



ServeNoMaster 145: The Three Types of Traffic

Highlights:

[1:31] 3 Ways to Get Traffic: Find it, Buy It or Borrow It

[2:40] Find Traffic – also called free traffic

- Building your business entirely on SEO is a nightmare because of the changing rules
- The rules are so complicated and some are secret

[5:47] Social Media Traffic Tip: To increase Instagram following: Take amazing pictures and add 10-20 hashtags. Use a hashtag finder.

[8:16] Borrow Traffic – you pay for it afterwards

- Get affiliate traffic for your business
- Pro: you can make a product and get immediate traffic to your sales page
- Pro: fastest way to gain traffic
- Cons: the market value of a JV business is zero.
- Cons: it's low quality traffic because the same person / email appears in everyone else's email list.

[15:15] Buy traffic – buy ads from lots of different places

- You need to invest money to get in
- Understand your numbers and your goal for your ads
- You have to be strict in tracking your numbers

[22:48] Use a mix of the three means of finding traffic

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