

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 19!** Yesterday we started talking about paid advertising and I gave you a **BIG** general overview. Today and for the next several days, we're going to get into specifics. Today we're specifically going to talk about steps 1 and 2 from yesterday which are *"defining your efforts"* and *"defining your audience"*.

This is where it all starts when it comes to paid advertising, so let's dive in...

Step 1: Define Your Efforts!

What do you want to use paid advertising for?

Do you want to drive traffic to a piece of content? Do you want to drive traffic to a squeeze page to build your list? Do you want to drive traffic to a sales page to make sales? Do you want to test a "system" or funnel that you've created?

You **CANNOT** move forward with paid advertising if you don't have clearly defined efforts. **PERIOD!** So, before you go down this rabbit hole of learning, make sure you have **ONE** thing that you want to start with that you can use to drive traffic to.

AND... To give yourself the biggest advantage make sure that what you've created has been created well. You can find Facebook groups, coaches, etc. that will help you analyze what you've created and make sure that it's ready for the traffic you will get from paid advertising. Even if you're just testing to see if what you have will actually work. You need something good to get started with!

Step 2: Define Your Target Audience!

Depending on what platform you decide to use will depend on how targeted you can get your advertising, but you need to do as much research as possible to get started with any of them.

To define your target audience for paid advertising, you need to consider the following factors...

Demographics: This includes age, gender, location, income, education level, and marital status.

Psychographics: This includes interests, values, lifestyle, and personality traits.

Behavioral data: This includes past purchase history, website traffic, social media activity, and app usage.

Once you have a good understanding of your target audience, you can use this information to target your ads more effectively. This is how you reach the right people with your ads so you have a better chance of achieving your goals!

Here are some specific steps you can take to define your target audience for paid advertising...

Hot Tip: You can use AI tools like ChatGPT, Bard, etc. to do the following research. There are many tools out there to do this research and some are VERY expensive, but AI is quickly becoming a great tool for this kind of research.

Step 1: Start by brainstorming a list of potential customer personas. *What are the different types of people who are most likely to be interested in your product or service or whatever you're advertising?*

Step 2: Once you have a list of personas, research each one to learn more about their demographics, psychographics, and behavioral data. You can use this information to create more detailed customer profiles.

Step 3: Use your customer profiles to develop targeting criteria for your paid ads. Most paid advertising platforms offer a variety of targeting options, so you can choose the ones that are most relevant to your target audience.

Here are some examples of targeting criteria that you can use for paid advertising:

Demographics: Age, gender, location, income, education level, marital status

Psychographics: Interests, values, lifestyle, personality traits

Behavioral data: Past purchase history, website traffic, social media activity, app usage

Let's look at an example... If you sell luxury handbags, you might target your ads to women aged 25-45 with an income of \$100,000 or more. You could also target women who have recently visited luxury fashion websites or who have liked luxury fashion brands on social media.

By carefully defining your target audience, you can ensure that your paid ads are seen by the people who are most likely to be interested in what you have to offer. This will lead to higher conversion rates and a better return on investment.

Whew! *Is your head spinning yet?* 😊

Don't worry... This isn't easy stuff. But, by spending time on these two steps you're going to give yourself the best advantage so put the time into this and get these two things right from the start!

Okay... That's a wrap for Day 19! Take what you've learned today and put it into action. Get the *"thing"* you want to advertise and get it to where you have the best chance of seeing results from it. Then start defining who you want to put it in front of. Tomorrow we're going to talk about what to do once you have all of this done.

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