



THE TRAFFIC NINJA

GET LOADS OF



**TARGETED
TRAFFIC**

**FROM SOURCES YOU
PROBABLY NEVER
HEARD OF BEFORE
and some you have**

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Introduction



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Because you invested in this traffic guide, you are aware that traffic to your site is the lifeblood of your business. **No traffic no business.** Plain and simple.

Most of these traffic sources are probably going to be new to you and some you will have heard of before. The point is I've brought new ways to look at these sources and some are super new, so you are sure to learn some great new ways to generate traffic.

These methods are totally suited to every website to generate leads, promoting an affiliate product, selling your own products and building an audience and email lists.

You're going to be shown a bunch of exciting new approaches to driving traffic to your site.

Of course, measuring conversions is super important, but until you have more than a trickle of traffic, there really is nothing to measure.

Conversions when used in the context of traffic are when someone signs up for your email list, or downloads a PDF or makes a purchase from you. Any measurable action which is of significance.

So, let's focus on getting you the traffic your site needs in order to be a success.

BUT, before you bother with getting traffic, make sure your website is fully completed!

Don't be sending traffic to a half-assed site that's got stupid "under construction" signs on some pages or has incomplete traffic funnels. Also, don't forget to add in the footer, links to your terms and conditions, privacy policy, about us and contact pages.

Also make sure you have a [Google Search Console](#) so you can make sure Google is happy with your site and it's indexed in their search results.

Next make sure you have a [Google Analytics](#) on your site so you can view statistics about your traffic and the movements the visitors make on your site. Great for discovering choke points and places people leave your site.



Once your site is completed then sure, use the ninja tactics on this course to get all the traffic you want.

Once you have a steady flow of visitors, you can use the Google Analytics to begin tweaking.

Tweaking can include, modifying your offers, making new offers, more attractive offers, improving the look and feel of your site.

All good stuff and all things you should be doing in order to make the most of your traffic.

So let's get into the course and get the traffic flowing like a Traffic Ninja!



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CHAPTER 1

Funnel Siphoning



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The thing about traffic is this: you can get thousands of visitors for tiny amounts of money, all untargeted. That kind of traffic is 100% useless and a waste of money. The only type of traffic you want is targeted.

You need to be getting traffic that:

1. has an interest in your niche.
2. has an interest in what you are selling
3. have a credit card
4. is in the right frame of mind

Volume of traffic is not the goal, targeted, eager buyers are what you really want.



Have you ever purchased something online and on the thank you page you saw some banner ads for products/services which were similar or somehow aligned to the product you just purchased?

Those ads lead to a new sales funnel which is maybe not even owned by the owner of the site.

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Welcome to Funnel Siphoning!

It's not a new method, it's been around since the late 90's and works very effectively.



Why is it so effective?

If you just happened to buy a book about how to grow the best carrots for \$17 and on the “thank you” page you saw a nice ad for a product which showed you how to grow the most delicious and award winning carrots, even in winter, you might be very interested in that.

(Imagine how interested you would be if it was an exclusive free bonus!)

You're in a buying mood, you have a credit card and you're into carrots. That's why it's very effective.

If you were to click on the grow carrots in winter banner ad you would be taken to a new page/site which made sure to offer you something juicy in exchange for your name and email address.

For example, it may be a free chapter of a book or a free report or even a “special discount”

This is the first important step in the process. You've clicked on the banner ad and the person paying for that doesn't want you to disappear now without being able to make an offer to you.

Obviously, anyone that was in an existing funnel is in the process of buying or has just done so. As such, you know they are in a buying mood and have access to a credit card. This makes them the ideal visitor to your website.

You should only target funnels that are dealing with the same niche that you are working in.

The prospect is not only buying information in that niche, but they are willing to explore and maybe buy further information regarding your niche right at the point they hit your website.



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Sounds ideal traffic, right? So how do you get some?

Of course, your first question is how you can go about getting the exit traffic from other people's funnels. In fact, it's done through a mutually beneficial trade.

Like all truly beneficial deals, both parties concerned benefit.

As with many forms of marketing, you first need something that will benefit the people in your niche; something that they will want and be of value to them. A giveaway report is ideal, but you could use anything from software to exclusive access to a Facebook group that you manage. Provided it is something they want and that can quickly be identified to them as something desirable, that's great.

At this point, you need a squeeze page as your destination; a page where you can give away the bait in exchange for the viewer signing up to your list.

Remember, you aren't just getting a subscriber because you will also have the chance to offer them an OTO (One Time Offer). This gives you a direct opportunity to make a sale to your visitor immediately.



Mutually Beneficial

Why would the person that owns the funnel let you do this?

Simple, they list your free report (or whatever you are offering) as a bonus product on their download page. This makes their product appear more valuable.

This is typically achieved by them adding a banner header on their download page saying, "Don't forget to grab your completely free bonus!" or something to this effect.

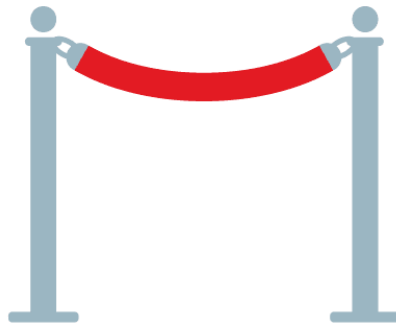


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Under that header, they'll usually have a clickable image graphic of the product that you are offering which links to your page. They get extra value for their customer and you get targeted traffic of proven buyers in your niche.

It's a win/win situation for everyone involved.

The buyer has received - at the least - a free report more than they would otherwise have had.



Exclusivity

To keep up the appearance that you are offering the visitors an exclusive bonus which is included with the product they have already just purchased, the appearance of the page you are sending them to should have a similar header graphic as the thank you page they just left.

You don't want to be giving them a shock and make them worried they have gotten themselves into some trap. Soon as that happens they will click the back button

Consistency is what you're going for, not shock and awe.

On your page, make sure you have a banner and a headline announcing the free bonus. This will let the visitor know instantly that they are in the right place and put them at ease.

Bullet point the benefits they are going to receive from signing up to get this awesome free bonus. The objective at this point is to get their email address. Whether or not you collect their name is optional

Make sure you let them know they need to enter their best email to get instant access to the free bonus. Make it clear that as soon as they enter their email, they will be downloading or going to the page where it is.

This is warm traffic who already just made a purchase and they are keen to get their exclusive free bonus



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This page will convert very highly for you if you do it correctly as these folks are not being presented with a new product which they need to make a decision about. This is a free bonus and they want it!

All of this goodwill is going to help you sell tons of once they get to your OTO (one time offer) after signing up to get the exclusive free bonus.

Their buying momentum is maintained and sales will be plentiful



Getting Graphics

You will need to put a few things together to make it easy for the site owner to agree to work with you.

You should provide them with any sales copy and content they will need for placement on their thank you page. Don't leave anything to chance, have it all packaged up for them to use. The less they need to think about it, the more chance they will accept you.

Remember to make sure you give them the link to the page where you want their clients to be redirected.



Provide a choice of images. This will make it easier for them to use an image which suits the layout of their site.



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The content of your image should be a picture of your product's e-cover and the product name.

Remember to add something like: **Exclusive Free Bonus.**

The best performing banner ad sizes can be found here on [Google AdSense](#)



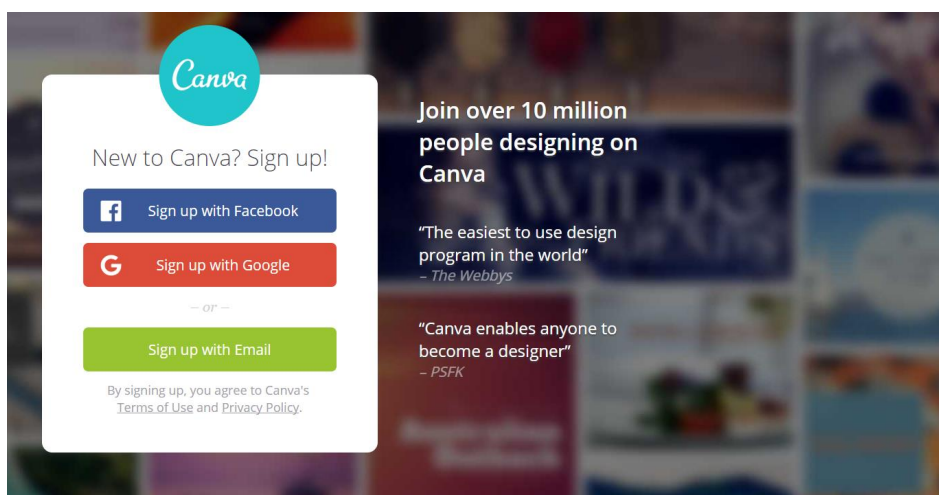
Remember it's just a link for the buyer to receive their bonus.

You can either make these simple graphics in Photoshop or Gimp.



[Gimp](#) is a free graphics editing software available here: <http://www.gimp.org>

Another really good image site is [Canva](#) In fact Canva is probably more user friendly.



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If you are like me and are absolutely useless at making graphics, go to Fiverr and do a search for 'banners'. Fiverr artists aren't going to win any graphic artist of the year awards, but they are sufficient for something as simple as bonus banner graphics.

If you are going to use someone from Fiverr, then I recommend sending them a message first to check they reply.

Many Fiverr sellers have inactive accounts, and you don't want to order from someone that isn't going to undertake the job.



Creating a Giveaway Report

Remember your free bonus product needs to be something which is related to your partners' product and nice. It's not much point if he is offering vegan recipes and you're offering steak recipes.

As long as your bonus is something complimentary you are going to benefit from the traffic.

Make sure your bonus is exclusive and cannot be gotten elsewhere. This is what makes it valuable. Everyone likes something for free but not if its garbage. Make sure it's perceived as being exclusive and it's a bonus product and as such it is implied that they are getting a deal, possibly something for free that is normally sold.

For maximum value, you would ideally create a product specifically for the offer, and then put it on sale.

You don't need to actually sell any copies of it personally. The fact that it is a paid product and that you are giving it away as a tempting offer for the marketer that owns the original funnel, and for anyone

You don't need to create a masterpiece for this purpose.



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A 10-page report that teaches something useful is great, as is a 10-minute video that teaches something valuable.



If you aren't great at editing then get a friend or family member to look over it for you.

Remember, these are your future potential buyers. Assuming you have zero interest in writing a report then you could always head over to a site like [Freelancer](#) or [Upwork](#) and post a job to hire someone to write it for you.

If you go with this option then make sure they are literate. Check their examples and go with someone born speaking the language you want them to write in. Not everyone that advertises themselves as a writer is a good one.



Finding Partners & Making Contact

For this method to work you need to be able to contact people in your niche that already have funnels and traffic.

You also need to know how to contact them in a way that will result in them agreeing to your proposal. If you get this wrong they will probably rant about how cheeky you were on Facebook. I've seen just as many people praised for their elegant approach as I have seen them ranted about extensively. First of all, you need to know about the two types of product launch.



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Regardless of how they are driving the traffic they are either doing an evergreen launch, which is an ongoing, slow process, that drives traffic long-term or a more traditional launch. When undertaking a traditional launch, they will have a launch date, they will get a brief but intense blast of traffic and then very little traffic after the opening week.

Whether they are doing an evergreen launch or standard traditional launch makes no difference to their value to you, as long-term traffic is just as good as getting a large amount of traffic briefly.

The reason you need to know the difference is due to the methods you use to go about finding them.

For evergreen launch funnels, you need to find people selling products in the same niche as yourself.



To do this, you go to Google and type in variants of your primary keywords with the word 'buy' tagged on the end. Try a few variants and see which keywords achieve the highest competition for page rankings. You will see this figure for the competing pages above the search results. The ones with the highest competition are the evergreen websites that have battled their way to the top of the search engines for these competitive keywords.

Go to these websites and check whether they are selling digital products. Make a list of the top 20 pages. These are the ones you should contact.

Find the email contact address on those evergreen sites and send them an email that offers them a bonus they can add to their website's download page.

Offer to let them read it and give your website address and your full name.



Be polite!

They have an existing system that works so they will be less inclined to change what they are doing than the 'big-blast' traditional launchers.



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However, if you provide them all the details and introduce yourself properly then you will have a good chance of getting a green light.

For the big, traditional, launch crowd, the ones that launch once and get all their sales within a few weeks, your approach is different. They think differently and their traffic is usually driven by affiliates.

You should be contacting them well in advance of their launch. They will be focused and concerned on how much value they will be offering their prospects. If you rock up with a good quality product (report etc) which will go well with their product then, of course, they will be excited to accept your offer as it will add perceived value and will boost their sales.

To find people that are planning a big launch you go to the places where they advertise in advance that they are going to launch a product.

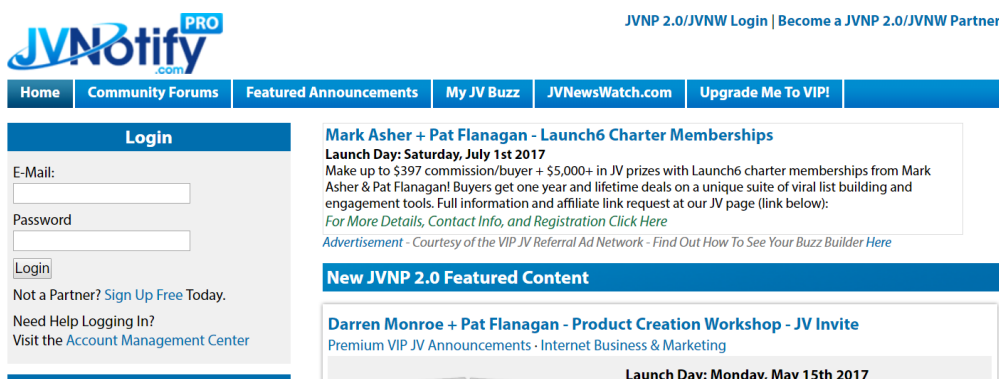
Launch Sites:

Here's a few sites where you can find information about products in pre-launch

[MunchEye](#)



[JV Notify Pro](#)



[Product Launcher](#)



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Those listed above are the main launch announcement sites. If those sites don't have what you want then hit up Google for 'Product launch calendars'

When you find what you want, contact them at least a week, even earlier, before their launch date.

