

The 30 Days Of Website Traffic Tactics Coaching Program

Hi there and welcome back to **The 30 Days Of Website Traffic Tactics Coaching Program!** We are now on **Day 18!** Today we are going to start talking about a brand new traffic tactic and we will be talking about this traffic tactic for several days because there are just so many options.

What is that topic?

Paid advertising!

Remember when we first got started, I told you that there are 3 ways to get traffic...

You can buy it.

You can borrow it.

You can mine it.

We've mainly talked about ways to mine it, so now we're going to start talking about **BUYING** it.

But why use paid advertising?

That's a good question!

Here are a few reasons...

1. To reach a wider audience. Meaning, the people who may not be aware of your brand or products/services.

2. To target specific audiences. Paid advertising platforms allow you to target your ads to very specific audiences based on demographics, interests, and a ton of

other factors. This allows you to reach the people who are most likely to be interested in what you have to offer.

3. To generate leads and sales. Paid advertising can be very effective at generating leads and sales for you. By targeting the right audience and creating compelling ads, you can drive traffic to your website/page and convert visitors into customers.

4. To increase brand awareness. Paid advertising can help you to increase brand awareness and build relationships with potential customers. By running ads on popular websites and social media platforms, you can get your brand in front of a large number of people.

5. Get fast results. Paid advertising can give you almost instant traffic and deliver fast results. You'll be able to test and tweak very quickly based on your results and when you have the best campaign you can let the traffic come in full throttle and make money!

6. Measurable results. Paid advertising platforms also provide you with detailed reporting on their campaigns. This allows you to track your results and see what's working and what's not.

7. Flexibility. Paid advertising is very flexible. You can set your own budgets and target the audiences that you want to reach.

Exciting stuff, right?

It is, but you need to be careful because this isn't easy... My biggest recommendation is to find **ONE** option and **ONE** platform to use that option, learn it inside and out, and start using it on a small scale.

I have created the following steps to help you get started on your journey in using paid advertising. Then we will spend several days going over different paid advertising options.

Let's get started...

Step 1: Define Your Efforts!

Are you using paid advertising for testing what you have to see if it works for you? Are you using it for brand awareness, lead generation, direct sales, or something else?

Step 2: Define Your Target Audience!

Who are the ideal customers/audience for what you're going to be paying to drive traffic to? What are their demographics, interests, and online behaviors? Which online platforms do they frequent?

The more you know about your target audience the better. There are many tools (*All is just one of them*) that will help you define your target audience. Make sure you completely understand this before going down the path of paid advertising.

Step 3: Choose A Platform

There are many different paid advertising options and platforms for those options available to you. Each with its own strengths and weaknesses. Explore your options (*we will be going over several of them*), pick one, and then learn everything you can about it. You absolutely **MUST** know how the option and platform you pick works.

Step 4: Create Your "Creative"

Your ad creative is what you will use to grab people's attention and convince them to click on your ad. Make sure your ads are clear, concise, and persuasive. What you create will depend on what you're advertising and what platform you're using.

Step 5: Set A Budget

*How much money do you want to spend on your paid advertising campaign? It's important to set a budget that you can afford and that will allow you to test your creative **AND** what you're advertising **AND** also achieve your goals.*

Step 6: Track Your Results

It's important to track the results of your paid advertising campaign so that you can see what's working and what's not. This will help you to optimize your campaign over time.

Step 7: Optimize Everything

Once you've got your advertising all setup and you're running traffic to whatever you're advertising you then need to optimize everything so that you are getting as much from your efforts as possible.

You need to regularly review the performance of your ads and any pages that the traffic that comes from those ads goes through. Make sure and A/B test different ad designs, copies, and pages to find what resonates best with your audience and makes you the most amount of money with the least amount of ad spend!

Okay... That's a wrap for Day 18! Tomorrow we're going to continue with learning about paid advertising, so settle in because I've got a lot to teach you on this topic.

And as always, you can post all questions in our **LearningIM.com Discussion Group** at <https://myimmastermind.circle.so/c/learning-im-discussion> If you haven't signed up for that you can do so at <https://www.MyIMMastermind.com>

See you tomorrow!

Liz