



How To Use PLR To Boost Your Bottom Line

Module Six:
Driving Traffic Into Your Funnel

The Best Funnel Doesn't Do You Any Good If No One Enters It

- ▶ You have to actively drive traffic to your funnels. **All The Time.**
- ▶ The more traffic you can send into your funnel, the quicker you can test and tweak things.
- ▶ This in turn will give you better opt-in rates and more subscribers overall.
- ▶ There are a million different ways to send traffic to your funnel. We'll go over the most common ones in this module.
- ▶ Keep an eye out and try out other methods as you come across them. You can never have too much *targeted* traffic.

Content Marketing To Drive Traffic

- ▶ We already talked a little about content marketing.
- ▶ It's a cumulative effort. Get more out there on your website, on social media, etc.
- ▶ Shortcut: Post small snippets from content you're publishing elsewhere for quick and painless social media posts.
- ▶ Schedule it and get it done. Put it on the calendar.
- ▶ The more content you get out there, and the more you engage with your target audience, the more traffic you'll drive to your funnels.

Let's Talk About SEO

- ▶ Don't overcomplicate this.
- ▶ Yes, it's a great source of evergreen traffic.
- ▶ Choose a keyword / keyphrase.
- ▶ Use it in your title and / or headlines.
- ▶ Use related phrases in your content.
- ▶ Name your images and video files using keywords.
- ▶ Link to it. Rinse and repeat.

Social Media Marketing

- ▶ The great thing about social media platforms is that you can meet your ideal target audience where they are at.
- ▶ It's an inexpensive, but time-intensive way to market your funnel and your products.
- ▶ We encourage you to do your best to get your social media followers onto your email list. Funnels and lead magnets are the perfect way to do this.
- ▶ Mention your freebies frequently and invite your follows to join your newsletter / list.

Leverage Your Existing Subscribers

- ▶ Creating new funnels and reminding subscribers about older ones, are great ways to engage with your existing subscriber base.
- ▶ Then ask them to share with people they know who might benefit from the content.
- ▶ Most people don't realize it's okay to share. You have to tell them and then remind them. Once you do, most people are happy to help you spread the word.
- ▶ Everyone has social media profiles. This means your current subscribers make perfect brand ambassadors for you.

Look At Your Stats

- ▶ How do you know what's working for you, your niche, and your particular target audience? → You look at your stats.
- ▶ Give each funnel a little while to settle down. Drive some traffic to it, then analyze the data.
- ▶ If you have more than one funnel, you can compare them to each other. It's also worth paying attention to where the traffic is coming from (SEO vs. Twitter for example).
- ▶ Look at funnels over time. They may reach saturation. Mix things up. (new copy, new cover, new lead magnet). If in doubt→New funnel.

Do More Of What's Working For You

- ▶ What's working for you right now?
 - ▶ What type of funnel / offer?
 - ▶ What type of language?
 - ▶ Where are you finding your target audience?
 - ▶ What traffic sources?
- ▶ How can you do more of what's working?
- ▶ How can you put a fresh spin on it?
- ▶ Don't forget to revisit other traffic driving methods regularly. Just because it didn't work for you last year, doesn't mean it won't work for you now.

Your Assignment

- ▶ Create a way to track your funnels performances over time. Notebooks, Google Docs, and of course spreadsheets work well for this.
- ▶ Make a plan to revisit your funnels regularly and put it on the calendar.
- ▶ Come up with a list of at least five new things you want to try this year.