

Virtual Marketing Blueprint

Video Creation & Driving Traffic

Objectives:

- 1) Introduction To Video Creation
- 2) Creating Voice Over Video Recordings
- 3) Creating Direct To Camera Video Recordings
-  **4) Introduction To Driving Traffic**
- 5) Top Paid Traffic Strategies Overview
- 6) Top Free Traffic Strategies Overview

Rei Rockstars

Introduction to Driving Traffic

Driving Traffic

What Is It?

Sending visitors to your marketing & sales funnel (your blog, website, squeeze page, sales page, etc)

Why Is It Important?

It's a numbers game. Leads = Deals = Dollars. No Leads...No Deals...No Dollars

Rei Rockstars

Introduction to Driving Traffic

Free Traffic Vs. Paid Traffic

- Both supply you with prospects.
- Good Traffic = Scalable, Consistent, Automatable

Two Traffic Rules:

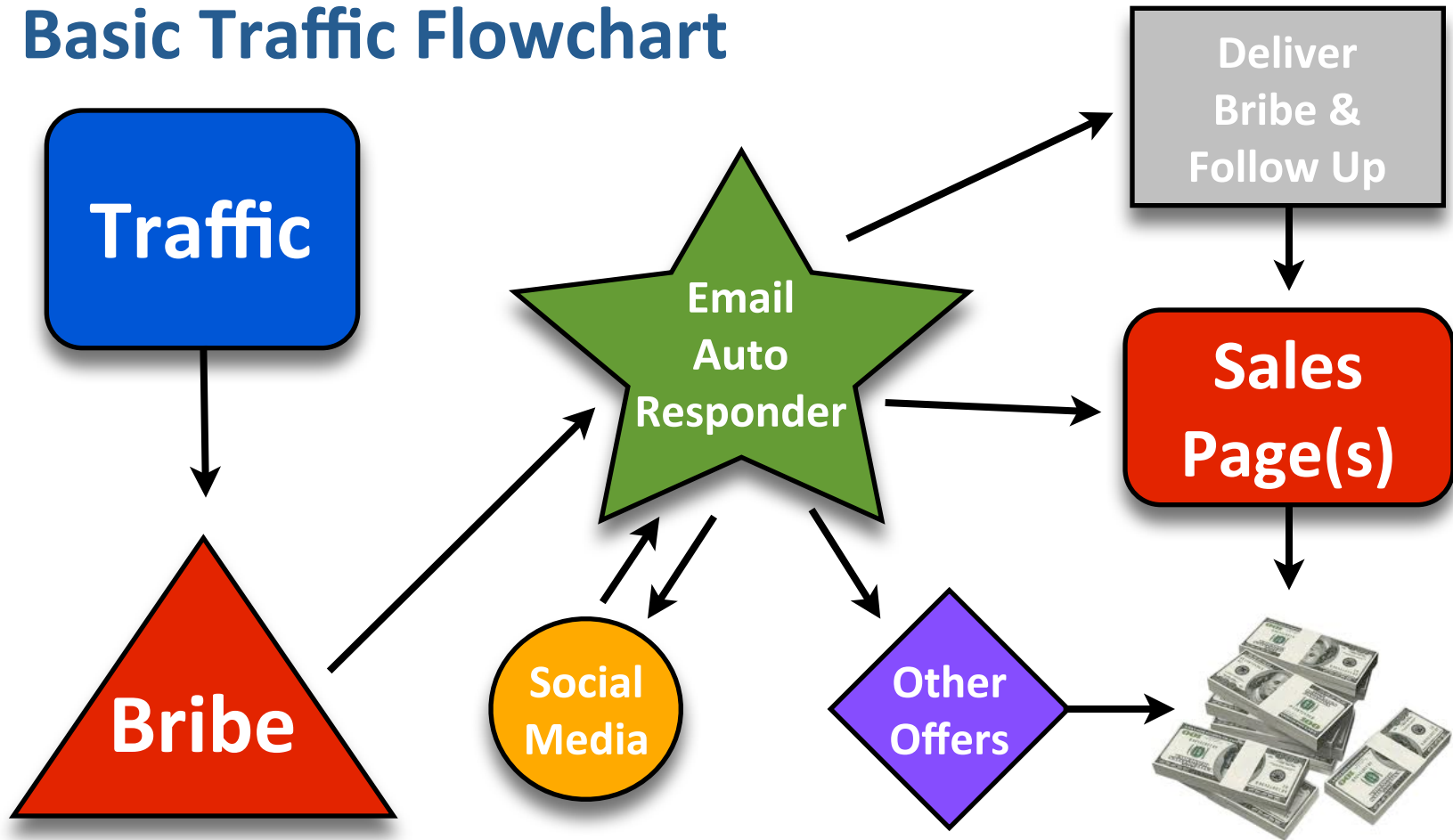
Rule #1: There's really no such thing as "FREE" Traffic

Rule #2: All traffic is "FREE" so long as you're making a profit.

Rei Rockstars

Introduction to Driving Traffic

Basic Traffic Flowchart



Rei Rockstars

Virtual Marketing Blueprint

Next Video...

Objectives:

- 1) Introduction To Video Creation
- 2) Creating Voice Over Video Recordings
- 3) Creating Direct To Camera Video Recordings
- 4) Introduction To Driving Traffic
- 5) Top Paid Traffic Strategies Overview**
- 6) Top Free Traffic Strategies Overview

Rei Rockstars