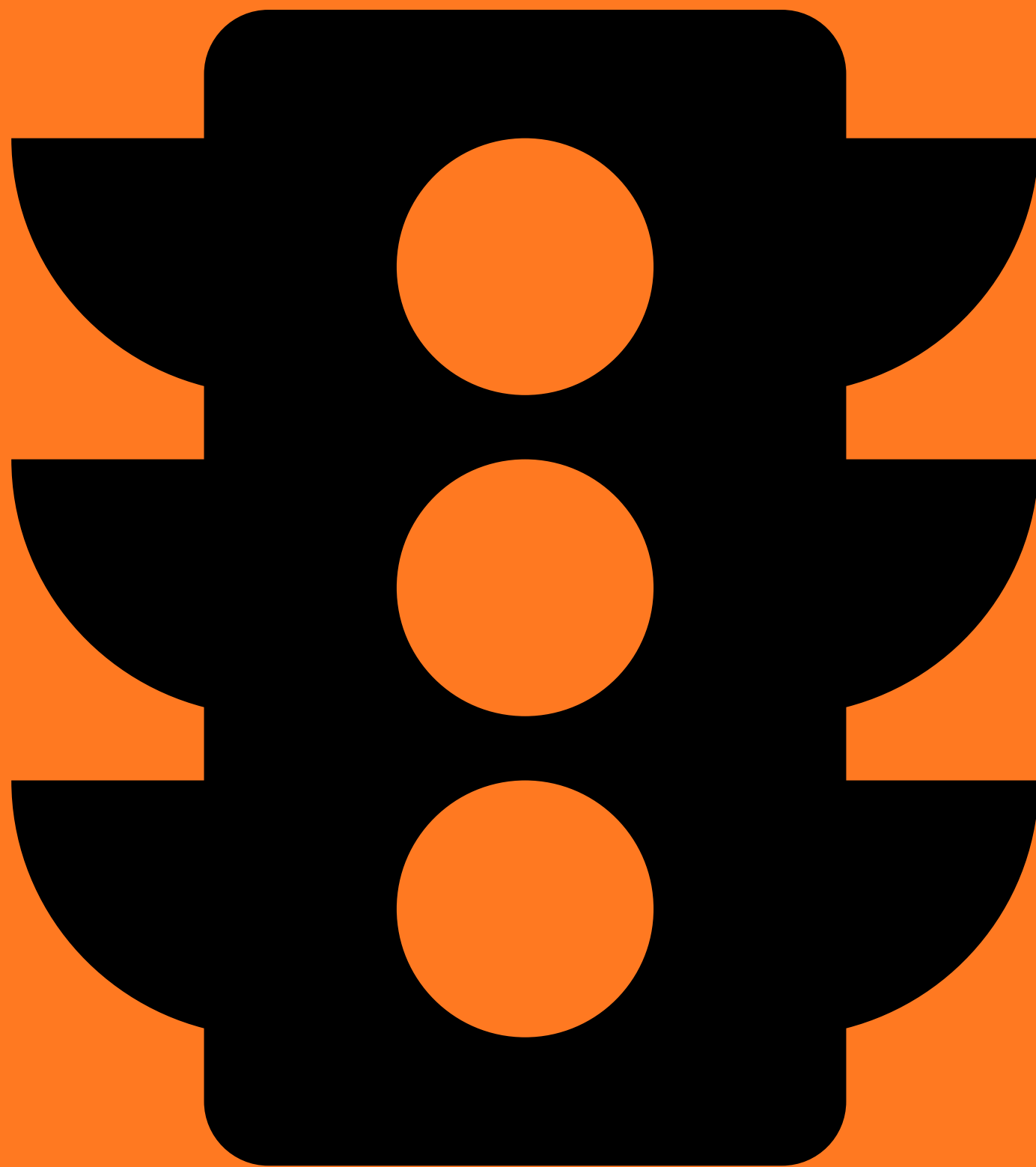


YOUR SUCCESS STARTS HERE

HOW TO GET TRAFFIC

*Real-life actionable strategies to get more leads,
sales and commissions through internet traffic*



WWW.ULTIMATECOMMISSIONCLUB.COM

HOW TO GET TRAFFIC

INTRODUCTION

If you are reading this book, thanks and congratulations for searching answers to allow yourself to take action. That's what it's all about, taking action, because sadly so many don't. If you sit around and do nothing, how can you complain?

What i'm going to cover

We live in a world where the internet has opened up the possibilities to achieve many great things from the comfort of our own homes.

Whether that is selling products with or without inventory, earning commissions promoting someone else's products, recommending opportunities or becoming authorities on incoming generating niches.

However we all need traffic. We need to get eyeballs on what we have. Getting traffic is not difficult and there are a number of simple strategies that work the best.

This book goes in and introduces you to them.

My goals for you

- Understand the most effective traffic strategies.
- Provide you with the insights of how to adopt these strategies.
- Inspire you to take action.

SOCIAL

INSTAGRAM

Instagram has long been one of the very best ways to get free targeted traffic. Like all social platforms as they evolve it become more and more difficult. However Instagram remains one of our favorites, mainly because of how engaging and visual it is as a platform.

Like with most 'free' strategies the results are not instant and there is a fair amount of time required for success, but in the end you will have an account that will benefit you for as long as you want.

Create an account and consider the following

- An enticing user name and profile photo congruent with your offer, service or opportunity.
- A bio with a clear call to action and URL to your offer.