Give them everything they need to know in your approach, don't be making them have to contact you for more details. Tell them who you are. Ask them if they would be interested in a bonus they could add to their download page.

Explain it's mutually beneficial, complimentary to their product/service and will add value to their launch.

Include a copy of what you are offering so they may evaluate it

Also include all the banner graphics which go along with your free report.

Big tip, if you mention their launch and how well you think it will do - just as much as you mention your bonus report - they will be predisposed to look on your offer favorably.

There are many twists you will hear about for this classic method of obtaining targeted traffic to your sign-up page and OTO pages. They aren't better; the original is a method that works brilliantly as it is.

Be prepared, limit the amount of work needed by the launcher to accept your offer, and talk to your potential business partners in a way that makes them feel you are writing to them personally. This is the secret to getting a lot of buyer traffic in your niche – fast!



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CHAPTER 2

Niche or Cult Marketing



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Cult marketing is a not very well known marketing approach. Many of the most successful cult marketers don't even know they're doing it. Apple is the biggest and best, they certainly know they are marketing to a cult

This method can draw large amounts of traffic so if you're able to get into it you sure should.



What is Cult Marketing?

Cult marketing is often formed around movies, comic books, and political parties. A cult is a group of people that have a strong attraction or interest and a commonality among themselves.

Cults are all about a basic need to belong. This need in some, is very strong. Consider sports fans.

People just love to be a part of something where everyone feels and believes the same thing about the object or ideas they share.

These are very strong feelings and these people will buy just about anything which is associated with their cult.



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Why Cult Marketing Works

If you create a place for people to belong to, and make it easy for them to belong to it, they will do all your marketing for you.

You won't be able to stop them even if you tried.

Create this "hub" for them and they will love you for it and try as hard as they can to get their friends to join.

They will share links to your cult on their social media, they will quote you when talking, and build fresh content for your site while linking back to it.

Each new cult member becomes a spokesperson that is out there actively promoting you and converting new cult members, all without asking for a single penny in return. As you can see, the advantages are huge.



Setting Up Your Cult

Even if your existing site does not lend itself to being a home to your cult, that's no problem, simply build one which suits the purpose.

From the new cult website you can funnel traffic from your cult page to the website where you want the traffic. The best option is a mixture of a blog and a forum. By having both on a website you have a place to call your people to action with your blog posts, and a place where they will feel comfortable and where they are part of something – the forum.

Setting up a blog is easy with WordPress. If you already have a website I'm going to assume that the setting up process will be easy enough for you.

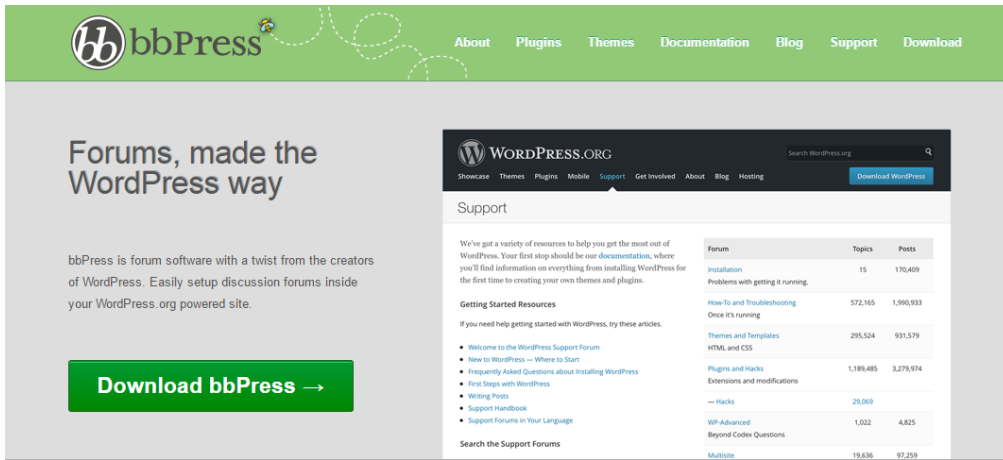
Most readers won't know how to set up a forum though, so this I will cover. There are a number of forum generation plugins for WordPress.



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These include:

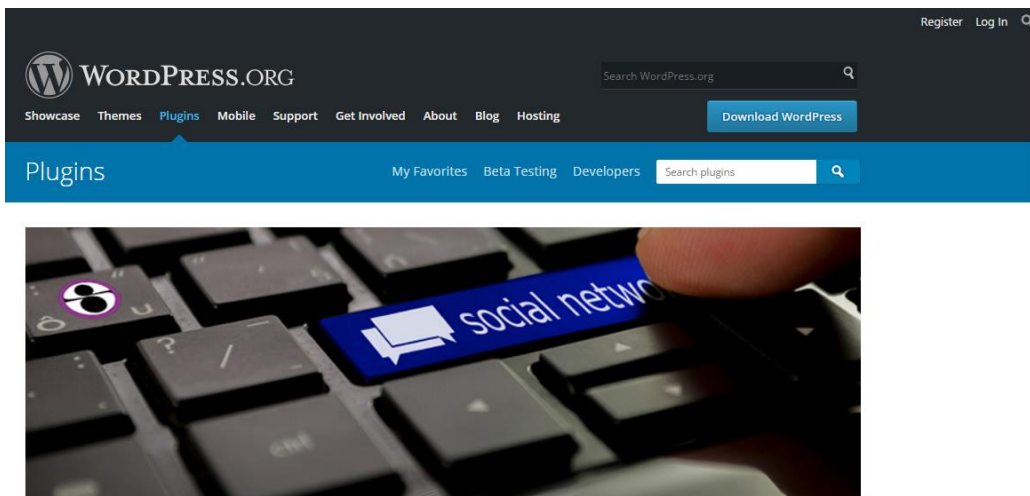
[bbPress](#)



[BuddyPress](#)



[WP Symposium](#) (includes a chatroom)



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You can also set up a Facebook Group which is super easy. But let's keep going on this in any case.

Setting up a forum is a simple matter of following the step by step instructions given to you when you install the plugin.

The software does all the hard work for you

Note: Do not install the forum on your front page of your site

Your front page should be your blog, your forum is on a separate page which you direct them to from as many places as you can.

Having the blog posts on the front page is much better for Search Engine Optimization (SEO). Your home or front page is also to be used for informing new people what you're talking instantly, and your core message won't get lost.

If you are using a forum plugin that gives you a widget showing you the latest forum posts then you want that displaying at the side of your home page and post pages.

The designs of all your graphics, logo and the domain name should show people it's a place they can belong. The objective is to be providing something people can identify with instantly.

As mentioned previously, Fiverr.com is a good place to get these graphics.

Making it a Cult

OK so your site is finished and you have your banner ads.

Now you need to make the cult.

Cults are about beliefs, attitudes and people, not marketing tools.

It's time to learn how to make this all work and how to get the members of your cult doing all the marketing for you.

Cults work because there are aspects to every cult with which they identify.

Let's take a look at sports fans, at one time or another most of us have supported a football team. When you look at the sports fan, they spend just as much time running down the other teams as they do talking up their team.

This is an important part of cult behavior as it excludes other teams making it clear we are with this team, not that team!



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This is the first identifier, you are against something. In this case, other football teams. It's not necessarily a bad thing, it's something you need to make a cult work. It's essentially your rallying call.

Another example might be music. There are people who will only listen to recorded music on vinyl, no CD's no MP3's just vinyl. They claim it has the best sound and they deride all other formats of recorded music.

In the example I've given you, it is clear to see how the animosity to things other than your niche change the tone from information to camaraderie. This is the sort of thing a sub-niche of vinyl devotees would say, and as such they are thinking, "Yeah, we're way better than those guys. We're the real deal. This guy is awesome; I'll tell him so in the forum."

When he goes to the forum he sees others that have entered with those same feelings, which foster a sense of camaraderie and community. It is vital if you want to succeed that you keep an informal but excellent approach in your content, and not only enthusiastically talk about the niche, but also openly criticize behaviors and things that the people in your niche do not like.



Language

It's a classic trait of cults that they develop their own names for things they like and dislike. Knowing the language is a bonding experience because it excludes outsiders.

For cult marketing to work you need to use the correct language and phrases that the people in the niche use, as this will let them know they are in the right place and that you are one of them.

You need to have a genuine interest in your chosen cult niche for it to work.



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Initial User Group

You've come a long way already.

You've got your site and forum. You've set the tone to match the thinking of your cult.

All you need now is a few people to get this thing kicked off.

Get a bunch of good, interesting articles so as to motivate people to post in the forum.

Kick start the forum by posting lots of comments in it yourself. When you have a few posts it's time to get people in there.

Go to everyone you know on social media (Facebook, Twitter, Instagram, LinkedIn etc) let them know you have set up a cool new forum and ask them to post in it.

Next, search Facebook for similar pages and groups in your niche.

Post about your forum in those Facebook groups, even invite people to message you.

Message people you see in the Facebook groups and mention you saw them in the group and thought they may be interested in your new forum. Invite their input.

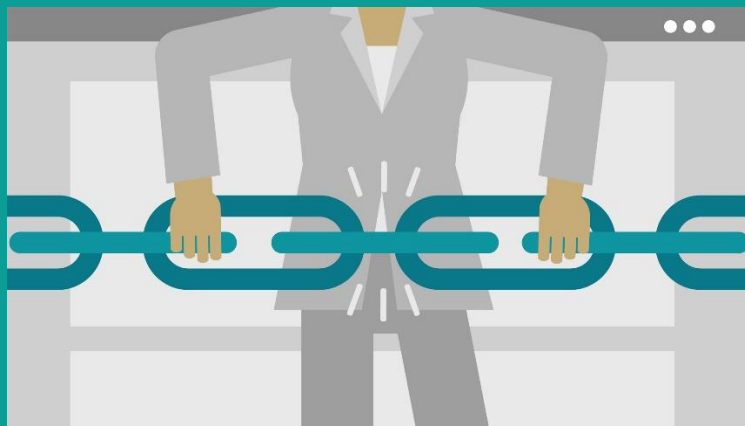
Getting the first few posts will be the hardest. Once you've got them, everything else becomes easier.

After this your forum will begin to grow by itself. Before long you will have more traffic than you can handle.

Another way to get the initial members is to create catchy meme pictures with your website address on the bottom and post them to groups on Facebook and Instagram.

Hashtags will also help to get new members. We will cover this more in other chapters.





CHAPTER 3

Article Syndication



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The title of this chapter may think you know all about what I'm going to say. Please do not make that mistake, you're going to learn some good stuff here, so stay focused.

Most people do article syndication incorrectly and get poor results from their efforts.

When this method is done correctly it can bring you excellent results.

Article syndication can take you from obscurity in your niche to being a well-known and respected authority figure.

Tons of targeted traffic will be yours, plus, it will bring excellent SEO benefits.

Article syndication, is commonly known as Guest Blogging. When it's done incorrectly, it can eat your time and get you absolutely nothing but disillusionment.

If you have previously purchased a guide on guest posting/bloggging from someone else then I ask you to strongly consider giving this chapter a good read before making up your mind.

It is not at all what you may be expecting.



Introduction to Article Syndication

Article syndication is simply writing articles which will be used on other people's high traffic websites.

Its super important these articles be of excellent quality. The website owner is getting great content for free. You are getting good quality, targeted traffic for free because some readers will click the links in the articles and come to your site.



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So far it sounds like Guest Blogging. The difference is in the approach and effectiveness.

The first difference is that you will only be targeting high traffic websites.

The second difference is you won't be making one off pitches to get your article to appear on their site. You will make long term recurring arrangements where the site owner will publish your articles as soon as you write them.

Now here's a key point: There is no reason to give the site owners unique content, just make sure you give them high quality content, not some half assed spun rubbish.

We all used to think that duplicate content was a big sin in the eyes of Google. Everyone was wrong because of a misunderstanding. Google doesn't like duplicate content on the same site. On other site's it's not a problem.

The search results are full of duplicate content across multiple sites.

Bearing in mind that small sites have little or no traffic, don't bother with them. Focus on large sites with plenty of traffic.

Large websites, with existing traffic and a large readership, are wanting engaging, and informative content for their readers.

You aren't trying to pitch them on a unique articles. Simply present them with copies of your best, most popular articles, complete with your byline pointing back to your own website.



Article Quality

Article syndication works when the articles you provide are informative, enjoyable, easy to read and most of all, encourage discussion.

A few years ago, article directories were all the fashion. Everyone was churning out rubbish articles filled with keywords simply to get links to sites. Google cracked down on that and everyone had to delete their articles in these directories or have their sites penalized.



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So, crappy mediocre articles do not work and will only cause Google to penalize your site.

These days' people want to be entertained, informed and most of all they want to comment, share and be engaged.

Write articles which aim to do all that and big sites will be happy to publish them on their sites and give you a very nice link back.

Your aim should be one top class article every week. If you can produce more and keep the quality high, that's great too.

Each week you can submit the article to relevant websites and this will generate lots of targeted traffic back to your site.

Remember, you are not wanting to produce dozens of articles every week which produce small amounts of traffic each.

One excellent, engaging article per week which attracts hundreds of readers from all the sites you syndicate with will be a bonanza for your site and your reputation as great resource for excellent articles.



