



Tips for Getting Free Traffic

As an online marketer, you may find yourself focusing a great deal on traffic - where to get it, how to get more, how much it costs to attract. If you can get it free, so much the better.

Consider conversions

Traffic is important, no argument there. But give some thought as well to what you'll do with the prospects you get. If you can improve your conversion rate, you won't need a great deal of traffic.

Capture your traffic first

Wherever you get your traffic, whether it's paid or free, the first rule is to capture it. There must be some way for you to get details and build a list that you can later follow up on and build a relationship with. So offer something of value - a PDF cheat sheet, a checklist, a report - that people will happily download in return for their email address. It doesn't even need to be an extensive resource - people often prefer something they can refer to at a glance, over a lengthy document.

What counts as free traffic?

Traditional published content is typically considered a free traffic source. Given, it takes some amount of time and money to get the content out there. However, you're not paying a platform to display your content, and once it's on your domain or landing page, it continues to be a means of attracting prospects.

Podcasting can be a highly effective form of published content. Because it's a show, it encourages repeat visits, letting you build a relationship with visitors. And you can easily set up an opt-in per episode page offering added-value items such as transcripts, checklists, what-have-you, to build your list.

Social media - Youtube, Facebook, Instagram and the like, if you're not paying for your stuff to be shown, is another source of free traffic.

Affiliate or partner strategy is about other people who will talk about your products and services, and send you traffic. True, you pay commission, but only if the traffic converts, and only a percentage of the money that the conversion brings in. From that perspective, free traffic.

Free traffic from paid is where the importance of information capture comes in. Supposing you spent \$100 on Facebook ads. Ideally, some of the resulting traffic converts. And once they're in your email system, you can sell them other products or services, perhaps higher-tier programs. If they renew, all the better. If you're breaking even or profiting, any additional traffic from your investment on Facebook can be considered free - even if you're still paying \$100 a day.

Want to go viral?

Viral share strategy is a simple means of growing traffic by getting people to share your



stuff. You start by attracting interested visitors with something cool - a report, a checklist, whatever. Once they opt in, you inform them the item is being sent to their email. In the meantime, you have something else, a bonus, i.e. a mini-course, or a continuation of the report, that they can get for free. All they have to do is share a link to the first item with their friends.

The viral share strategy can be easily set up in 10XPRO.io, which will track the number of referrals that opt in, so that once a requisite number is reached, three, five, or 10 as the case may be, the referrer gets access to the bonus. To facilitate tracking, the link a referrer is given is unique to them, and can be shared anywhere on social media or even via email.

The above method is a great way to build your list while getting, as well, a growing number of people that are sending you you free traffic.

Capture remarketing

Sometimes people will land on your page but not buy. This needn't be the end. Thanks to tracking scripts such as a Facebook pixel, you can market to such visitors again on Facebook or Google using a different tack, offering a bonus, a different product, whatever. This is something that, again, can be set up in a few clicks in 10XPRO.io.

Do more of what works

A combination of free traffic strategies works well. Keep an eye on your numbers, however, and focus on what particularly works for you. Podcasting, for example, may not be for everyone, though it works fabulously for some people. Whatever strategy you choose, 10XPRO.io has features that make building your list and setting up bonuses, etc., a cinch. Consider giving this all-in-one solution a try.

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