

Product Splintering  
Attributed To Ryan Deiss

What Does Toothpaste Have To Do With Google?

I like Crest toothpaste... just plain old Crest.

But have you noticed lately that “plain old” Crest is harder and harder to find on the drugstore shelf? There is Tarter Control, Whitening, Fresh Mint, Swirly Color, Bubble Gum Flavored and the list goes on and on.

There are currently 12 versions of basically the same toothpaste on the Walgreen's or CVS shelves today taking up a 4 foot wide 5 foot tall area.

It's called product splintering.

What Proctor and Gamble and other savvy marketers have discovered is that by niche branding the same product with only minor changes they are able to multiply their market share and create more loyal customer base because their toothpaste is made “just for them”.

Product splintering is powerful. So powerful in fact that since starting this practice started Crest has increased its gross sales by \$300M per year in America alone.

But what does that have to do with getting traffic? A lot!

Google Loves Splinterers

See, Google wants its readers to find EXACTLY what they are looking for the first time they click, thus making the user experience efficient and pleasant.

Google rewards advertisers that splinter their products into niches. The more relevant to the key word searched, the cheaper the cost to you and the higher your position.

For example, let's say your ad is for Cat breeding:

How To Breed Cats for Profit The Cat Breeder's Guide  
Learn to Breed Cats Successfully

This ad would yield a high quality score, resulting in cheap traffic and great placement for the term “cat breeding” but not much else. If you drove how to breed Siamese cats to this ad you will pay dearly ... first in traffic cost, next in lousy placement and finally in poor conversions.

Here is why conversion would suck.

Everybody wants a product specific for their need and want. By offering a cat breeding product for ALL cat breeders, you're essentially talking to none of them. If, on the other hand, you splintered your products so that you had a unique offer for every different breed ... well

now you have something that EVERYONE wants.

### Splinterers Earn Multiples of Non-Splinterers

In a mall 70% of all shoe stores are owned by the same management company. Why don't they just rent one big store and have all the shoes in it?

Because they won't sell, that's why!

Specialty retailers have realized that by splintering they not only can they sell as much as 10 times more merchandise in a single mall, but customers are actually willing to pay PREMIUM prices for products that they believe are especially designed for them.

And here's the really good news for you...

### Splintering Online is So Much Easier

A year or so back I started selling a natural pesticide online that kills almost any crawling insect. This stuff is amazing. It's 100% safe for pets, kids, adults etc... it just kills bugs and lots of them.

I was so excited!

I built the site, listed all the bugs it would kill (over 70) bought all the bug names in AdWords and that super specific keyword "Bug Killer" and I was off to the races...

To my great disappointment this product was a flop. It was a great product and I was really bummed-out that it wasn't selling. The conversion rates were below .05% and the traffic costs were ridiculous.

About a month of that fun was all I could stand. I quit.

Six months later (after getting my Google education) I revisited this product. This time I looked at the old traffic campaign and took the top 20 insects that received the most searches. Next, I customized a landing page and created 20 ad groups for each one and Eureka! Instant success. (Ok, maybe not so instant...)

The Results: This product group's sales were 800% higher than before averaging a 1.88% conversion rate, and my traffic costs were a third of what they had been before.

And remember, this was post "Google Slap" ... so while everybody was bitching and moaning, I was making bank because of splintering.

Best of all, it was insanely easy!

I didn't have to invest one more penny in inventory, rent any new buildings and I actually slashed my ad costs.

If your aren't splintering online your flushing 2/3's of your profits down the toilet.

### Splintering is Even Easier With Info Products

This is the easiest yet. Most information products have sections or chapters. Each one can be sold separately at a super low price and the complete product can be sold as an up-sell usually at a great multiple of its original price.

Here is an example that you should have already read about in the “Self-Liquidating Offers” report...

Instead of selling a \$37 product on buying scrap metal you would instead sell 8-9 reports on buying scrap gold, scrap silver, scrap lead etc... for \$17 each. The result should be you ending up a higher dollar amount of total sales with these small reports. So instead of selling 10 reports at \$37 or \$370, you should instead sell around 30 reports at \$17 or \$510.

### Tripling Profits With Splintering

Here are the big ah-has:

1. Because you were specific, Google will reward you with prime placement and cheap traffic, at least half price.
2. You can now offer “The Complete Scrap Metal Buyers Library” as an up sell on the thank you page at \$67 and expect a 20%-40% conversion rate. 30 customers x 20% conversion rate up sell = 9 up sells at \$67 or \$603 in FREE MONEY!
3. Because you splintered you added 30 people to your list, not 10. This is a 300% increase in BUYERS to your list.

In total, thanks to “splintering,” your net sales increase increased from \$370 to \$1113 and your ad costs dropped by at least half.

End Article

Addendum By Poland Chamber, Inc.

The theory of splintering is one thing, the application is another. Here are some tips on how to do it.

### Effective Online Splintering

Each splinter is its own profit center. It is promoted to its own niche market. In fact, it is its own mini business. If you are unfamiliar with mini businesses, you can see more information about them at [Mini Business Explained](#)

And when you are splintering, you will be setting up a closed network of mini businesses. Each mini business will promote a very specific product.

Let's go through this step by step so that you learn by example.

For example, if you are selling amber and silver jewelry, you might splinter it by niche marketing pendants, bracelets, crosses, brooches, necklaces, rings.

To set up each niche, each product will require a simple web site of five to ten text pages.

It will either link to your main ecommerce store, or have its own sales section.

And to get the best position in the search engines, each product should have its own domain name.

Registering domain names can be expensive if you don't do it right. So let's do it right. The key to doing it right is to choose the right web host.

Here are two that are heavily used by internet marketers.

[Blue Host](#) – Domain names are free. The only drawback is that the domain name is registered in their name and you can use it only as long as you stay with them. But they are cheap and provide a lot of extras.

[Host Gator](#). – Domain names cost \$10 each, but they are yours to keep and you can transfer them if you move to another host. Once again they are cheap and provide a lot of extras.

Also, each of those hosts provide simple setups for wordpress that you can use to set up your mini business free.

Once you have an account, register domain names for each mini business. Be creative. Here are ideas to work off. best-amber-pendants.com , about-amber-pendants-com , silver-and-amber-pendants.com . The key is to get your key words into the domain name.

Get domain names for each of your splinters. You can get them at either of the web hosts mentioned above or through a domain registrar such as [Register.com](#)

And when you title your sites, get those key words into the titles.

Set up a free web site using [WordPress](#), or have someone do the work for you, or use [free templates](#).

If you are going to have someone do the work for you, put your project up for bid to get an estimate of costs. For a free service go to [GetAFreelancer](#)

Then it is a matter of adding some copy about amber pendants. And if you need copy, hire a copy writer. They can be extremely cheap. Once again go to [GetAFreelancer](#) and check the copy writer section.

Here is an example of a mini business targeting elliptical trainer machines which site we set

up using a free domain from Blue Host, the free wordpress blog system converted, at no cost but our time, to a web site and the free amazon affiliate program. <http://www.about-elliptical-trainer-machines.com/>

(How to do all this is explained in detail in the [Drop Ship Guide](#))

We are promoting it by article marketing with articles that are written a freelancer for \$10 each. If you are unfamiliar with how to use Article Marketing, which is one of the most successful free advertising methods, information is at [Smart Marketing](#)

#### Important Example

To see how a company uses product splintering when listing in a business directory, look at the Business Register at <http://www.qibr.com/business-register> . When you go there enter the words Blue Mountain in the search box. And look at how many listings they have for specific products. All the listings bring a customer ultimately to the main page.