Article Style & Creation

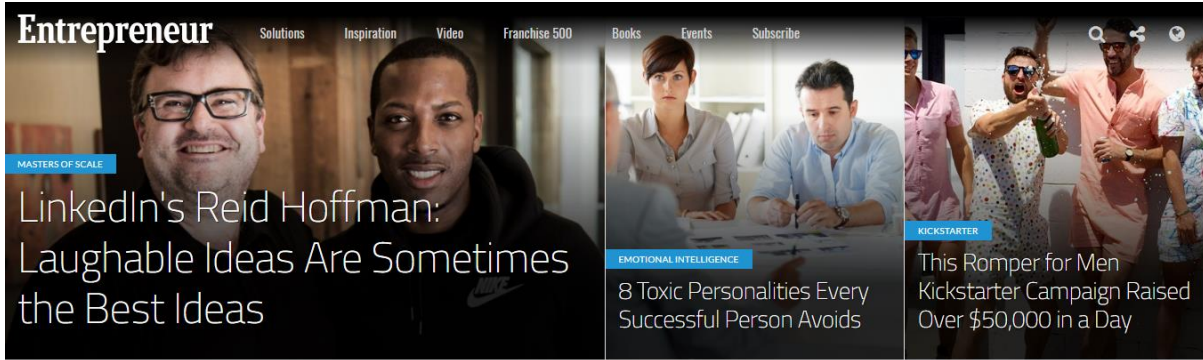
Researching the style of writing sites prefer is going to be time well spent for you. Find some sites which cover your niche. Go and read a dozen articles on those sites and take note of style. You need to replicate that style so that when you submit articles they will be well liked right away.



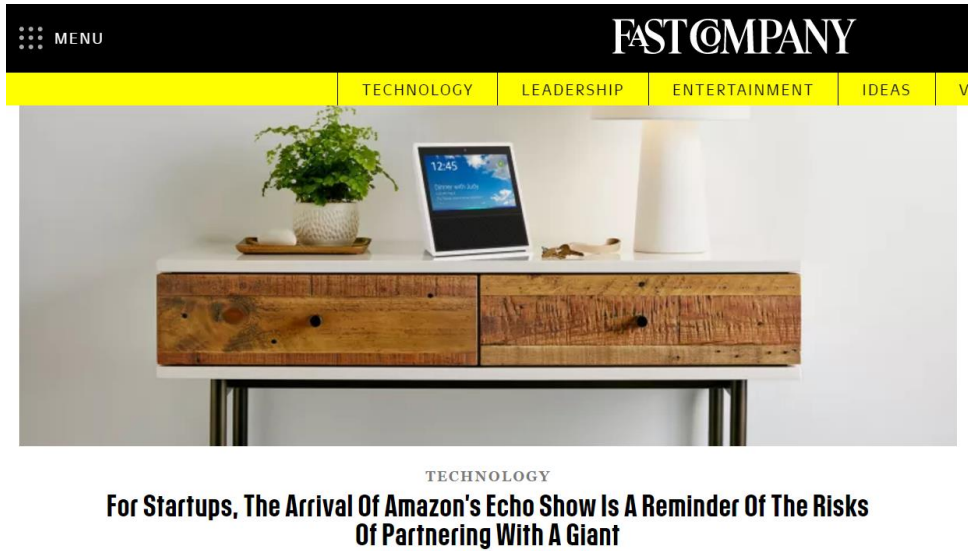
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Here are some sites to get you started

Entrepreneur.com



FastCompany.com



HuffingtonPost.com



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When you have selected a couple of sites which you believe would be interested in well written, engaging, entertaining articles suited to your niche, you can begin producing the articles.

If you are not great at writing, that's ok you can hire someone to write them for you. Be sure to give them explicit instructions on the style you want.

Byline

When you have finished your article you need to include a section which is called the byline.

Sometimes they are called Author Resource Box. Same thing.

It's a separate paragraph or box at the end of the article. In this box you will include the authors name, website, photo and a short bio/description.

Example: Don Reid is the owner of DonReid.com where he shares many funny adventures he has while traveling the world. You can live this same lifestyle! Don can be contacted at DonReid.com



The time and effort you take to write a good byline is well worth it as that is what's going to entice readers to click and find out more. Not all websites will include your photo, it's great if they do as it will get more clicks.



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The Pitch

A good pitch to your potential syndication partners will get more acceptances than a bad pitch, so invest the time to make it irresistible.

Sometimes you will get rejected, don't give up, this happens to everyone and is part of the game. Keep going and keep fine tuning your pitch until it begins to get you more acceptances than rejections.

Let's take a look at an example of a good pitch. Feel free to model yours on it

We will pretend you are in the "weight loss" niche as that's one of the biggest niches on the web.

You have selected a bunch of sites which have large traffic numbers and are already publishing articles about weight loss.

"Dear Editors Name,

*Your site publishes excellent articles covering *their niche* I've enjoyed reading them as I'm also a writer of similar articles.*

*I am writing to offer you some of my own articles for publication on your website. The articles would definitely be of interest to your readers. The articles focus on *mention some of their biases that you share.**

The articles are offered to you for free. I've attached one of my articles in case you're interested, and would ask only that you include my author bio at the end if you choose to use my article.

If you like the article and think you could use it and more on the same subject, I could write at least one a week, and would be happy to send them for your consideration.

Obviously not under the assumption you would use them, just that you would see if they were a good fit for you.

*If this arrangement suits you then please let me know, but either way, good luck with *Their website name,* as it's a great site.*

Kind regards,

**Your Name*

**Your Website*

**Your Email Address"*



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Some will ignore you. Those that don't you will add to an email group that you 'Bcc' your articles to each week. Just in case you aren't aware, Bcc stands for Blind Carbon Copy and is below the Recipient and CC fields in your email client. It allows you to email multiple people at the same time without them seeing each other's names appearing in the recipient field.

Finding Syndication Partners

At this stage you know how to send your pitch, write your article in a way that will have them drooling to publish it, and you know the idea is to get as many high traffic websites as possible on your syndication list. The last piece of the puzzle is determining which websites to contact. This is, in some ways, self-evident. You go to Google and perform a search using your primary keywords. Look for the big websites in your niche, and particularly the big ones that share your specific beliefs on how things should be done.

If the website already has various authors with bios then you know you're on to a winner with them. They have made the short list. If not, they are still worth a try. Should you wish to see how much traffic they get to their website then www.Alexa.com is a useful tool. It will show you analytics data of their website. After all, you don't want to waste your time with a website that only gets 10 visitors a week, do you? Provided they are getting a good flow of traffic then you want in on it, so look up the relevant details to contact them, tailor your message, and then send them an email. If they have a phone number then don't be afraid to call them. You can often wrangle things on the telephone, using a personal approach that you can't obtain by email.

Above all, do research each high traffic site that you intend to contact before contacting them. Make sure they are worthy of your growing syndication list, and that you both suit each other's needs



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CHAPTER 4

Facebook Groups



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Many of the methods I covered in the Cult Marketing chapter can be used in Facebook Groups. If you have not read that chapter, may I suggest you do so now?



The biggest advantage Facebook Groups have over all other forums is that they are on the Facebook platform. These days most people have Facebook open all the time on their phones, tablets and computers. Being on the same platform is a big advantage for getting likes and shares.

The downside of being on a platform you do not control is the need to comply with their rules.

There is a difference between Facebook Pages and Facebook Groups. A few years ago now, pages were a big thing and every business was building them and trying hard to get huge amounts of likes. The idea being that when the page admin made a new post, most people who had liked that page would see the post on their feed.

This began to totally swamp everyone's feed so much that they often missed posts from friends and family.

Plus, Facebook didn't like it because they were not making any money from giving all this free exposure.

So, changes were made!

Big changes.

Facebook drastically reduced the reach of all Pages to a miniscule amount. To get big reach now all page owners need to pay for advertising.



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Groups are different from Pages in that all members of a group can post new threads and to existing posts. Groups really do encourage discussion which builds community spirit.

Members have much more permission in groups than they do on pages.

Groups can be open to the public or closed.

Facebook loves Groups because they keep people on Facebook for long periods of time and bring them back over and over again.

To foster this Facebook ensures you will get a high number of post notifications so you can easily click and be in the conversation immediately.

The trick as an Admin is for you to keep the Group feed full of interesting discussions. Not letting the feed get choked up with squabbles, irrelevant and boring topics is important. Promotion of should be handled carefully and in such a way as members see it as a benefit to them and not an annoyance.

Basics

Let's assume you have your niche all decided already.

The two things which need thought are what are the incentives you are going to use to entice membership and how will you cleverly get this traffic from the Group to your Site.

You're by now probably quite the expert in your niche or at least you know it very well.

People join Groups because they are interested in the main topic and wish to enjoy discussions about the topic. They want to discover new things about the topic and they want to contribute. Members want to get to know likeminded people through the Group membership.

Take a look at the niche and determine which interests will bind the group together.

Join other Groups in the same niche. Make notes on the discussions and what people are saying. Particularly take note of the topics and comments which generate lots of comments and reactions.

These are the topics you want to be posting about in order to get the same reactions in your Group.

Now when you write your group description and make your initial posts, you know just what will spark conversation.

You also know what to put on the group graphics if you want to get them to recognize it as a group they'd like to belong to, and what type of name to use.



As the Group owner, you should always initiate conversation and discussion. When a member posts in a group it notifies that person's friends. The more they respond and interact the more of their friends will be seeing links to the group, and the more temptation there is for them to join.

On your group cover image, include your website address and a reason for them to visit it. That image will be visible to every member that uses the group, so you're basically inviting viral, targeted traffic to your website using your giant banner ad.

Facebook also allows you to add buttons which can link to your site.

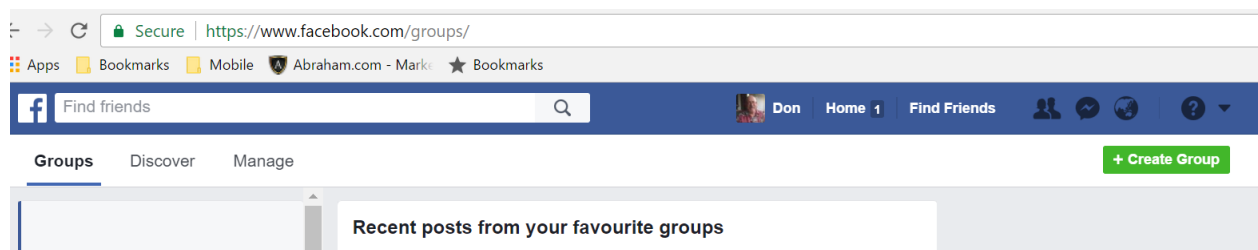
It's fine to post with interesting information which can be found on your site. Limit this to only doing it 3 or 4 times per week so as not to be too annoying to the members. Make sure every time you do make a post which includes a link to your site that the information you are providing is relevant, interesting and engaging.

Don't make it some stupid post like "buy my stuff", that's going to kill your group.

Do it right and you will have a steady stream of targeted traffic who already know and trust you, heading to your site.

To start your group, click on Groups in the left hand column menu of Facebook. This will take you to a page similar to the one shown below. Here is the link to the [Groups Page](#)

There is a green "+Create Group" button.



If you click that button it will walk you through the process of starting your group.

The only step that needs clarifying beyond following the instructions that Facebook provide is the choice to make your group public, closed, or secret.

If you start off with a secret group then nobody will see it unless invited, and if you later make it public people will be annoyed that they thought they were posting just to the group, only to find you've revealed things they've said in confidence.

A closed group means only members can see the posts, and a public group means anyone that arrives at your group can see everything, even without joining.



Generally, I recommend either a closed group which makes them join to see the posts or a public group.

Which option you choose really depends on your niche.

When you have set up your new group, before you invite everyone, set up your cover image, and any other settings like links to your site, other admins etc.

Then invite everyone you know that would be interested in the group, as you need an initial user base.

If you have an email list in this niche it will also be worth sending them an email to invite them. This will quickly get you start up members and it'll also help you to be more in touch with the people on your list.

If you have absolutely nobody with a common interest, no family that would help you start the group, and have never talked to anyone on Facebook about the niche...go to groups in the same niche and find people that are interested and send them a PM about joining.

At the top of your group, you need a pinned post explaining your group rules. This is usually a short speech about how people shouldn't spam the group and that fighting and bullying will get them an instant ban.

One thing to remember about groups is that they work, at least partly, due to an incentive. If you have a niche where people create something i.e. art/music/cookery/books/whatever, then the people in that niche will want feedback from others in the group. In this case, you don't ban them from posting links or you would lose the group incentive. Instead, you create a weekly thread where people can post whatever it is they want to post for others in the group to see. When people ask to join the group, you write them a message, e.g. "Welcome to the group -name-, enjoy your stay and please read the rules at the top of the page."

Posting a welcome message gets them to interact, and once they initially interact they are more likely to keep doing so. Make sure you post relevant things in your group as often as you can. Eventually, the members will take over this task; initially it is your job.

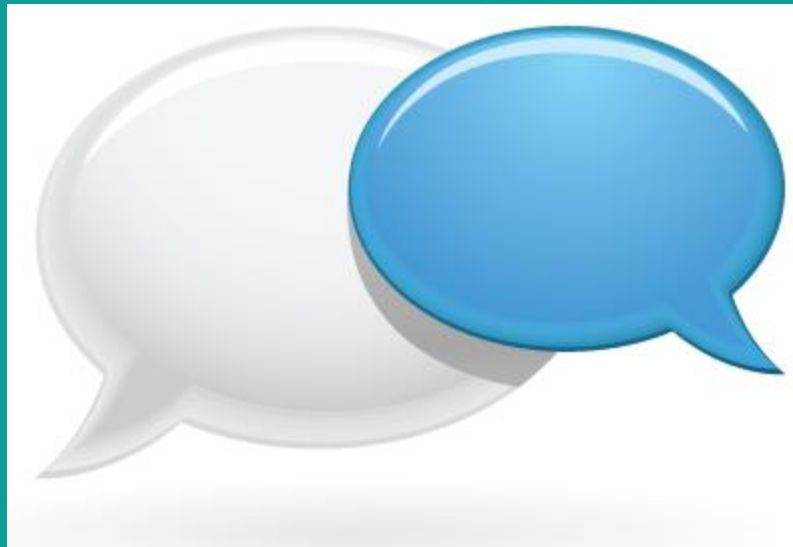
Once the group is up and running you don't need to do anything else except welcome new members, delete spam, and post the weekly post where they can post examples of their art/music/cookery/whatever, if necessary in your niche.