Then you need to drive traffic by

- Regularly posting engaging content (make on [canva.com](https://www.canva.com)) asking people to post comments (type 'yes' if you...) to ramp up engagement.
- Use suitable hashtags
- Follow engaged users of your competitors and similar pages to attract their audience to you. Do not spam or follow too many, do this practice in a natural a real human way or you will get banned by instagram.

INFLUENCERS

This strategy is best deployed on Instagram but similar strategies have worked well in the past on YouTube, but is more difficult these days.

The concept is that you will pay someone with a specific following to post something on their profile which has a call to action to buy something or visit your profile or sign up for something.

So the essence is that it is a very targeted ad.

There are many platforms that will connect you with people who have spent the time creating niche specific profiles that are willing to post for X\$ and it is very straightforward.

In reality, finding the right profile is easy. Go to Instagram and just search for your keyword, find pages that post a lot and have an engaged following i.e. lots of comments. Then send them a direct message introducing yourself, admiring their page and ask if they would be prepared to post on your behalf and change their profile URL for a duration in exchange for X\$.

FACEBOOK

If you don't advertise then marketing on FB is hard. Simple as that. This strategy works, but takes time AND effort. Skip if you are lazy, however it is seriously powerful.

It works in two fold.

First you need a personal profile, NOT a fan page. Then you need to regularly post engaging content and offers. So people post comments and engage, plus this is how to get people to your offers.

Next you need to join groups. One or two is sufficient. Make sure they are targeted to your end goal and they are super engaged. People posting everyday with valuable content, not spam or promotions.

Next you need to create long form content (mini articles) to post into these groups. It has to be valuable because you need people to engage and reply. So create lists of certain resources, talk about your experiences or explain how something is achieved. Check the group for questions that people ask and then create your own long form reply as a value post. Do not post links, no one will click and you'll be avoided by the group or removed.

Do this once or twice a week and you will make a name for yourself in the group and people will check your profile and 'friend' you. This is why you need a profile rather than a page. Here they will see your offers etc. You can also send 'friend' requests to all people that engage with your posts in the group.

Over time you can unfriend people that don't engage with your personal profile to keep engagement relatively high.

EMAIL

SOLO ADS

Email marketing is king.

We know this because despite receiving lots of email and spam, we feel like our inbox is above social platforms. we mentally treat it differently, like the messages are more personal.

So building a list is crucial to any business.

However we are able to tap into other peoples lists in a similar way to social influencer marketing strategy.

We are able to effectively buy ads from other marketers who have built their lists with a specific following.

With solo ads we pay for each click. So this is everyone who ends up on our page.

The tricks are to concentrate on getting leads, not necessarily sales, because you can continue to email these people later, the more through the door the better. So you need a funnel that gets people to opt-in to your list and then you have to nurture them to become a sale.

Communicate with the vendor to get the right opt-in headline (important tip).

VIDEO

YOUTUBE

YouTube is the number 1 avenue for free traffic.

Nothing comes close to YouTube when you consider the barrier to entry (nothing) and that customers come searching for answers every second of the day.

There are many strategies with YouTube but essentially they fall into two groups.

Build a channel where you or the channel becomes an authority on a subject.

Or build a channel where each video is promoting something specific (a product), that people are searching for.

Both work incredibly well, but they do require a few things to be a success.

You need to create good quality videos. Either be on camera and provide that personal touch or utilize tools to create educational video without being on camera. But ultimately look at your video and if it wouldn't impress you, that means you need to up your game. Work hard on video creation, content and editing and the results will follow.

Maximize your chance of the video being found. 3 keys. Great looking thumbnails. Searchable titles. searchable tags.

VIDEO ADS

Advertising on YouTube is completely untapped, which is why we see the same ads over and over and over.

But if you are seeing the ads regularly it means the ads are a runaway success, which further proves how effective they are.

The beauty of advertising on YouTube is the ability to target unlike another platform.

You can go out and find a video on YouTube and run your ad over it. So that's not just keywords, that's specific placements.

Imagine you have a weight loss product you promote.

You can go and find the video that is getting the most views for the search term 'how to lose weight' and run your ads just on that video so there is no waste, so when people click on that video they see your ad before they see the video.

Many promotional products already have video you can use so search them out or create a video just like we explained in the previous chapter.

PROBLEMS

COURSES

When you are trying to promote or sell a product one of the most effective ways of pushing potential purchasers over the line is to provide education to them. We see this on YouTube all the time. Part education and part promotion.

Platforms such as Udemy allow anyone to create and host an online course.

The reason why this works well as a strategy to drive traffic to an offer or service is that in the course you can make recommendations to use certain things. Or your whole course can be how to use a certain service you are affiliated with.

Within the course you can provide links and 'hand outs' just like the book you are reading right now that could contain links to your products.

QUESTIONS

So we mentioned earlier that YouTube is the number 1 place for free traffic, primarily because people are searching for specific answers.

However it is not the only place people search for answers....

They use search engines such as google. Now the creation of sites and blogs that rank is very difficult. However in a lot of case websites that are specifically for the answering of question rank incredibly high.

And anyone can join these sites and answer questions. The biggest site is Quora. Im sure you will have seen this site before when you have searchd google yourself for some kind of answer.

So join and answer questions. The better and more in-depth you answer the better. Because people will respond and engage with your answer meaning it will be more visible. So over time if the question is something that ranks, your answer will continue to be seen and you will be seen as an authority. You will also be able to put links in your answer driving people to certain places. What works well is driving people to YouTube videos as further evidence of the answer where you can of course promote.