

# 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 20!** Over the last few days, we've been talking about using paid advertising. As you can see, there's **A LOT** you need to know, but if you do this step-by-step, educate yourself, and **IMPLEMENT...** You can get a lot of traffic **QUICKLY** to whatever you want. How well you do it depends on how much it will cost you. 😊

So, today we are going to continue our discussion and talk about the options you have for paid advertising options and platforms.

*It's decision time...* You've got to pick the option and platform that you're going to get started with.

I highly recommend you **ONLY** pick **ONE** option, **ONE** platform for that option, learn that **ONE** option and platform, practice with that **ONE** and only **AFTER** you have gotten all the traffic you can from it switch to another option/ platform and/or advertise something else. There is absolutely no sense in trying multiple things at once or multiple offers before you know what you're doing.

**Pick an option, pick a platform, learn it, get good at using it... That's your only focus when you're getting started.**

*So, what are your options?*

There are many, but today I want to give you the best ones to start with as a beginner. Ones that are easy to set up and manage, and that offer a good return on investment (*ROI*).

Let's dive into the best options for you...

**Option #1: PPC (*Pay-Per-Click*) Advertising**

Pay-Per-Click (*PPC*) advertising is a type of advertising where you pay a fee whenever someone clicks on your ad. This is different from some other online advertising options, where you pay to have your ad shown a certain number of times.

*Here's a very simple explanation of how PPC advertising works...*

- 1.** Advertisers bid on keywords they want their ads to show up for.
- 2.** The ad with the highest bid for a specific keyword appears at the top when someone searches for it.
- 3.** When someone clicks on that ad, the advertiser pays a fee called the Cost-Per-Click (*CPC*).

**For example:** A business sets up a PPC campaign on Google Ads and bids on the keyword "*running shoes*." When someone Googles "*running shoes*," their ad appears at the top. If someone clicks on the ad, the business owner is charged a CPC fee.

PPC advertising helps you reach potential customers who are already interested in what you offer. It's cost-effective because you only pay when someone interacts with your ad.

The best PPC platform to start with is Google Ads or Bing Ads. If this is the option you want to go with, pick one of those platforms, go learn that platform (*search Google, YouTube, find an expert, etc.*) and then start **USING** that platform.

## **Option #2: Social Media Platforms**

Paid social media platforms work by allowing you to pay to reach a specific audience on social media. You create ads that are targeted at users based on their demographics, interests, and behaviors. The platforms then use their algorithms to deliver the ads to users who are most likely to be interested in your offer.

Here is a simplified explanation of how paid social media platforms work...

- 1. Set a budget.** You decide how much money you want to spend on paid social media advertising.

**2. Choose your goals.** You decide what you want to achieve with your ads, such as increasing brand awareness, generating leads, or getting sales.

**3. Target your audience.** You use the platform's targeting options to specify who you want to see your ads.

**4. Create your ads.** You create ads that are relevant to your target audience and that match your overall marketing goals.

**5. Launch your campaign.** You launch your campaigns and start reaching your target audience with your ads.

The best social media platforms for beginners to start with are Facebook, YouTube, and Pinterest. I'm going to give you the same advice that I gave you earlier... If this is the option you want to go with, pick one of those platforms, go learn that platform (*search Google, YouTube, find an expert, etc.*) and then start **USING** that platform.

Now, I only gave you two options here and for a good reason. If you're just getting started, you don't need a bunch of options. You need a few and then to pick **ONE** and start using it. *So, what are you choosing to move forward with?*

**Side Note:** If you sell on a certain platform like Etsy, Amazon, etc. it's worth checking into their advertising platforms.

**Okay... That's a wrap for Day 20!** Tomorrow we're going to continue this conversation. **Yes...** I am spending a lot of time on it and that's because it's a **BIG** strategy and you need to be fully informed before proceeding. Hopefully when we're done you have the information you **NEED** to be successful. See you tomorrow!

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