At this stage, the banner will do most of the work for you, but once a week you should post something that links back to your website and make it a pinned post.

This will get huge visibility from the virally growing group, and direct them to your website.



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CHAPTER 5

Interview Traffic



Interview traffic is a smart way to get top quality traffic to your site for free.

Imagine you interview a big hitter in your niche; they are going to promote the interview to their followers. Done properly your interview is going to attract a ton of traffic and get likes and shares to get even more traffic.



People love to be interviewed, mostly it makes them feel important, so play to that. Stroke their ego which feeds their vanity.

Do pre-interviews with them so you can both decide the topics you want to discuss, the questions you want to ask etc. This is the best way to go so that the interview goes smoothly and provides excellent quality content for your site visitors.

Basically, the person you are interviewing is helping you to create quality, valuable content.

When you invite people to be interviewed, it's great validation for their authority and hard work in their niche. They will love it because they can then show everyone in their niche that they are worthy of being interviewed.

A byproduct of interviewing a niche leader is their competition will now also want to be interviewed! This will lead to a goldmine of other interviews you can conduct and publish all of which will contribute traffic and authority to your site.

All your effort in this area is going to be rewarded by people finding your site in Google when they search the names of the people you interview. Also, you will gain good search engine rankings for the interviews and increased social media signals.

Something very cool to remember is you will only very rarely need to convince someone to do an interview, most people will convince themselves to do it.



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Types of Interview

Let's get into the specifics of this method. There are a few different types of interview and they all have their pros and cons.

Here they are:



Email:

This is by far the easiest method of interviewing. All you need to do is write a list of questions and email it to the person you are interviewing. They reply with their responses.

The downside is it lacks all spontaneity and interaction between both parties so its going to come across as a bit boring.

This method is better than nothing and does give you good content for the search engines. You can do better though right?



Phone:

Phone interviews work well as they include the natural interactions and spontaneity of normal conversations. People can feel the emotions of laughter, joy, sadness etc. and be more involved with the interview.

The recording can be uploaded to your site and your visitors can easily listen to it as it streams you're your site or you might even allow them to download it for listening on their phones or in their cars.



Before beginning the interview, make sure the software you are using is operating correctly and recording both parties at a good level. There's nothing worse than trying to listen to a phone interview and one party is very loud and the other is like a whisper.

Transcribing the interview (there are people and services who do this for reasonable prices) gives people the option to read the interview at their own pace.

A transcription also allows you to make a YouTube video of the interview. You simply have PowerPoint slides synched with the audio and Hey Presto! You have a cool video which expands your audience potential many time over.



Skype:

Skype is a good method method of recording an interview. Write out your questions and put them in front of you where the camera can't see them. Start your preferred method of recording the video call and conduct your interview.

Skype is compatible with a whole range of applications. [You can see the list here](#)



How can I record my Skype calls?

Skype doesn't natively support call recording; however, some of our third-party developers have created applications that plug into your Linux, Mac, and Windows Classic Skype clients to achieve this. We have listed some of these below*:

Program Name	Supported OS	Website Link
Amolto Call Recorder	Windows Vista or newer	Click Here
Callnote Premium Call Recorder	Windows or Mac OS X	Click Here
CallTrunk for Skype	Any	Click Here
eCamm Call Recorder for Skype	Mac OS X	Click Here
Evaer	Windows XP or newer	Click Here

going to your YouTube channel but I disagree.

When your video is recorded, you can upload it to your site or your YouTube channel. If you upload it to YouTube you can embed it on your website.

There are other video sites you may like to use as well, Vimeo and Wistia are both good.

If you use YouTube, make sure you put the link to your site in the description and lots of keywords to get traffic coming to your video. Some people think it's not good to have people



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If you make good videos with a great description telling them to come to the site for lots more information you will get traffic from YouTube.

Google owns YouTube and so loves to give good rankings to YouTube videos.

A transcript of the video is also good for adding into the description below the video as it should have lots of your keywords. Also, you can use the transcript to provide the closed captions for people to more easily follow along. That's a must, these days for Facebook videos.



Setting up Your Site

Your WordPress site is ideally suited as a platform for your interviews. Posting your interviews will fit in perfectly with your existing content posting strategy.

A WordPress blog works great when it comes to a list of posts like interviews, and there are lots of themes to choose from. Pick something that works with the type of content you have chosen for your interview. We used to use OptimizePress which is a very good theme but recently we switched to Thrive Themes as we found them more versatile. We have a professional team of web developers, if you're not at that level then there are thousands of free themes you can use which you might find easier to use.

A great place for themes and lots of other goodies is [Theme Forrest \(click here\)](#)

When setting up make sure you have your preferred social sharing plugin installed, and that it works. You want to make the interviews and all your content as easy as possible to share. Pretty much anyone with a website has an opinion on which plugin or method is best, and as long as you're happy with what you're using, stick with it.

If you are posting audio or video content then there are a range of media player plugins available that will show your interviews off to their true potential. If you're using audio content then [MP3-jPlayer is a nice free plugin](#).



If you're using video then [S3Bubble can improve the look](#). S3Bubble integrates with Amazon's streaming video hosting services, which is a good idea if your existing hosting is too slow, or your bandwidth is in danger of overloading if it gets any serious traffic. S3Bubble provide information on connecting to Amazon hosting.

What's in it For Them?

Vanity is the biggest drive for someone to be interviewed. Aside from vanity there is also the their interview may generate more interest in their area of expertise and more followers and clients.

It's easy to see how it could happen: they do an interview; visitors who go to your site to watch that particular interview or others you have on your site may click through to their site to get more information.

The screenshot shows the Mixergy website interface. At the top, there is a navigation bar with 'MIXERGY' on the left and 'Interviews', 'Courses', 'Collections', 'Search', 'Sponsor', 'About', 'Contact', 'Login', and 'Go Premium' on the right. The main content area has a yellow background with the text 'LEARN FROM Proven Entrepreneurs.' Below this, it asks 'What do the top startup founders know that you don't?' and provides a call to action: 'Click To Get Them Now'. On the right side, there is a grid of seven small video thumbnails, each with a name and affiliation: Barbara Corcoran (Corcoran Group), Jessica Livingston (YCombinator), Jessica Jackley (Kiva), Paul Graham (YCombinator), Gary Vaynerchuk (VaynerMedia), and Jimmy Wales (Wikipedia).

A good example of this in action is a well-known site called [Mixergy](#). The owner interviews people involved in startups and posts the video interview on Mixergy.

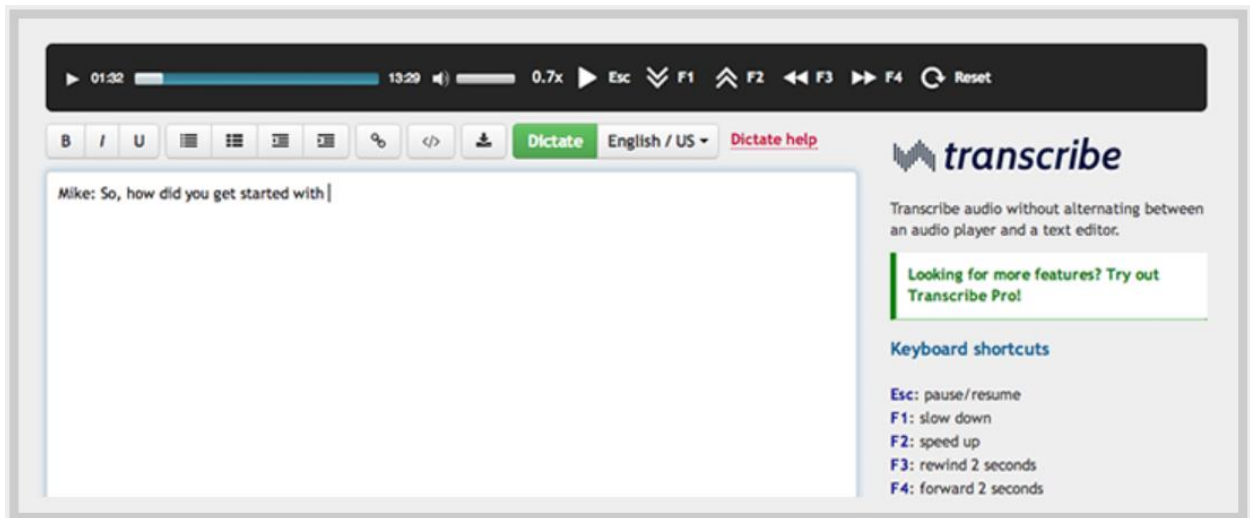
This only works if you put a link back to their site. You should. It's courteous and the right thing to do. It also actually helps you with rankings as Google likes to see sites linking when in the context of relevant content.

If you are going to make transcriptions be aware how long it takes to make them.

Generally, an hour of audio translates to roughly 10,000 words. With a fast typing speed of 60wpm, you are looking at 2 hours and 47 minutes of typing per one hour of audio. Give this software a try, it's called [Transcribe](#).



This is a fantastic online browser based software. It has an audio player at the top of the screen and a typing box at the bottom. It does cost \$20 a year, but it has shortcut buttons to speed up and slow down the audio speed and even has functionality for using a foot peddle to control the audio during transcription.



How to Find Interviewees

There are a number of good ways to connect with potential interviewees.



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LinkedIn is a great tool for getting in touch with people. Simply search using the keywords associated with your niche and voila, there's a bunch of folks interested and most likely experts in your niche.



Facebook groups, is full of experts on every topic under the sun. By now you should have joined a few groups in your niche. Follow the conversations going on and see who are the people leading conversations and full of authority.

They are most likely the admins of the groups, so contact them in private message about doing an interview.



Google is your friend. Yes, google the keywords associated with your niche. Go to those sites listed in the top 10 and contact them for interviews



Amazon has can be searched as you know, so search for authors in your niche. Often there is a button where you can contact the author directly via Amazon. If not search for them in Google, Facebook or LinkedIn.

When contacting prospective interviewees, please very courteous, respectful and propose the type of interview you would like to do and perhaps some of the questions you suggest could be in the interview.

Don't be trying to act like you're a big company and that being interviewed by you is going to make them famous. Be yourself, be humble be nice.

Let them know where the completed interview would be published. Don't promise them millions of views and tons of traffic. Do promise them you will be doing everything in your power to promote the interview.



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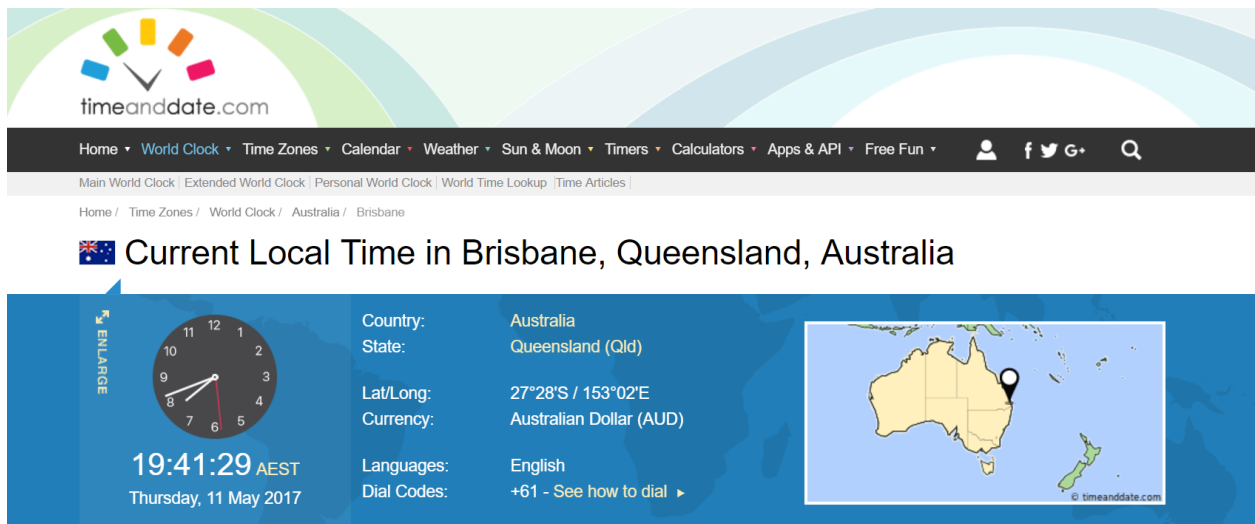
If they request a copy of the interview to publish on their own site, be obliging, agree to that on the proviso that there will be some credit to you as the interviewer and a link to your site.

When trying to agree a mutual time/day for the interview, remember the world is a mighty big place with a lot of time zones. For example, currently I'm in Thailand. When it's 12 Noon Monday here, it's Midnight Sunday in New York.

You're the one asking for the interview so you're the one who needs to make it easy for the interviewee.

There are plenty of sites which will tell you the current time anywhere in the world. You can enter any city and the time and date will be displayed along with a bunch of other useful information.

