

# Influx: Free Web Traffic Strategies

## Content Creation

- ✓ Blogging is beneficial for almost all websites and businesses, but it does require commitment in order to see good results
- ✓ Different types of posts/articles produce different results in terms of clicks and visitors - choose what suits your own niche and website
- ✓ Content creation isn't limited to just publishing articles on your site - content in the form of e-books, infographics and newsletter can also provide lots of value to your audience and help increase traffic
- ✓ Article syndication is an old method that's still somewhat viable today, as long as you don't expect any SEO benefits from it

## Social Networking

- ✓ If you're trying to promote yourself, or the website you're trying to drive traffic to is related to you as a person, consider focusing on Twitter and LinkedIn where you can build yourself up as an expert in your field
- ✓ If the website is a separate entity (like, for example, an affiliate site), consider focusing on Facebook and use fan pages to drive traffic
- ✓ Always strive to have a two-way conversation with fans & followers - don't just push out promotional messages to them (especially important on Twitter)
- ✓ As always, try to add value with your posts/updates if you want people to like and share them (thereby increasing your exposure, leading to more traffic)

- ✓ A plan of action is necessary before you begin the coaching process. Don't neglect the details as you set up your program and begin to formulate your marketing and selling techniques.

## **Guest Blogging/Commenting**

- ✓ Guest blogging can provide traffic, increase your credibility in a niche and provide SEO benefits
- ✓ You don't have to guest post only on blogs in your exact niche - almost any niche can work if you can write an article that provides value to the readers and is still somewhat related to your website
- ✓ Not all blogs advertise the fact that they're open to guest blogging
- ✓ When you contact a blog, make sure your pitch is personalized and focused on the benefits your article can provide to their readers
- ✓ Blog commenting is often thought of as a spammy SEO technique, but it can be a great way to both participate in the community and get some highly qualified traffic
- ✓ To get the best results from commenting, make sure you're providing real value and add to the discussion - don't post short one-liners just to get your link

## **Video Marketing**

- ✓ Basic video marketing is producing interesting, useful or funny videos and uploading them to sites like Youtube with a link back to your site
- ✓ Video marketing works for almost any niche, but you may have to be creative to find what appeals to your intended audience

- ✓ Webinars are "seminars held over the web", and they're great if you're trying to establish yourself as an expert in your field
- ✓ Regular webinars can bring in a steady source of free traffic once you've built up a following
- ✓ Consider trying Google Hangouts if you're interesting in holding webinars, as it's free and offers lots of advanced functionality while still being easy to use

## **Joint Ventures**

- ✓ Joint ventures can provide you with both traffic and e-mail subscribers without costing you anything
- ✓ Ad swaps allow you to send out an e-mail to another marketers list free of charge, in exchange for you offering your list up to him to do the same
- ✓ If you want to just pay another marketer to send out an e-mail, it's called a solo ad
- ✓ Cross promoting products on "thank you"-pages can be very powerful, as these visitors are proven buyers who are ready to take action
- ✓ If you have a valuable product to give away, you can grow your e-mail list quickly by offering it as a free bonus and requiring users to subscribe to download it