Simple Traffic Strategy For Internet Marketers

Print out this worksheet and have it in front of you during the class. Fill out the blanks as the answers are revealed on screen.

LESSON 1: Buying Traffic - Getting the Most Bang For Your Buck

You first need to understand that it's NOT about clicks, it's about _____ CLICKS. You MUST drive traffic strategically ESPECIALLY when you are paying for it.

_____ is when you shop an ad to people that have already visited your site or purchased from you. This is facilitated by pixels and cookies.

_____ networks like Facebook, Twitter, and Pinterest have an advertising feature that enables you to specifically target their members with various ad types.

_____ are companies that specialize in running your ad across numerous targeted areas of web real estate that are in the network.

Effective ad creation consists of both visual and _____ elements. There are three types to master, Concept (awareness), Content (native) and Commerce (direct - retarget) ads.

_____ should directly speak to your target prospect. Headlines should be shocking or awe-inspiring to capture attention and interrupt their pattern.

Video ads generally fall into two categories: _____ video ads where they interrupt another video and _____video ads where they are placed in between text content.

Youtube has several ad types Skippable, Non Skippable, bumpers and image/text overlays. You should consider that some are more _____ than others.

The biggest challenge with _____ ads is getting them to be profitable before running out of your advertising budget. You can just run ONE and you have to run several.

Pixels and _____ are a big factor in the way Fb ads operate, especially across mobile devices. A user's settings will affect Facebook's ability to serve your ads.

LESSON 2: Borrowing Traffic - A Free and Profitable Way to Get the Ball Rolling

Naturally, all kinds of traffic _____ requires some sort of a joint venture. Don't get hung up on the vernacular because different people call it different things.

Bartering for traffic is a form of _____ but you are repaying the traffic provider with goods, services or some other sort of value. Like perhaps your tech skills.

_____ is a simple concept that requires a degree of trust. Essentially this is "I mail for you, you mail for me in return" and vice versa.

To arrange a swap you can propose an email swap or a _____to vendors that you get to know on social media platforms. Just be cool about it.

Fusing traffic enables you to get CUSTOMER _____ from a vendor's members area by offering his buyers a valuable and exclusive bonus.

The key for this to work is for the product you are offering to be VERY unique and _____ to their customers. A quick start guide for THEIR product with their graphics.

Affiliates are influencers, they have a tribe of _____, they have a list of customers and subscribers that they recommend products to. You need them to mail for you.

Create loss leader products for the purpose of making your affiliates rich. These can be 100% commission products that affiliates WANT to _____.

Never send _____ traffic to a joint venture partner, always warm it up first and always capture the lead. Direct linking is a waste of time and money.

It's not about how many clicks you send, it's about how many _____ you send. Run funnel reinjection campaigns, viral inviters etc. to produce sales during your recip.

LESSON 3: Creating Your Own Traffic - Originating Profitable Leads From Scratch

Content creation equals _____ creation. If you want traffic you need content. Content is the bait that attracts the fish. You gotta drop the right bait in the right place and time.

Attract them with _____ you know they need or want. Identify the ideal audience first and then find or create what they need and put it in front of them.

Your goal is to assemble people of like-minded interests into YOUR _____ so when you step to the podium you are revered.

Lead magnets have a greater _____ (ebooks, videos, training) and they go in your tribe stadium as a way to **get the members onto your email list.**

Creating content from _____ is a great way to get traffic because there are lots of ways you can slice up the PLR and make use of it.

PLR content can be extracted and converted into scripts for videos that you record with your webcam or with powerpoint/keynote to _____ and _____ an audience.

Creating your own traffic means assembling an _____ and ultimately getting people from that audience to jump onto your list.

You should mail your list every day. You have to be strategic about this. Don't create broadcasts that interfere with sequences. Create _____ rules to help.

Believe it or not, studies have shown that messenger chats, chatbots and chat responders and even SMS services like Twilio are much more _____ than email.

_____ messages are another "out of the box" traffic origination method. Podcasting for example is a way to get in front of people that search your topic on a network.

LESSON 4: Hidden Traffic Sources - Unique Ways To Create Targeted Traffic

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You have to be _____ about traffic or it simply won't work for you. You can not just spray and pray if you expect a consistent online income.

Use tracking links so that you know exactly how many _____ clicks you are getting. You’ve got to keep an eye on your metrics or you’re just wasting your time.

Share gates like Buzzinar and Viral Traffic Boost can be used in conjunction with _____ sites to provide a reward when your prospect brings traffic for you.

_____ are one of the best sources of traffic. Get your customers to recommend your products using a “revenue sharing” program. Create an “earn money” page.

Why worry about driving new traffic from scratch every month when you can _____ last month's traffic over and over with recurring billing products.

_____ sales are a great source of traffic. There is literally a national holiday that you can celebrate every month with a discount coupon or bonus offer on your site.

You can automate a lot of your posting and audience building by scheduling posts and content on your blogs and also on social media with tools like _____.

Map out your traffic and create an interconnected “web” of landing pages, audiences and trust building campaigns that _____. Create warm > hot traffic that converts.