[Click here to see what I mean](#)



The screenshot shows the website interface for timeanddate.com. The main heading is "Current Local Time in Brisbane, Queensland, Australia". On the left, there is a digital clock displaying "19:41:29 AEST" and "Thursday, 11 May 2017". To the right of the clock is a table of location and regional information:

Country:	Australia
State:	Queensland (Qld)
Lat/Long:	27°28'S / 153°02'E
Currency:	Australian Dollar (AUD)
Languages:	English
Dial Codes:	+61 - See how to dial ▶

On the far right of the information section is a map of Australia with a location pin over Queensland. The website header includes navigation links such as "Home", "World Clock", "Time Zones", "Calendar", "Weather", "Sun & Moon", "Timers", "Calculators", "Apps & API", and "Free Fun".



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CHAPTER 6

Podcasting for Traffic



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Podcasts have proven to be a huge success and the overall audience is growing all the time. It grew by 23% in 2016. 57 Million Americans listened to a podcast in the last month. 64% of podcasts are listened to on phones and tablets. [These and more stats are available here from Convince and Convert](#)



The point of those stats was, of course, to get you excited at the growing popularity of podcasts.

Personally, I listen to one every day when on the treadmill at the gym. I listen in planes, on buses, in cars when I'm lying down, when I'm walking. Pretty much anytime. I have a range of favorites; some are for business, some are for learning history, some are current affairs and some are pure entertainment.

Here's some I like:

[Perpetual Traffic](#)

[Mixergy](#)

[Criminal](#)

[Detective](#)

[Dan Carlin's Hardcore History](#)

[The Tim Ferriss Show](#)

[History Extra](#)



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You can find those and thousands more on iTunes or Google Play

Be a Guest on Podcasts

The first and easiest way to leverage the power of podcasts is to be on other peoples as the interviewee! Most people never think of this and it's an awesome way to get known and to grow an audience fast.



The method is called Outreach; because you are doing all the outreach. You search on iTunes and/or Google Play and even Google for podcasts which are in or related to your niche.

You then contact all the owners of these podcasts and suggest that you may be an interesting guest on their podcast.

Once again, be very courteous and humble, you're the one who wants the gig and so present them with as many reasons for having you on the show that you can think of. Word your list so its seen as a benefit for the host, the show and the audience. No one wants to hear how it's a benefit for you ok.

You may want to include some sort of free gift for the audience, like a downloadable report or PDF book or a video, something which is going to be seen as a benefit to the audience of the podcast.



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Getting onto other peoples' podcasts is such a great way for you to get noticed in your niche and gives you fabulous experience. You will learn so much about how podcasts are run, recorded, what equipment is used, tons of insider tips n tricks. All of which you can use to make your own podcast.

When you do a podcast, ask if you can get a copy of the recording (video and audio) and the transcript, that may not always happen, so don't be a jerk about it. If you are given a copy, ask permission to stream it from your site. You may not get permission for that. In that case, simply link to the podcast and promote it as well as you can.

The host of the podcast will include a description of the podcast and you on his site, plus a link to your site.



Outsource the Outreach

Yes, you can easily outsource the outreach task to a competent Filipino VA (virtual assistant). Outsourcing is an incredibly inexpensive and efficient way for you to get a lot of your time consuming tasks completed while you focus on more productive and valuable tasks.

You should always be trying to do work that is worth \$1,000 per hour rather than work which is only worth \$10 per hour. This is where outsourcing comes in.

The best site to use is [OnlineJobs](#), I've used that site for over 10 years. If you would like all the tips and tricks to outsourcing, you can get [a free PDF here from yours truly](#).



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Your Own Podcast - Equipment

To make your own podcast you're going to need some equipment. No one wants to listen to a podcast with crappy sound quality. You need to be recording at a professional level so, no, your free microphone you got with that desktop computer 10 years ago is not going to cut it.

Microphone – the best type of microphone to have is one with a USB connection. There are plenty of them on Amazon.

The one I use for recordings is the excellent [Audio-Technica AT2020USB PLUS Cardioid Condenser USB Microphone](#)



Roll over image to zoom in



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The very reasonable price of \$149 includes all this:

Condenser microphone with USB output for digital recording

High quality A/D converter with 16 bit, 44.1/48 kHz sampling rate for superb audio

Headphone jack with volume control allows you to monitor the microphone signal with no delay

Mix control allows you to blend your microphone signal and pre-recorded audio

High-output internal headphone amplifier delivers superior clarity and musical detail as well as more volume overall

Your Own Podcast - Software

Audacity

[Audacity is free](#), open source and works on both PC and Mac. Tons of free instructions on Youtube. Probably the best audio editor available and it's free.

Camtasia

[Camtasia is not free](#), however it is the best video editor for both PC and Mac. You can get a free trial here. The video tutorials are excellent and well worth watching if you wish to be a top class video editor

Snagit

[Snagit is an excellent tool](#) for screen captures and recording video. I use it every day and have always found it to be excellent value and very easy to use.

Your Own Podcast - Formatting

After you've got your podcast recording all edited and polished ready to share with the world you need to make sure it's in the correct format (XML).



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To do this manually is super difficult and time consuming, so why bother with that, shoot over and grab the [PowerPress Plugin](#) (it's free)



PowerPress Plugin Description: Developed by podcasters for podcasters; features include Simple and Advanced modes, multiple audio/video player options, subscribe to podcast page embeds and sidebar widgets, podcasting SEO features, and more! Fully supports iTunes, Google Play, Stitcher, TuneIn and Blubrry Podcasting directories, as well as all podcast applications and clients.

Blubrry developed the PowerPress Plugin to make it easy for podcast owners to get their podcasts distributed. Blubrry have their own podcast directory and also can submit your podcast to iTunes.

All the instructions you need are inside the settings for the PowerPress Plugin. Follow them correctly and your podcast is going to be listed in all the important podcast directories.

Promoting Your Podcast

iTunes will take a little time to accept your podcast, they have high standards and probably listen to all new podcasts.

This time is a great opportunity for you to get traction for your podcast, because when your podcast is accepted into iTunes you will have the chance to be included in the Best New Podcast list!



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Before you submit your podcast anywhere, make a list of all the marketing activities you are going to do to promote it. Your list should include such things as these:

- Banners
- Facebook
- Email lists
- Facebook groups
- Other

If you can get into the best new podcast list your audience is going to be like a skyrocket!

A good tip is to have 4 episodes of your podcast “in the can” as they say, that means all done and dusted ready to roll. Pack all four episodes full of hard hitting juicy information which is going to knock the socks off your audience.

The point is to make them loyal followers who are eager to share your podcast and give it great reviews.

If it's appropriate mention big names in your niche, right away they will be pleased and happy to give your podcast some helpful mentions.

Put the banners promoting your podcast on your site and ask friends and associates to also run the banners for you on their sites. The banners should link to where they can get the podcast

Blast emails out to your email list, letting them know about your podcast. In the emails ask them to forward it onto friends and associates. This is also going to help you build your reputation as an authority figure.

Launch a new episode every week for the first month, to get momentum going.

Hit all the Facebook groups with an associated interest in your niche to have a listen to your podcast. Include links to where they can get it.



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Audio and Video Intros

All professional quality podcasts have a signature audio intro. Listen to The Tim Ferriss Show, his is pretty awesome. If you are able to make a professional level audio intro yourself then great, do it. If not an easy, fast way is to head over to Fiverr and search on “audio intro”

If your podcast is also done in video you will need a cool video intro. I personally use a truly fantastic and inexpensive video software called Viddyoze. [You can check it out here](#)

Viddyoze is also awesome for all your YouTube videos, it's truly fantastic branding and has a bunch of other effects which will set you apart from all your competition.

[Here's a short video I made for Xsited](#) which is one of my sites, you will see the intro I personally made and I have zero skill with video editing. [Viddyoze makes it really super easy](#)

It's all up to you, you can make your own audio and/or video intro if you like but investing a small amount of money in giving your podcast or YouTube video a professional presentation will make a heck of a lot of difference. Your call.



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CHAPTER 7

Instagram Traffic



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Instagram is owned by Facebook. Since buying it, Facebook has invested heavily in improving the platform and now it also runs advertising on Instagram. Just in case you were not aware of that.



The platform is super popular and the number of active users is growing like crazy.

Instagram only runs on phones, there is no access via your computer.

The platform is primarily an image medium and that's the currency of Instagram. Hot, viral images are what the audience craves.

You might have noticed when you open the camera on your phone you can select the photo format, usually your selection options will be Time-Lapse, Slo-Mo, Video, Photo, Square and Pano.

Square is what you select when you want to take a photo to upload to Instagram. Square format is what is used exclusively.

Probably you're going to want to work on images for Instagram on your computer. No problem email the images to yourself from your phone and open the email on your computer.

Do the image editing on your computer and then email them back to your phone for uploading to Instagram.

Overview

Instagram is an image sharing app for phones and tablets.

The goal from a traffic point of view is to create images which get shared and even "go viral"

To benefit from the sharing it's best to have your site URL (link) at the bottom of the image.



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If you create a share worthy image it will be shared over and over and hopefully goes viral and gets shared by thousands of people. The image will be then shared on other networks such as Twitter and Facebook.

As long as you included your link in the photo you will get some traffic.

The hard part is figuring out what will be interesting enough to get shares.

The easiest way to overcome this snag is to search the keywords for your niche. Before you can blink there will be hundreds of images. You can simply “borrow” the same concepts as those images which have gone viral.

Make a similar image with a similar message and add your site link. Remember, as my old mum used to say: “there’s nothing new under the sun”

Here’s one I made to inspire people in one of my niches



Once you have your images, next comes deciding where and when to post them.

If you are running a promotion then post images which relate to the promotion. Example: 50% Off For Easter

That will get you more shares and more targeted traffic.



Ideas for Images

Images which appeal to people emotionally are always going to cause more of a reaction.

Pictures of faces, people or animals are good. The meme you make needs to have a saying or express a feeling or belief that your audience “gets”

Look at a few hundred memes covering your niche, you will soon get the idea

Relate to your audience, make them have an emotional reaction.

If it's appropriate, have a call to action on your image. For example: Come to MySite.com for a 20% Discount.

Finding Awesome Images

Here's a list of sites which at the time of writing offered free images which are also royalty free.

These include:

- [Morguefile](#)
- [Freepik](#)
- [Pixabay](#)

[Designer Pics](#)

[Gratisography](#) (very unique images)

If you want a larger range, take a look at the premium image sites.

- [Dreamstime](#)
- [iStock](#)
- [Shutterstock](#)

Remember your image needs to attract the eye of the viewer. Shoot for something very eye catching, or a face or a cute animal. Just remember the things you stop and look at and look for something along those lines. We are all programmed to look at faces.

Once you have their eyeballs, it's the words which will then get the click or the share.



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Creating Your Images

Let's assume you have found a few images which are eye-catching and you feel they will work with your campaign.

Now you need an application which you can use to add the text to the images.

Here's two free ones

Canva It's free and pretty easy to use. Here's where you can [watch some tutorial videos](#)

Gimp It's free but a little more complicated to use. There are plenty of YouTube videos to teach you [how to use it here](#)

Here's **PhotoShop** which everyone has heard of. It's expensive and has quite a bit of a learning curve. A free trial is available.

Canva

New to Canva? Sign up!

f Sign up with Facebook

G Sign up with Google

— or —

Sign up with Email

By signing up, you agree to Canva's [Terms of Use and Privacy Policy](#).

Join over 10 million people designing on Canva

"The easiest to use design program in the world"
— The Webbys

"Canva enables anyone to become a designer"
— PSFK



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Where to Post Images

You have your eye-catching images with your compelling text, you've emailed them to yourself, opened your email on your smartphone and saved the images.

You're all ready to rock the Instagram world!

You've then opened Instagram and posted them from your phone.

Make sure you select the options to post them on your other social media accounts like Twitter and Facebook.

Also go to the Facebook groups in your niche and post in them. You can also reply to existing posts with your image.

Hit up every forum related to your niche, now is the time to be creating some buzz

Hashtags

When you are writing the description for your Instagram picture, remember to include relevant hashtags. The same applies when you are sharing the image on Facebook, on Twitter or anywhere else that supports hashtags.

#WE
#LOVE
#HASHTAGS



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CHAPTER 8

Solo Ad Traffic



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Solo ads are one of the oldest forms of promotion on the internet. I can remember them back in 1997.



Here's the thing with them, they can be really great or they can be a big waste of time and money. There are a bunch of scammers just ready to take your money and give you nothing in return. Happily, there are some good honest guys too, who do provide excellent value.

Make sure that if you decide to give solo ads a try that you absolutely read this entire chapter to minimize the chances of being ripped off.

Done correctly with a good provider, solo ads can be one of the best, fastest ways to get a ton of traffic to your site where you can sell a ton of your products/services.

What is a Solo Ad?

Most website owners have an email list which is built by having email subscribe forms on their pages. The idea is to offer your visitors something of value in exchange for their email list. The site owner can then email the list with offers or valuable information or both, because everyone on the email list opted in to it voluntarily.

It's not spam, its permission marketing and as long as there is an unsubscribe link in every email sent out, it's 100% legal.



Some site owners spend a lot of time and money building very large email lists which they then use to offer advertising in the emails they send. A single email blasted out to their large list can drive a lot of traffic to a site.

This is where solo ads come into play.

You can buy a solo ad from the list owner. Your ad will be included in the email blast and will be seen

by a lot of people. Most times a solo ad is sold by the number of clicks it receives.



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For example, you might buy an initial 50 click solo ad. They will send out your email promoting your website to a segment of the list they believe will get 50 clicks. If it doesn't get enough clicks they'll send your email out to another segment of their list, until it gets you your full 50 clicks.

Before racing off and buying a solo ad, to get the maximum benefit from a solo ad you need to set up a sales funnel on your site. Simply sending traffic to your page is unlikely to see you making a good profit on your investment.



