

Virtual Marketing Blueprint

Driving Traffic

Objectives:

- 1) Introduction To Driving Traffic
-  **2) Top Paid Traffic Strategies Overview**
- 3) Top Free Traffic Strategies Overview
- 4) Addendum: Online Legal Compliance

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Introduction to Top Paid Strategies

Top Paid Strategies

What Is It?

The top strategies that online marketers pay for to drive traffic to their sales funnel (website, squeeze page, etc).

Why Is It Important?

Paid Advertising is scalable. Once you determine your ROI (spend \$1 to get \$2), your profit potential is unlimited.

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Introduction to Top Paid Strategies

Paid Marketing Strategies Overview

- Paid marketing strategies tend to be lower to mid quality leads. Many times the ad that was clicked was a “distraction” (facebook, banner ads, ppv ads, etc..)
- A 10% conversion on cold leads like these is good, anything higher is great.
- The true power of paid strategies is that they are scalable & can be automated.

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Introduction to Top Paid Strategies

Targeting Strategies In Paid Advertising

- **Keywords**
- **Geography**
- **Demographics**
- **Interests**
- **Relationships**
- **Websites**



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Introduction to Top Paid Strategies

Limitations In Paid Advertising

- Auto Play Videos
- Pop Up Ads
- Navigation
- Relevancy
- Copy on Landing Page
- Image & Ad Message
- Location of Landing Page



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Increasing ROI with PPC

Increasing ROI with PPC Campaigns

- **Decrease Cost of Leads**
 - Adjust your cost per click
 - Improve your click through rate on ads
 - Improve your opt in rate on squeeze pages
- **Increase Profits Made**
 - Increase immediate sale conversions
 - Increase follow up sale conversions
 - Increase your profit margin per sale
 - Sell more products/services

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PPC Compliance

Compliance Guidelines for PPC Campaigns

- The most important thing in PPC campaigns is ensuring you are compliant with the advertising rules of the platform on which you are advertising.
- Before you start any PPC campaigns, review their advertising guidelines.



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PPC Compliance

Google Adwords Compliance



- Landing Page elements
- Landing Page copy
- Ad & offer relevancy for targeted market?
- Keywords & Adgroups grouped properly
- Are you allowed to bid?
- Are you infringing on any trademarks?
- Do you have more than one account advertising the same domain?

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Compliant Squeeze Page Example

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How 'I' Get 53,705 web visitors in HOW LONG!?

**“Peek over the shoulder of
this Web Traffic MONSTER!!...”**

“WATCH” Jim Yaghi inside *The Monster Traffic Cheat-Sheet*
as he takes a brand new website &
drives 50,000 visitors right into it!

*JimYaghi.com is
home to an obsessive
online advertiser who
tames the web's traffic
and documents it.*

Fill This To Start watching jim do traffic...

1 Name:

2 Email:

Get Instant Access

* I agree that when I sign up above, I will be
added to a marketing mailing list where I will
receive DAILY emails and promotional offers from
YaghiLabs.

** This website has NO AFFILIATION with Google or Adwords in ANY way.**

525 E. Route 66, Glendora, CA.
Mailing - P.O. Box 716, Glendora, CA. Phone: +1-323-856-1131

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PPC Strategy Overview

Getting Started With PPC

- Phase 1: Learning
- Phase 2: Testing
- Phase 3: Scaling



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PPC Strategy Phase 1

Getting Started With PPC



1) Get your feet wet by familiarizing yourself with your chosen platform while you save up your PPC budget.

- Your “Learning Budget” should assume you’re not going to make any of it back for 6 months.
 - \$50/month?
 - Low Budget = Creative Keyword Research

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PPC Strategy Phase 1

Getting Started With PPC:



2) When you make a sale, RE-INVEST that money back into advertising.

- The goal is to BUILD your budget, and to do that, you must re-invest your profits, not spend them on something else.

3) Once you've made a sale, you have completed the learning phase.

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PPC Strategy Phase 2

Getting Started With PPC: Testing

- 1) The goal of phase 2 is to create a profit margin
- 2) You need to get frequent visitors to your website to test offers.



PPC Strategy Phase 3

Getting Started With PPC: Scaling

Run your ads 24 hours a day & continue to scale your marketing as your budget builds.



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Top Paid Traffic Strategies

1) Google Adwords

- The current King of Lead Generation Tools
 - Google Search Network
 - Google Display Network
 - Text
 - Audio
 - Image
 - Video



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Top Paid Traffic Strategies

2) BING

- Now combined with Yahoo, Bing has become a bigger player in the traffic game.
- Bing is a great place to test your ads and offer, if your website is not ready for Google adwords.



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Top Paid Traffic Strategies

3) Facebook



- Largest “Social Network” with increased functionality in their PPC Platform
- One of the easiest platforms to advertise on
- PPC Cost is lower if you keep “clickers” in facebook using a fan page
- You can target by Regions, Demographics, Likes & Interests, Connections, Education, Work, etc..

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Top Paid Traffic Strategies

4) Linked In



- Arguably, the largest “Social Network” for professionals. (“Professional Network”)
- Gaining in popularity for high income professionals who don’t like facebook.
- Used as your professional business card & resume.
- You can target by Company, Job Function, Industry, Seniority, Gender, Age, Geography,etc.

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Next Video...

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