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**

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Introduction to Top Free Strategies

Top Free Strategies

What Is It?

The top strategies that online marketers use to drive traffic to their sales funnel (website, squeeze page, etc) with their use of time versus money.
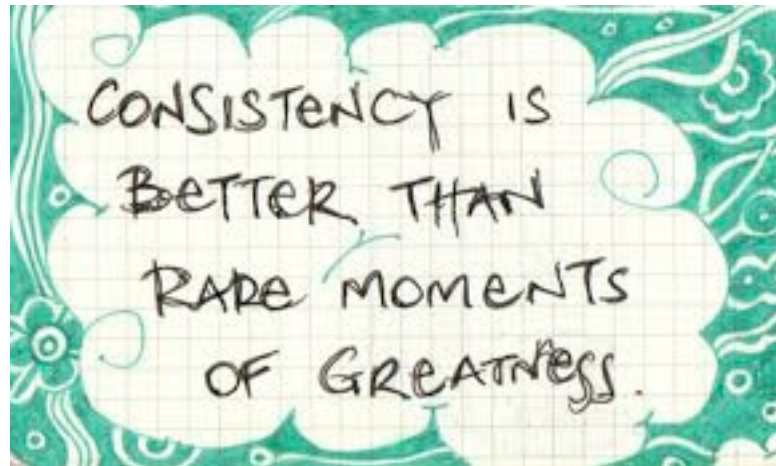
Why Is It Important?

When you have more time than money, you need these alternatives. Additionally, consumers recognize and pay attention to organic results, social referrals versus paid ads. The overall quality of leads in free strategies will always be higher.

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Introduction to Top Free Strategies

Key To Success Using Free Traffic Strategies

CONSISTENCY

CONSISTENCY IS BETTER THAN RARE MOMENTS OF GREATNESS.

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Top Free Traffic Strategies

1) **Search Engine Optimization**

● **Websites that can rank on page 1 and more importantly within the top 3 spots in the organic listings of Search Engines reel in the most traffic and by default of their placement, have some borrowed trust.**

● **Most types of free traffic and SEO strategies result in high quality leads due to the borrowed trust and "searching" mindset of the prospects.**

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Top Free Traffic Strategies

2) **Video Marketing**

- **Becoming the most popular form of communication online.**
- **Easy to target keywords with numerous short videos that give a call to action back to your website.**

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Top Free Traffic Strategies

3) Word of Mouth / Social Media

• **Social Media is ever-changing and becoming more and more popular with search engines.**

• **Gaining "likes" and "shares" not only provide high quality referring leads but this passing and sharing of information within the social platforms is becoming a larger influence to your ranking in the search engines.**

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Top Free Traffic Strategies

4) Email Marketing

● **Not as easy as it once was but "permission based" marketing is still very effective if you develop a relationship with your prospects immediately.**

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