Sales Funnels

What the heck is a sales funnel? Great question and if you think you are not familiar with them, then allow me to show you one you have (most likely) been in many times

Did you know that it costs McDonalds \$1.91 in advertising to get you into the drive through...?

And when they sell you a burger for \$2.09, they ONLY make \$0.18..

But... when they upsell you fries and a coke for \$1.77 more, they make (and more importantly KEEP \$1.32 profit).

Yes, 8 times the profit of the initial sale!

Pretty cool, don't you think?

But, what does that have to do with you?

Well, if you're like most people who sell stuff online, you've setup a website, and you started selling your product.

But just like McDonalds, even if people are buying it, often times, after your advertising costs, you're probably not left with enough to even cover your hosting bills.

And that's when you realize that if you want to make it online, you can't sell from a flat website.



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You need to do what McDonalds did, and setup an actual 'Sales Funnel.'

But instead of having people go through a drive-in window...

...online they go through a "capture page" where you can gather their contact information and follow up with them through email...

Then instead of selling them a burger, you have a sales page created to sell your initial product.

And while you're probably not going to offer your customers fries and a coke... you could upsell them on your other products and services...

You have seen it work at McDonald's, you have seen it work on Amazon... and you KNOW it will work for you.

Where website visitors can come in the top...

And cash comes out the bottom...

This is what we call a "Sales Funnel..."

The best most amazing sales funnel can be built all point and click.



click funnels

Free Trial

EVERYTHING YOU NEED TO MARKET, SELL AND DELIVER YOUR PRODUCTS ONLINE



[Get a 14 day free trial here \(thank me later\)](#)

Full video training is included, plus awesome support if you have any trouble at all.

When you have set up your sales funnel you will need to test it. By that I mean you will most likely need to tweak the offers, the price points, sales copy and make sure you are offering relevant products to the right audience.

Not much point offering hamburgers to vegans right?

Looking at your stats will help you make the right adjustments. Sometimes you will find a higher price gets more sales. Good sales points are \$7, \$17, \$27, \$47, \$77 and \$97



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To get solo ads or indeed, any advertising, to be profitable you need to set a good funnel up that will convert solo ad 'Clicks' into profit.

If you are able to build one yourself or have a handy, experienced sales funnel Web Developer then sure go for it. Otherwise, save yourself a tone of time and money and give

[Click Funnels a 14 day trial](#)

Let's assume you now have sales funnels all sorted out and we can get back to the topic at hand, Solo Ads.



How to Use Solo Ads

Initially, until you have tested your funnel and tweaked it for maximum profit, only buy 50 click packages.

When those small 50 click packages begin giving you a return which covers your costs and provides a profit, you're ready to kick it up a notch with bigger click buys.

Try out a few different solo ad sellers to find which ones produce the best results for you.

As long as each of the chosen sellers is producing a profit for you, keep ramping it up until you hit the saturation point with them.

Remember, the initial part of this whole exercise is to be building a list! Then you have your own asset which you can make offers to without needing to pay anyone else.



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Spotting the Scammers

Even way back when solo ads started there have been scammers in the industry. That's because where there's money, there's scammers (think bankers and politicians)

This is why you should only ever test sellers by buying small 50 click packages. I said earlier that getting subscribers is a main objective and it is, but being profitable is the most important thing.

Measure everything so you know which seller sent the good traffic and those who sent the rubbish (probably bots) traffic.

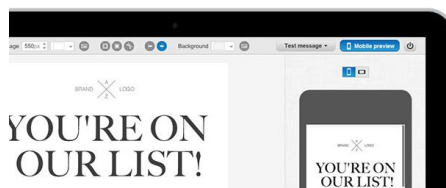
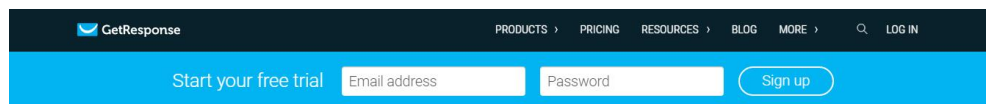
Bots and rubbish traffic don't buy, only genuinely interested people buy and that has to be your set in stone rule for determining if its good traffic or not

You will be using one of the well known email service providers as an autoresponder, such as


[AWeber – Free 30 Day Trial](#) (I used these guys for 12 years)




[Get Response Free Trial](#) (excellent service)



All-in-one Online Marketing Platform to Grow Your Business

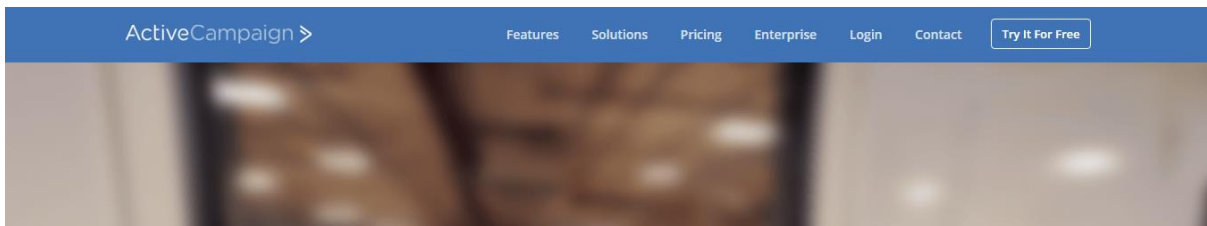
 **Email Marketing**
Create and deliver compelling emails that look great on any device.

 **Webinars**
Increase conversion rates with a complete webinar marketing solution.



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[Active Campaign](#) (I use these guys now because they have some many automations for use with funnels)



With all of the above service providers you can check the signups you are getting and look at the IP addresses. You can make sure if they are all coming from the same address which is a scammer for sure. You can also lookup the IP addresses and see if they are coming from weird countries like Russia, Ukraine, and Nigeria etc.

[Look up the IP Addresses here](#)

If your campaign is getting clicks and sign ups but no sales and you suspect you're being scammed, the seller of the solo ad may be using bots to sign up on your page.

In that case take screenshots or make a list of the signups and the associated IP addresses. Send it to the seller and demand a refund. They are likely to refund you without too much fuss.

If they refuse, simply open a dispute in your PayPal account or via your bank.

With the honest solo ad sellers, add them to a list of those who have provided trustworthy service so you can come back and use them again. Might as well make a list of the scammers too, so you know not to use them again.

Tweak your funnel pages and keep using the solo ad vendors that work for you.

Once you have the funnel as good as you can get it, and you're making a profit every campaign, it's time to ramp it up.

Organize bigger campaigns with all the good solo ad sellers.

Keep track of how much each solo ad seller costs you and how much you make from each one. Some will be expensive but profitable; some will be insanely cheap and completely useless.

It's all about profit because if it's profitable to send clicks to your page you will be able to keep doing it.



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Finding the Solo Ad Sellers

Read the reviews that users have posted about each seller. Look at pricing if someone is offering clicks for under \$0.35 then it's probably a scammer.

Another method is to contact people in your niche who have a large site/list and ask if you can do a solo ad to their list.

Below are two excellent sources of Solo Ad sellers. Take a look at both of them and you will find plenty of good sellers to do some business with.

[Reed Floren's Solo Ad Directory](#) An excellent resource with real reviews and real feedback from users

[Udimi](#) Really well laid out, lots of reviews and feedback from buyers, so sellers are ranked



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CHAPTER 9

The Ultimate YouTube Ranking
Cheat-sheet



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This chapter is actually a free report I gave away on one of my sites, it's in the niche of network marketing but applies to everyone.

How to get high ranking for your videos and turn them into traffic pumping machines.

Video is now the most favored way people want to learn, shop and be entertained on the internet. YouTube has been driving this demand ever since it was purchased by Google.

You may have even noticed that in the search results more and more YouTube videos are ranking very high on page one of most keywords. This is because video is exactly what people want. We all like to watch a video about what ever subject we just searched. It's just more interesting, easier and faster.

The fact that Google is now ranking so many videos in their search results means you don't really have a choice, you need to be making and ranking your own videos to promote your products and services.

Videos now make up 70% of all the web traffic. Video posts on Facebook are shared twice as much as written posts, so if you want engagements and shares, go video.

Want to get a ton of traffic for free, from YouTube?

Great, you're in the right place. These 13 tips and tricks will deliver exactly what you want.

1. GIVE IT AN AWESOME TITLE – REMEMBER, FIRST IMPRESSIONS COUNT

There's no second chance to make a great first impression. Viewers are going to read your videos title and make an instant judgement whether or not it's worth their time to click and watch. It's unlikely they will come back later and decide to watch. If the title grabs them, then now is when they will click and watch.

Here are some good rules for you to use when it comes to a video title

- **Keep the title short and sweet**, under 10 words is best
Example: How to Be a Network Marketing Expert
- **Numbers attract the eye**, try to use them
6 Tips to Being a Network Marketing Expert
- **Include a Benefit**
6 Tips to Triple Your Network Marketing Income
- **Add Your Keyword**
If it's possible to include your keyword while still keeping the title attractive to viewers then great. If not then leave it out.



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- The prime goal here is to write a title which will be irresistible and get clicked. There are other places to put your keywords and we will get to that.

2. WRITE A KILLER DESCRIPTION – GETTING CLICKED IS YOUR GOAL

YouTube takes your description into account when they are calculating the rankings of videos. Its super important you spend the time to write the very best one you can.

Here's some tips to help you get it right

- It needs to be a minimum of 150 words in length and include your keyword(s) throughout the description in a natural way, not a spammy way.
- The first two sentences are the most important. This is what the viewers see as its shown below your video and shown in the video search results. Very important that you craft an eye catching, click attracting keyword rich description. This is achieved by describing what's in your video and what makes it different from the others. It's a good idea to include a call to action.
- Add your primary call to action and the link (URL) to wherever you would like the viewers to go to get more information.
- After the two first sentences, add more descriptive information and links
- Then add any links to social media sites you have so people may easily contact you

Here's an Example:

The fastest, most effective way to grow any Network Marketing business and it's duplicable!

Click Here to Discover How the Big Names Do It: [LINK]

Most people over complicate how to grow an MLM business. Much of their time is wasted on "busy" tasks which have absolutely nothing to do with building their business. They feel inclined to study the company catalogue every day and learn all about the company products to the point of being a world expert.

Then they join some chat groups or watch tons of YouTube videos about prospecting and generating leads and even more videos about their company. Granted all networkers need to know these things but they should not be the main focus.

There is only one activity that builds a network marketing business.

Talking to prospects.



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Yes, I hear you say, you know that already. But... the vast majority of networkers do not talk to anywhere near enough prospects.

Let's look at some numbers and see just how many prospects networkers need to be talking to

In this video I walk you through the exact steps to make sure you never run out of prospects and spend the maximum time speaking with them every day. Every month you personally will speak with 167 prospects! Now you will be really growing your business!

Also check out these great resource:

Link #1

Link #2

Follow me at:

Website [LINK]

Facebook [LINK]

Twitter [LINK]

Google+ [LINK]

LinkedIn [LINK]

3. TAG IT SO PEOPLE CAN FIND IT

The tags you choose to use for your video are really critical for being discovered as well as for ranking.

Correct tagging requires you to do careful keyword research to match what people are searching for.

Ensure you have these three categories covered:

- **Specific Tags:**
These are specific keywords people are likely to type in to find your video. For example "grow an mlm business". An excellent tool for keywords is [Market Samurai](#) or if you have a Google Adwords account you may use their keyword tool.
- **Contextual Single Word Tags:**
These are single words which generally describe the content of your video. For example, mlm, business, leads, prospecting.



- **Generic Tags:**

These tags are general words which describe your video. For example, network marketing, home business, tips

4. MAKE YOUR THUMBNAIL GRAB ATTENTION

No matter what the old saying says, we all DO judge a book by its cover. Same goes for people scanning video thumbnails. The eye-catching ones grab their attention and get clicked and viewed. No one clicks the boring ones.

Never leave your thumbnail to YouTube's automatic thumbnail generator to choose for you.

Here's some guidelines for creating thumbnails which get clicked

- **Make it Stand Out**

Your video is competing for attention against a boatload of people. You need to make it grab their eye and force them to click. Use vibrant colors, make the foreground high contrast to the background. If possible use close-ups of faces. Make sure it's a clear focus.

An easy to use tool to make your own graphics is [Canva](#)

Here are some examples:



- **Include Text**

As time goes by, hopefully your video gets shared and embedded all over the internet. That would be super, but many sites will not have a title for your video. This is where having some text really helps.

Also having text is another way to grab people's attention.

Here's some examples:



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- **Review Your Thumbnail at Small Scale.**
Before you upload your thumbnail, check to see what it looks like when it's reduced to 120x68 pixels. That's the size thumbnails are displayed in the related videos sidebar



- **Make Your Thumbnail Relevant**
People will be clicking to see your video because of what they see in the thumbnail. Make sure it's taken from your video or is very relevant to what is in the video. If they don't see the relevancy, they will get angry and you will be getting killed with bad reviews.

NOTE: In order to change your thumbnails you will need to have a verified YouTube account. [You can do that here](#)

5. UPLOAD IN HIGH DEFINITION

YouTube always wants to provide the best experience for their users (viewers). Anything you can do to help is going to help your ranking. Always upload in HD not SD

6. TRANSCRIBE YOUR VIDEO

Transcribing your video allows YouTube to present subtitles in the closed caption area. This increases engagement.

YouTube also indexes your transcription and uses it in the rankings.

You can use YouTube to automatically transcribe the video, but there are better ways. You can pay any of the thousands of transcription services or simply, do it yourself

7. KEEP YOUR VIDEOS SHORT AND SWEET

Have you ever seen a Udemy course? The videos in Udemy are always short, this is a requirement to help prevent viewers becoming bored.

