



5 Points to Get You Started on Paid Traffic

1. Why consider having paid traffic?

While paid traffic is not the only thing you should do for your business, it is an important part, for the following reasons:

It helps with SEO. Getting more traffic to your site via paid ads will paint a clearer picture of what you need to focus on in your SEO.

It facilitates testing. With paid traffic you can split test different messaging, different sales copy, and see what resonates. You can test website conversion elements and find out what works.

It can give you scale. If you have an offer that converts and are doing well SEO-wise, paid ads will get you faster growth than purely organic, and pay for themselves in the process.

It forces you to shape up. If you're running paid traffic you need to know your numbers - what are your margins? How much is a customer worth? How much profit are you making? What are your costs? And you need to sharpen your skills in terms of creatives and actually running the ads.

It can validate a product. Some people, before even manufacturing a product, will run paid campaigns to a product page and see how many people add it to their shopping cart.

It's a good remarketing tool. Paid ads can be effective in converting people who've already shown an interest in your site or your product.

2. Take THIS into account before spending

Kind of business

The type of business you have will dictate the kind of traffic campaign you may end up running. A service business, for instance, will lend itself to a different sort of strategy than an e-commerce store.

Who your customers are

Identify well who your prospects are and where they can be found online. Are they on Facebook, Google, YouTube?

What is the offer?

Depending on who your customer is and where they are, the offer you put in front of them will differ. Timing too plays a role here. Emergency services, for example, say dental work for a broken tooth, will likely warrant a Google search, while Facebook may perhaps be better suited to something like teeth whitening.



3. Identifying your avatar

Painting a picture of your perfect customer is often a difficult thing to do. You can go about it a number of ways:

- Research behaviors, trends and data
- Do a deep dive survey
- Look at what competitors are doing
- Know your existing market

4. Avoiding single-point sensitivity

If you've tried paid campaigns on a couple of platforms, you may have found that one performs better than the other. What you do not want to do in that instance is turn the lower performer off. As long as the ad spend is within your budget and it is making money, it is far better to keep both campaigns going than to have all your eggs in one basket. It's perfectly alright to have Facebook ads alongside Google and even add YouTube into the mix, provided you're making a profit.

5. Start with the plumbing

Before you dive into paid ads, you want to actually set up your system to harness the benefits. This involves creating accounts and installing the corresponding pixels on your website, setting up analytics, etc. - the sort of stuff you need to do once in the beginning and then never again.

For a free checklist that will get you set up for paid traffic, head over to TeachTraffic.com/puzzle

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