007	Payment	From		Completed	Details		\$77.00 USD
Dec. 18, 2007	Payment	From		Completed	Details		\$77.00 USD
Dec. 18, 2007	Payment	From		Refunded	Details		\$44.80 USD
Dec. 18, 2007	Payment	From		Completed	Details		\$77.00 USD
Dec. 18, 2007	Payment	From		Completed	Details		\$44.80 USD

Dec. 19, 2007	Payment	From	Name Blocked For Privacy Reasons	Completed	Details		\$50.20 USD
Dec. 19, 2007	Payment	From		Completed	Details		\$50.20 USD
Dec. 19, 2007	Payment	From		Completed	Details		\$97.00 USD
Dec. 19, 2007	Payment	From		Completed	Details		\$49.20 USD
Dec. 19, 2007	Payment	From		Completed	Details		\$97.00 USD
Dec. 19, 2007	Payment	From		Completed	Details		\$49.20 USD
Dec. 19, 2007	Payment	From		Completed	Details		\$49.20 USD
Dec. 19, 2007	Payment	From		Completed	Details		\$49.20 USD
Dec. 19, 2007	Payment	From		Completed	Details		\$48.80 USD
Dec. 19, 2007	Payment	From		Completed	Details		\$48.80 USD
Dec. 19, 2007	Payment	From		Completed	Details		\$27.00 USD
Dec. 19, 2007	Payment	From		Completed	Details		\$48.80 USD
Dec. 19, 2007	Payment	From		Completed	Details		\$47.60 USD
Dec. 19, 2007	Payment	From		Completed	Details		\$45.20 USD
Dec. 19, 2007	Payment	From		Completed	Details		\$47.00 USD
Dec. 19, 2007	Payment	From		Completed	Details		\$47.00 USD
Dec. 19, 2007	Payment	From		Completed	Details		\$47.00 USD
Dec. 19, 2007	Payment	From		Completed	Details		\$97.00 USD
Dec. 19, 2007	Payment	From		Completed	Details		\$46.00 USD
Date	Type	To/From		Name/Email	Status	Details	Action
Dec. 19, 2007	Payment	From	Name Blocked For Privacy Reasons	Completed	Details		\$52.40 USD
Dec. 19, 2007	Payment	From		Completed	Details		\$52.40 USD
Dec. 19, 2007	Payment	From		Completed	Details		\$97.00 USD
Dec. 19, 2007	Payment	From		Completed	Details		\$52.40 USD
Dec. 19, 2007	Payment	From		Completed	Details		\$27.00 USD
Dec. 19, 2007	Payment	From		Completed	Details		\$51.20 USD
Dec. 19, 2007	Payment	From		Completed	Details		\$97.00 USD
Dec. 19, 2007	Payment	From		Completed	Details		\$52.00 USD
Dec. 19, 2007	Payment	From		Completed	Details		\$52.00 USD
Dec. 19, 2007	Payment	From		Refunded	Details		\$37.00 USD
Dec. 19, 2007	Payment	From		Completed	Details		\$50.80 USD
Dec. 19, 2007	Payment	From		Refunded	Details		\$37.00 USD
Dec. 19, 2007	Payment	From		Completed	Details		\$51.20 USD
Dec. 19, 2007	Payment	From		Completed	Details		\$51.20 USD
Dec. 19, 2007	Payment	From		Completed	Details		\$51.20 USD
Dec. 19, 2007	Payment	From		Refunded	Details		\$51.20 USD
Dec. 19, 2007	Payment	From		Completed	Details		\$97.00 USD
Dec. 19, 2007	Payment	From		Completed	Details		\$50.80 USD
Dec. 19, 2007	Payment	From		Completed	Details		\$50.40 USD

If you bothered to do some calculations, you'll realize its **\$3128.60** in less than 24 hours!

But you know what? The screenshots that you see is not everything. There are a few more pages at least and we're not exaggerating.

In total, we've made around \$5,780 in pure profits just from ONE email promo.

Now you might think it's nothing much compared to those HUGE launches out there. But take note we weren't even any big time marketers to start with. In fact, I'm sure many of you might not even have heard of our names.

Still, we accomplished this with ZERO affiliates promoting that particular blowout sale and only promoted it to a small list of 200+ customers.

And now just take a look at our Alexa traffic ranking of our site imbuzzcreators.com which was merely created around just TWO months ago.



So you might ask now: What's the secret behind all this?!

Well my friend, there's no secret really. In fact, the 'secret' has already been revealed.

It's **S-Buzz marketing!**

S-Buzz (Software Buzz) marketing is set to define a new level of viral marketing and it combines it with the most downloaded product on the Internet.

The potential is TRULY limitless.

Think of how much traffic, exposure and profits you can possibly derive from s-buzz marketing. The sky is the limit!

And that's not all. You gain credibility and trust from your subscribers/customers and it can do wonders for you regardless of which level you're at now. Even if you're a complete beginner, with s-buzz marketing, you can propel into a reputable status in just a short period of time. Just like the both of us!