The fastest way to lose your viewers and get bad reviews is to make a long boring video. Get to the point fast and keep it short. If you are finding it difficult to keep it under 10 minutes, consider making 2 videos, part 1 and part 2.



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8. USE “OPEN LOOPS” TO KEEP PEOPLE WATCHING

Humans have a need to see something completed. We hate to miss out on the ending. If you can keep viewers watching your video all the way through it will rank better. YouTube measures this information.

So, let's use this compulsion we all have to see something finished by opening loops.

For example:

In this video we are going to cover A, B and C

Today I will show you A, B and C

Over the next few minutes I'm going to reveal A, B and C

9. ADD MOTION TO KEEP THE EYES ON THE VIDEO

Humans have evolved eyes which detect movement, this is what helped keep our ancestors alive long enough to reproduce. This is exploited by movies and TV shows all the time; they often change angles so as to keep the viewer engaged.

Don't go overboard to the point that it's annoying. Some simple zooming, panning or the addition of stock footage can make your video way more engaging.

Give it a try and you will be pleasantly surprised by the results.

10. ADD MUSIC TO BRING YOUR VIDEO ALIVE

Adding music will tap into your viewers' emotions, this is why all movies and TV shows use it. It helps viewers feel more emotional about what is going on in the show.

A soundtrack can bring even the most ordinary video to life and encourage engagement, which increases ranking.

11. LINK TO YOUR OTHER VIDEOS AT THE END

It stands to reason that if a viewer watches your video to the end and enjoyed it, they are likely to click the link and watch another one.

This helps a great deal with your rankings as your YouTube channel gets more views.

Adding links to your videos is a simple way to get the low hanging fruit.



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12.HAVE A CALL TO ACTION

A call to action is what we all see every day, things like Buy Now, Don't Miss out Click Now

Those are calls to action.

In YouTube, the call to action you want is for the viewer to do something positive after watching your video. For example:

“If you liked my video, share the love and give it a thumbs up”

“Thanks for watching, please leave a comment below and let me know what you think”

“Hit the subscribe button to get more of this good stuff”

13.HELP YOUR VIDEO RANK BY STARTING WITH LINK BUILDING

Google owns YouTube so they use many of the same methods to rank videos as they do for ranking websites. Since Google began, links have been a primary way they determine ranks. Of course, it's not the only data they look at but it is still a major indicator to determine rank.

This is because links are basically a popularity indicator.

Another cool thing about uploading a video is that while it's new, for about a week YouTube is going to give it some preference so a bunch of people have the opportunity to view it. The data YouTube collects from this week of viewers tells them a great deal about how many times it was clicked, how many people abandoned watching only part way through, how many people watched it all the way and if people clicked thumbs up or down.

So when you upload your new blockbuster, give it a hand by promoting it everywhere you can.

For example

- Post and embed on your Facebook, Google+, Twitter, LinkedIn and any social media platform you can find.
- Email it to your customers, associates, subscribers, friends and even family. Getting views right now is important.
- Post it in forums which are focused on associated topics.
- Embed it in a post on your blog.
- Ask everyone to leave comments and likes.



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- If you want even more links to the video. You can use [Majestic Site Explorer](#) to find similar videos and see where they are getting links from. You can then work on getting links from the same sources

Keep it all natural, don't go focusing on high page rank sites for links. The more natural the link profile looks the better. So, a mixed bag of sites is best.

Getting thumbs up, comments, shares and embeds is paramount for ongoing success.

Summary



IN SUMMARY

There you have it my friend, The Ultimate YouTube SEO Cheat-sheet.

Everything you need to know to enjoy the fruits of a high-ranking YouTube video. It's all in your hands now, you can either do something about it or just get too busy and forget about it. I truly encourage you to take action and make it happen, it will be an amazing experience for you.

Video is a great tool for you to grow your business and your brand. Following is a Check List you can print out and keep by your computer for use every time you make a video

Cheat Sheet at A Glance

1. GIVE IT AN AWESOME TITLE – REMEMBER, FIRST IMPRESSIONS COUNT
2. WRITE A KILLER DESCRIPTION – GETTING CLICKED IS YOUR GOAL
3. TAG IT SO PEOPLE CAN FIND IT
4. MAKE YOUR THUMBNAIL GRAB ATTENTION
5. UPLOAD IN HIGH DEFINITION
6. TRANSCRIBE YOUR VIDEO
7. KEEP YOUR VIDEOS SHORT AND SWEET
8. USE “OPEN LOOPS” TO KEEP PEOPLE WATCHING
9. ADD MOTION TO KEEP THE EYES ON THE VIDEO
10. ADD MUSIC TO BRING YOUR VIDEO ALIVE
11. LINK TO YOUR OTHER VIDEOS AT THE END
12. HAVE A CALL TO ACTION
13. HELP YOUR VIDEO RANK BY STARTING WITH LINK BUILDING



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WHAT TO DO NEXT

[WATCH This BEFORE You Create A Single Video...](#)

This video shows you exactly how easy and simple it is to make a professional and engaging video which will definitely be viewed, liked and shared. I highly recommend Noble Samurai and have been personally using their top quality, easy to use products for many years.

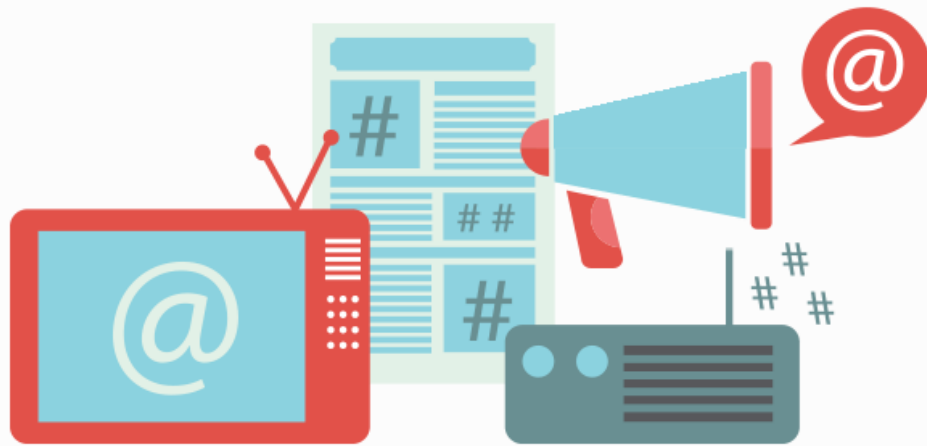
Plus you will find a nice surprise at the end 😊

[Watch now](#)

I wish to acknowledge the inspiration and assistance from Noble Samurai in putting together this YouTube Ranking report and can highly recommend all their software.



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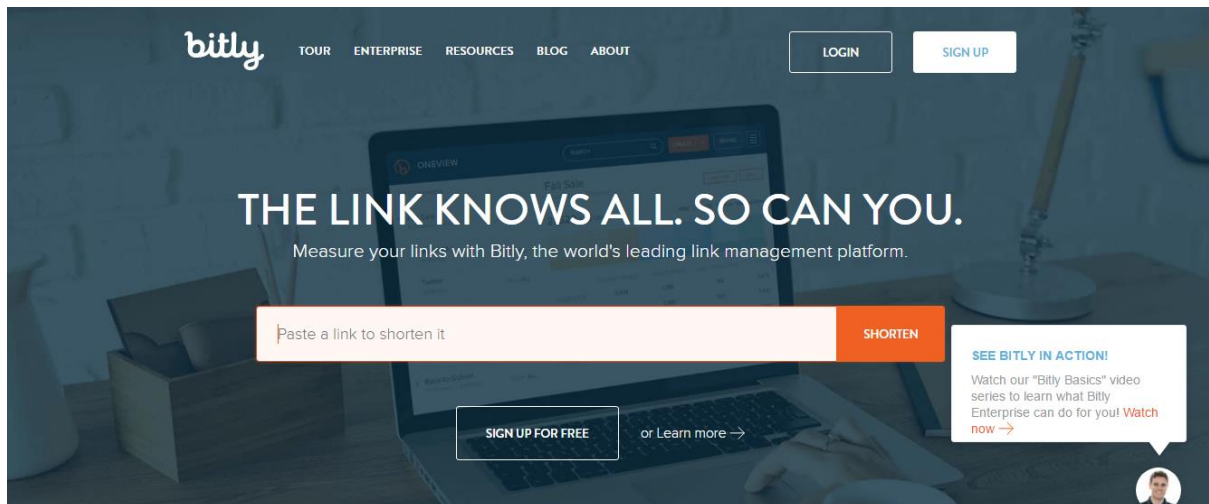
CHAPTER 10

Offline Media



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Here's one which is very popular: [Bitly](#)



All magazines and newspaper will have contact information where you can request their “rate card” and advertising requirements.

Also it's a good idea to use a link shortening service so it's easy to have the readers copy the link into their browser.

Before advertising in any magazine or newspaper, look at a couple of issues and see which ads are in both issues. That's a good indication they are making money from advertising there.

Some magazines will accept articles from you which they will publish in their magazine. Having your articles published in magazines will give you enormous credibility and authority. PLUS, it will drive a ton of traffic to your site.

You can then put the magazine logo on your site with a link to your article with the good old “As Seen In” heading

Put a Bitly link in your Author Box to track the traffic from the article.

TV & Radio

Both these mediums are pretty much the same thing.



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I've always found it best to search online for a local agent who will handle everything for you. Clearly you are going to need a professional level ad for TV and/or radio. The one I mentioned before was made in a studio with lots of green screen effects, 2 days of editing and it came to a cost of \$30,000. Quite a lot of money for sure but it brought in 10 times that in sales.

It was a 30 second ad and perfect for late night TV. We were aiming it at young people who would be interested in a low-cost internet connection.

Taxi / Public Transport

Trains, buses and taxis are all moving billboards these days and excellent places to get in front of eyeballs, day after day until your ad is burned into their brain.

If your product/service has wide appeal then definitely this is a great source of prospects.



Once again, let your fingers do the walking. Go to the appropriate website and get all the information you need to make a decision on your campaign.

Once again you may need to work with an agency who can produce your ads for you. I know you think you're capable of doing it and maybe you are. I'm just recommending using a professional to save time and to probably get a better result.



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CHAPTER 11

Search Engine Marketing



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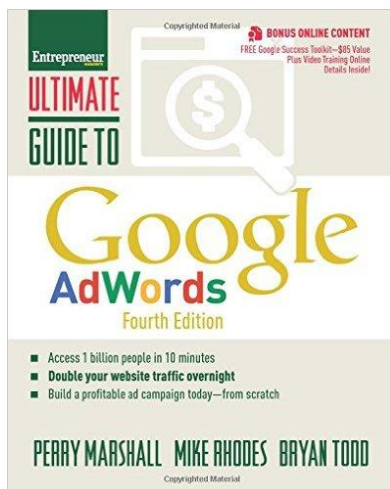
No guide about traffic would be complete without a chapter on SEM (search engine marketing) the two big ones are of course Google Adwords and Bing Ads.

Yes Google is the giant in search but due to Bing being the default on windows 10 and some other third party apps it's getting up to 30% of search traffic.

If you're interested in a step by step training for using Bing Ads, you can check out my course called [Bing Ads Ninja](#)



Both Google Adwords and Bing Ads are amazing sources of targeted traffic and in unlimited quantities. However both systems are quite complex and training you in the correct use of either system is beyond the scope of this book.



For Google Adwords I would recommend the “go to” resource which is a book by [Perry Marshall](#) called

[Ultimate Guide to Google AdWords: How to Access 100 Million People in 10 Minutes \(Ultimate Series\) 4th ed. Edition](#)

Perry also has tons of excellent free resources and paid courses on his site: [Perry Marshall](#)





CHAPTER 12

2nd & 3rd Tier Search Engines



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Ok once upon a time way back in the 90's there were hundreds of search engines. Most of them have died and gone to search engine heaven. A few good ones survived

Once again I'm not able to give you training for them all in this publication. There are plenty of YouTube videos and other training available for free. Most are surprisingly simple to use and they all follow pretty much the same format.

To get started you create an account, then to get any ads running you need to prepay. Sometimes it takes a few days to get your payment approved and the credits put into your account.

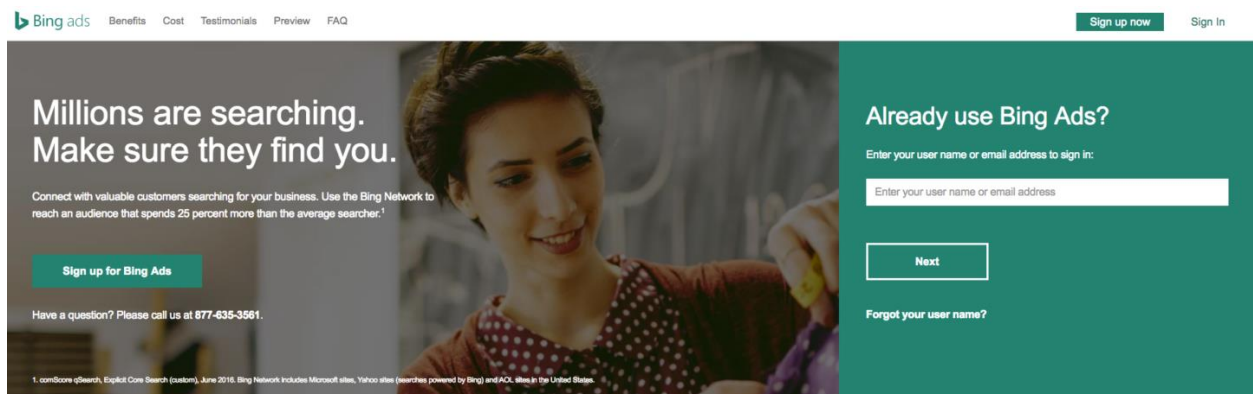
Basically, you then write an ad and select the big list of keywords you want your ad to be associated with. You then place bids for the keywords. Don't go overboard and insist on being in 1st place on all the keywords.

