

There are many standard mundane ways to get traffic to a site. In this particular article I want to inspire you and show some of the more creative ways to get traffic to your online shop. It doesn't really matter what you are selling - there are always some new fun methods of getting people to drop by and buy from you. So fasten your seat belts and let's go...

What hooks people online?

Let's start by taking a swift look at human nature. What do people find attractive or fascinating? What does make them to stop for an instant and get involved? Quick and quite well known answers are: **beauty, mystery and games**.

Let's take a look at how each one of those can help you to get more traffic to your shop.

Beauty speaks for itself



Everyone likes seeing beautiful pictures, breathtaking nature scenes, emotionally loaded photos with romance, children or animals. We cherish that magic that emanates from these kinds of sights and are naturally pulled to see more of it.

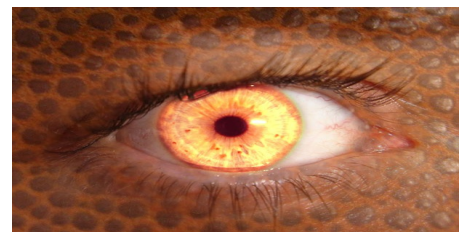
This can be effectively used in online advertising of any kind - banners, graphical AdWords or Facebook Ads campaigns, blog posts images and so on.

The rule of thumb is - make sure that YOU feel that way when selecting a graphic design before putting it on the web. If you felt it - other people would too and this would bring traffic and engaged customers to your online shop.

Mystery - what's behind it?

Have you ever seen something that caught your attention, sparking curiosity and desire to look closer? That's the power of mystery!

So how can you use it in your online efforts? Twofold: either by using banners, containing mysterious image, or, by enticing your blog posts or articles readers to find out answers to fascinating questions on your site.



It's really not that difficult. See, if you sell red vases, you can write an article on how to spend a romantic evening with your lady. And then you can ask a question like 'Do you know what can really turn your woman's desire for you?', inviting them to page on your site, where you can show how red vases do just that. Funny, isn't it?

Games - we all like to win



Ok, now we are getting to our last item on the list of creative ways to drive traffic to your online shop. And that's - games. Trivia, speed tests, quest games, lottery - anything, that people like playing online, is a fine choice.

You can invite people to drop by your site where you can either install a gaming widget or have a link to a cool online gaming site. Then send a message to some popular discussion groups or post it

on popular forums where you can share your excitement over a new great game that you just found and liked.

Conclusion

In this article I showed you 3 creative ways to get traffic to your online shop by uplifting the regular ways of getting traffic to more artistic and fun means of achieving that. Fire up your imagination and enjoy your online marketing efforts getting results and sales.