Ways To Become A World Class S-Buzz Marketer

Ok now you might be thinking, what's the use of having all the software when you do not know how to use it to your advantage. There are just so many ways you can benefit from having your own rebranded software.

Remember, you are able to rebrand these software to be unique to your own!

In simple terms, you will be the owner of the software as you're able to change the software name, interface as well as rebrand it with your own banners and text links.

If you're still not excited by this, you must be missing out on something.

We do know that not everyone likes the technical side of internet marketing and having to deal with programmers can be a huge hassle. Furthermore, rebranding our IM Buzz software allows you to save a ton of money and time developing these software while giving you the luxury of owning them.

Alright, now just would like to share with you some of the practical ways you can unleash the full power of S-Buzz marketing.

1. Sell the software

Yup, that's right. You can rebrand the software and sell it as a standalone product. This is probably one of the easiest and straightforward ways you can achieve the fastest return on investment.

After giving the software a new name, you simply set up a sales page and payment processor and you can start earning some instant cash off it.

One of our customers Michael Brown did the exact same thing for one of our buzz software Keyword Buzz and he made an instant 1000% ROI on it.

Of course, you must put in some effort to make your product unique. Hence, writing a persuasive sales copy and getting some nice graphics done would help alot.

The key thing is not to sell it for too high a price but make it affordable for most people. And pass on the giveaway or even resell rights to others.

This will help a lot in making your software viral.

Check out how Michael does it over [here](#).

2. Bundle the software as bonuses for other products you're selling

If you're currently selling products, I'm sure you know the importance of including bonuses to value add to your products.

One of the common mistakes people make is they include bonuses which are not of much value. Hence, it makes their bonuses look crappy.

So instead of you having to hunt aimlessly for valuable bonuses, you can simply include your rebranded version of the IM Buzz software. Remember, software has a much higher perceived value than eBooks, so having software as bonuses will help boost your conversions for your products tremendously.

One example of our customer using this method is Gobala Krishnan of [Wordpress Adsense System](#).

If you noticed, the module 3 of his package includes a software called EWP Keyword Generator. That is actually his rebranded version of Keyword Buzz. Look how easily he has managed to convert it into a unique product to his own.

It not only helps to add value to his package and convert into more sales, it also keeps his customers happy by offering them a valuable and useful tool which complements his [Wordpress guide](#).

3. Set up a squeeze page and use it to build your list

I'm sure you might have heard of the saying 'The money is in the list'. Of course, it also depends on how targeted your list is and how well you manage to build a relationship with them.

Nonetheless, you must first have something to offer as an ethical bribe to begin with.

This will entail setting up a squeeze page and offering something of value in return for your prospects contact details.

And software as an opt-in gift will definitely be much more valuable and effective than a simple eBook. This translates into more subscribers and a larger list for you.

4. Give it to your existing subscribers/customers and use it to build an effective relationship with them

Alright, if you already own a list, you might not be building an effective relationship with them. Or worse still, you might be selling them something over and over again.

I'm sure you should know that people generally do not like to receive promotional emails. What they want is valuable information or tools.

Hence, you can constantly give away your rebranded version of our IM Buzz software. This will help to constantly add value to your subscribers and boost your credibility.

The best part is, you can still make money by giving away these software. Whenever someone clicks on the 'Make Money' button, you can still earn commissions when they purchase the rebranding rights to our software or join our membership site.

So you're able to make money simply by giving away something for FREE. And how good is that!

5. Submit your site to giveaways, software download sites

You can also submit your rebranded software to giveaway sites, software download sites or any resell rights sites.

In simple words, you want to distribute your software as freely as possible and let it fall in the hands of as many people as possible. Remember, your ads are inside the software. So the more times people download and use your software, the better it is.

And you can pass on the giveaway rights to others as well. So it can get REALLY viral for you and your business.

There are just so many ways you can distribute your software but we'll jus stop for now.

Conclusion

Now my friend, we certainly hope you've enjoyed this special report on S-Buzz marketing and you've managed to gather some really meaningful insights for your marketing campaigns.

Right now, you have two choices.

You can choose to close this report and do nothing and forget all that you've read. Or you can choose to take action on the information you've just read.

We trust that you will choose the latter.

Remember, the main difference between successful people and those who aren't lies in the amount of action they take.

And here's another nugget of wisdom for you: You DON'T have to be the best at anything. But just be the fastest at implementing stuffs you learn and you will still be successful in what you do (and very wealthy of course!).

So, if you wish to learn the complete details on how to unleash the FULL power of S-Buzz marketing as well as be fully equipped with the tools and knowledge required to become a world class S-Buzz marketer, just check out our [IM Buzz Membership site](#).

We wish you all the best in your future s-buzz marketing campaigns! And we look forward to hearing your success stories as an s-buzz marketer too!

To Your S-Buzz Marketing Success,

Calvin Woon & Jonathan Teng
IM Buzz Creators