It's a fast way to burn through all your money. Place your bids to put you somewhere around 3rd to 5th place and you will find your cost per click is much better and you still get reasonable amounts of traffic.

Once again you need to be setting up tracking so you can see if the traffic from these sources is profitable or not. It's not always the best sort of traffic and can be bots sometimes.

But it's cheap and if you find a profitable stream in among these third tier search engines, ramp it up!

Following is a list and description of all the search engines you will ever need:

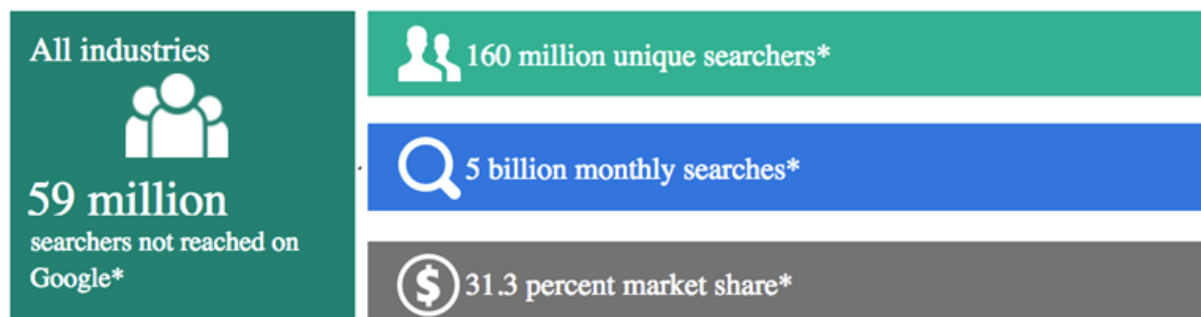


Bing Ads has continued to be an under-utilized network with two other major search engines. Though Yahoo!, AOL, and Bing are used far less than their Google counterpart, they still have valuable users that can only be found on these engines and their syndicated search partners.



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In June 2016 we delivered:

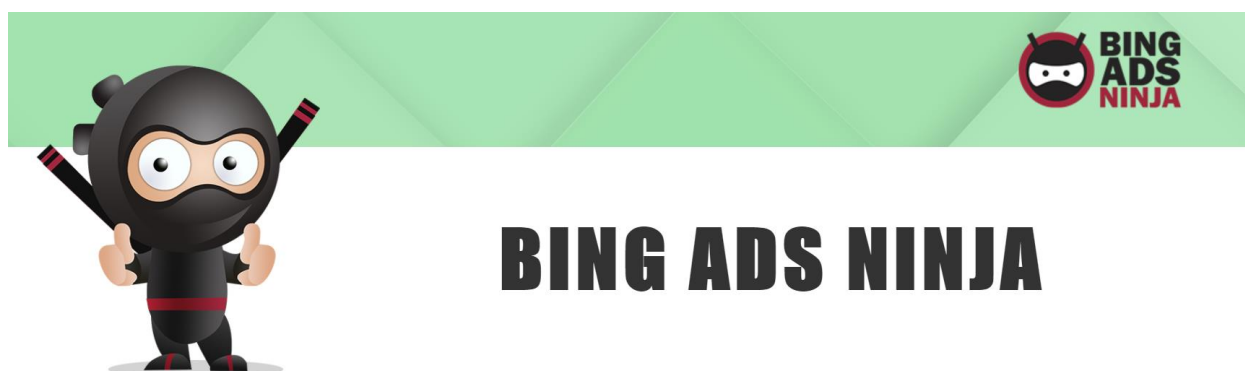


In 2016, Bing Ads had 31.3 percent of the market share with 5 billion monthly searches and 160 million unique searches.

Bing also quotes that “the Bing Network audience spends 25 percent more online than average internet searchers.” This eludes to getting more results and better results by using Bing Ads.

Bing Ads typically has lower CPCs compared to AdWords, but with that typically comes lower traffic volume compared to Google.

You can sign up for Bing Ads [here](#).



[Click here to check out my Bing Ads Ninja course.](#)

Step-by-Step Guide Reveals How to Set Up Bing Ads Campaigns the Right Way, to Better Prepare You to Achieve a Profitable Return on Investment. Suitable for Affiliate Marketers, CPA Advertisers, Site Owners, Network Marketers. No Matter if you are a Beginner or Experienced Bing Ads User. Our Easy to Follow Guide is Guaranteed to Help Your Campaigns Improve or Your Money Back



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2. Yahoo Gemini

A lesser used advertising option is [Yahoo! Gemini](#). Using intent-driven targeting, like their large headline says, Gemini uses a range of ad types to target users cross-device and cross-platform. You can use Gemini for revenue, brand awareness, and app promotion.

3. AdRoll

[AdRoll](#) is a well known and widely used retargeting platform, which is one of the top third-party tools officially approved by Facebook as providing access to [FBX](#). Apart from FBX, AdRoll supports Google's Display Network along with its own ad network. The strongest campaign type is FBX. According to our in-house experience, both AdRoll's prices and conversion rates are relatively high.



AdRoll now offers other products outside of just retargeting. These include prospecting (programmatic display), email retargeting, and a new product called “AdRoll Onsite,” which nudges visitors down the funnel through personalized pop-ups.

4. Amazon

If you are an ecommerce merchant, [Amazon](#) is a great opportunity to grow through sponsored products. Through this process, if you sell your products on Amazon, you can pay for sponsored shopping ads that will direct users to those products on Amazon.

Amazon also offers other premium services to drive traffic off Amazon, but the best place to start is through the Amazon Seller platform and creating keyword campaigns that drive users to your products within the site.

5. Quantcast



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[Quantcast](#) has always touted its data set and audience insights to mold a new, untapped display audience for marketers. Driving visits and revenue to your site.

Quantcast offers a free data and audience insights tool called [Quantcast Measure](#) to help advertisers build their strategy, learn about their audience behaviors and personas, and learn about competitor audiences.

Quantcast then offers its paid [advertising](#), programmatic, real-time, display advertising, focusing on new acquisition and audience views. Find a new unique visit and revenue stream untapped by your other channels.

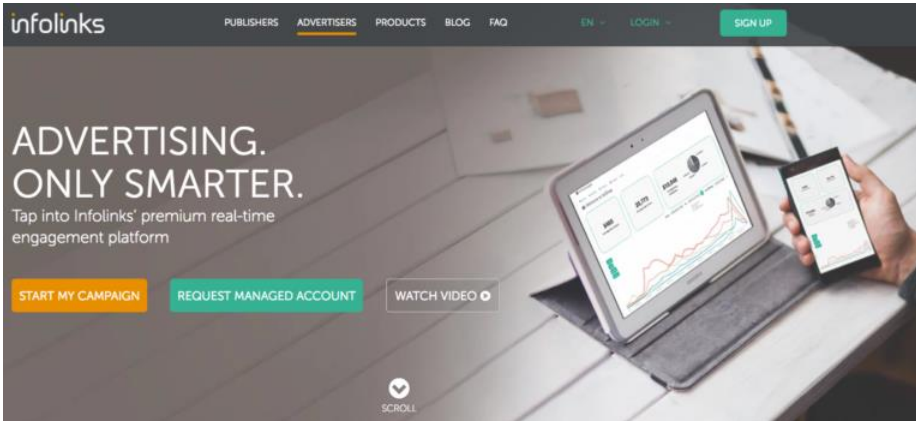
6. BuySellAds



The screenshot shows the BuySellAds website interface. At the top, there is a navigation bar with 'BuySellAds', 'Publishers', 'Advertisers', and 'Marketplace'. Below this, the main heading reads 'Access Thousands Of Independent Publishers At-Once.' followed by the subtext 'Automated guaranteed media buying that scales.' A diagram compares two scenarios: 'Going it Alone' on the left, which shows a complex, multi-step process involving various publishers and advertisers, and 'With BuySellAds' on the right, which shows a simplified, direct flow from 'PUBLISHER' to 'BSA' to 'ADVERTISER'.

[BuySellAds](#) is by far one of the largest networks you can use to effectively disseminate your banner ads around the web. According to the BuySellAds team, they have a huge turnabout, selling over 6 billion ad impressions each month. It's a convenient marketplace with transparent processes, which provides a good choice of high-quality sites, especially in internet and tech niches. To buy ads, sign up [here](#).

7. Infolinks



The screenshot shows the Infolinks website. The top navigation bar includes 'infolinks', 'PUBLISHERS', 'ADVERTISERS', 'PRODUCTS', 'BLOG', 'FAQ', 'EN', 'LOGIN', and 'SIGN UP'. The main content area features the headline 'ADVERTISING. ONLY SMARTER.' and the subtext 'Tap into Infolinks' premium real-time engagement platform'. Below this, there are three buttons: 'START MY CAMPAIGN', 'REQUEST MANAGED ACCOUNT', and 'WATCH VIDEO'. The background image shows a hand holding a smartphone next to a laptop displaying a dashboard with charts and graphs.



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Infolinks is a marketplace that is based on user intent and real-time engagement to show ads to users. Infolinks has changed since 2013 and has built out their product and ad units focusing on real-time engagement for relevant ads based on what and where the user is searching. There are now **6 types of ad units** to choose from compared to their initial four.

- **inarticle** – “User-initiated expanding ad”
- **infol** – “Search and display, above the fold”
- **inscreen** – User intent focused using interstitial ads
- **inframe** – “Display ads with an edge”
- **intext** – Native ads presented in a page’s text
- **intag** – Display valuable keywords based on the page content

You can submit your advertising information to Infolinks’ Self-Serve Marketplace [here](#).



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CHAPTER 13

2nd & 3rd Tier Search Engines



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Facebook ads are all the rage at the time of advertising and it's easy to see why. The Facebook platform is in everyone's face. People are addicted to Facebook. Just recently I began to notice how much time I was spending on it. I left so many of the groups I was in and unfriended anyone I had not interacted with in the last 6 months. That really reduced what FB was showing on my feed, so much so that it became pretty boring. Now I don't spend even a tenth of the time on it.

Anyway, that's not what you're here for.

As an advertising platform, it is the absolute best and easiest to run ads.

BIG PRO TIP: Do NOT run Facebook ads under your personal account!! I've seen too many horror stories where people had their accounts banned for life for advertising infringements. The ban is never overturned or appealed.

The only way back is a new email address and a new credit card.

The way to protect against this is to [sign up for a business advertising account](#).

The best way to [get started with Facebook ads](#) is to go to the source, that is to follow all the excellent training provided, for free, by Facebook. [Get started here](#)

Messenger Ads

When you have mastered the basics of Facebook Ads you really want to focus some attention on the new Messenger Ads.

This is the new big thing.



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You can build a list on Messenger and use it to run bots which have conversations with prospects and using some basic logic the bots can lead the prospect to the best solution for them.

It's very exciting and is going to change the internet.

Some places you can learn a lot more about it are:

[Facebook Messenger Ads](#)

[Digital Marketer – Messenger Ads](#)

Messenger Bots

To do Facebook ads in a way that will get the best results you need to be using a bot. All the big gurus use [Many Chat](#) It's by far the biggest company. If you want to learn more here is a podcast with the owner on the [Perpetual Traffic Podcast #94](#)



The image shows a podcast cover for 'The Future of Messenger Marketing' featuring Mikael Yang, CEO of ManyChat. The cover is split into two main sections. On the left is a portrait of Mikael Yang, a man with dark hair and a goatee, smiling. A small grey box with white text 'featuring Mikael Yang' is overlaid on the bottom left of his photo. On the right is a dark blue background with the 'PERPETUAL TRAFFIC' logo at the top, which consists of a stylized person icon in a circle. Below the logo, the title 'THE FUTURE OF MESSENGER MARKETING' is written in large, bold, white and light blue letters. Underneath the title, it says 'WITH MANYCHAT CEO MIKAEL YANG' and 'EP. 94'. At the bottom of the blue section, it says 'with Keith Krance, Molly Pittman & Ralph Burns'. At the very bottom of the cover, a black bar contains the text 'EP. 94: THE FUTURE OF MESSENGER MARKETING WITH MANYCHAT CEO MIKAEL YANG - WITH KEITH KRANCE, MOLLY PITTMAN & RALPH BURNS' in white capital letters.



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The Messenger Ad System I personally use is more versatile than Many Chat, it has more uses, more functions and more benefits. It's Called [Shot Messenger](#)



**OFFICIALLY FACEBOOK APPROVED
SOFTWARE**

[Test Shot Messenger Live](#)
Features | Support 24/7 | Demo

ALERT: Fb Messenger Is Now Open To Be Used As AUTORESPONDER

**Broadcast Personal Message To Entire
Connected Audience Of Your Fb Pages Right
Inside Their Fb Messenger To Engage With
Them Personally
In 1 Click With 100% Open Rate Guaranteed**

Messenger Ads and bots are the new big thing! You really need to get on board with this. it's going to be bigger than email



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CHAPTER 14

The End



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Congratulations, you've made it to the end of The Traffic Ninja. I truly hope you have a lot more knowledge about sources of traffic now.

I would love to hear about your journey and adventures, your ups and your downs in the world of paid traffic, SEO, free traffic and life in general. If you ever feel like touching base, asking questions, swapping stories, whatever, come and find me at DonReid.com

This book was written while I was in the city of [Chiang Mai, Thailand](#) on a working holiday. Unfortunately, we came during a heat wave with most days at 38C/ 100F so being melting temperature outside it was good motivation for me to sit in the air con and write this book for you.

Next week I will be heading back to where I normally hang out, [Phnom Penh, Cambodia](#) if you are ever in this part of the world, please do let me know, we could meet for a cool drink in a shady bar.

Best regards,



Don Reid



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