

How To Get

HIGH-QUALITY

Traffic

That Leads to  
More Sales &  
Raving Fans

by

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own your **DREAMS** without selling your soul

## **Traffic Strategies That Work**

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# WELCOME!

## TRAFFIC LEADS TO RAVING FANS!

### Introduction

Hello! This is Lisa Robbin Young and welcome to ***Traffic Strategies That Work*** – *how to attract more raving fans in ways that work for you.*

This is our monthly training for my Accountability Club members, who have graciously sponsored this call. In addition to the support and conversations that go on inside our member community, each month, we deliver a new training topic, complete with script and recording, on a topic selected by the group. Anyone can listen to these calls live for free as a way to try us out and learn something new. If you like what you hear, I encourage you to stick around until the end of the call to learn more about our community where you'll always be seen, heard, and understood for who you are and what really matters to you.

Imagine your physical store, stage, or online shop is decked out in all its glorious beauty. You've got everything your fans could ever need. Your products, services, and offerings do everything they'll say they do – and more. In short, your stuff is awesomesauce.



So how come you're only drawing in a trickle of people? You spend a lot of time on social media, you're posting your stuff like crazy to all 63 of your fans and followers but you're just not getting traction. Maybe a handful of sign-ups when you KNOW the world needs your Great Work in a big way.

You need traffic.

To be blunt, traffic is the flow of people – the eyeballs you need – to get your Great Work seen. The problem is that there's a big difference between traffic and quality traffic. Like the difference between a Yugo and a Porsche, or hamburger and Kobe beef - a very rare and pricey type of beef from Japan.

That's what we're talking about today. As promised, you're going to learn:

- **The difference between Tactics and Strategy, and why you need both.**
- **The 4 things you MUST consider before developing your traffic strategy (ignore them at your own risk).**
- **The difference between amateur and professional traffic building strategies – it's not what you think.**
- **Two done-for-you traffic strategies that you can tweak or implement as soon as the call ends.**

Plus there's usually time for a little Q&A at the end, so if anything's unclear, you can get your questions answered.





And as usual, I'll make my standard disclaimer. I don't spend the first 15 minutes of our time together bragging on myself. You don't care about my business brilliance nearly as much as you care about the results you can get when you have a steady stream of quality traffic for your Great Work. So my commitment is that you'll get to know me as we go along, and I'll only share what's relevant to you as we learn more about Traffic Strategies that work for Creative Entrepreneurs. Sound good?

Great. Let's go.

## Strategy vs. Tactics

Imagine a 50-piece jigsaw puzzle that comes in a box with 500 pieces, and you have an idea of all the different parts and pieces that make up the traffic tactics in today's marketplace. There are in-person tactics, like public speaking, live events, and networking meetings. There are virtual tactics like twitter, facebook, youtube, webinars, and online summits. There's email marketing, direct mail, telephone solicitation, advertising, and a host of other tactics you could try to drive more traffic to your creative business.

Each tactic is a puzzle piece. You only need a fraction of those pieces to complete your picture. But it's the pieces in conjunction with the picture on the box that make up the strategy. Putting a bunch of pieces together might work, but you can't be sure you're creating the right strategy for you and your business unless you've got that picture on the outside of the box to help you along.

The picture is the vision and your strategic considerations, which we'll get to in a minute. I just want to drive the point home, however, that strategy includes the why, the what, and the how, not just the how.

Tactics are the how. I'm going to run facebook ads for x number of days to drive traffic. But the what and the why are just as important and make up the rest of the strategic landscape. WHY are you running facebook ads? How are you running them? By that I mean,



what's the demographic you're targeting, what are the parameters around the campaign?

Two people can both use the facebook ads tactic for completely different reasons in completely different ways because their overall strategy is different.

Why would they be different? Because of your goals and the key considerations you need to make before you can develop your traffic strategy.

Now, you don't have to freak out over this. It doesn't need to take months or years to figure this out. Let's start with your goals. Why do you want or need this traffic in the first place? Do you just want eyeballs to see your brand and start feeling good about it? If so, then you might run a Super Bowl ad like so many retailers do. Or maybe you want to sell tickets to an upcoming event, and your list alone isn't big enough to fill the venue. A Super Bowl ad would be the wrong tactic to use in that case. But what might be a good tactic? Maybe calling people and asking them to help promote the event in exchange for a small affiliate commission.

Your goals will help shape the decision around which tactics you should even consider in the first place. Once you know your goals for the traffic – once you know why you want it and what you're going to do with it once you have it, then you need to take into account four more considerations, three of which are fairly self explanatory:

1. How much time do you have?
2. How much energy do you or your team have to devote to this?
3. How much money do you have budgeted to drive traffic?

The fourth consideration deals with your audience and the market research you've done to reach your right people. This is how you go from any old traffic to quality traffic.



For example: No time, but plenty of money? Your strategy may consist primarily of advertising, with a little bit of affiliate promotion. But you could throw thousands of dollars down the drain if you've not considered your audience first. So let's look deeper at this consideration:

How much time does your audience have, or more specifically, how much time are they willing to invest in your Great Work? If you provide a solution to a problem, they are more likely to invest concentrated time in finding a solution, but if you're a musician, like me, they can still find time to attend concerts, binge watch their favorite shows, etc. Bruce Springsteen is known for his incredibly long concerts that just seem to get longer and longer every year. And his best fans don't mind one bit. They make the time.

On the other hand, if you work with time-crunched CEO's, then they probably don't have time for a three-hour webinar. That's probably not a good tactic for you to try – even if the latest Guru is raving about how amazing webinars are and how you too can create webinars that sell. In fact, I just taught a class for A-club on teleclasses that sell, and I made a point of saying that I'm not here to convince you that they'll work for you. I'm here to teach you how to do them if you already know you want to include them in your strategy.

You need to know your strategy. And a tactic that might work like gangbusters for one person might go over like a lead balloon for you.

So time is important, as is their availability. When will your audience be available to experience your Great Work? When I first started teaching online marketing over a decade ago, I held all my teleclasses at night because that was when I had the best turn out for my calls.

Then you need to consider their location. Where are they when they need you? If they're commuting on the subway for 30 minutes every day, a podcast might be a better tactic than a webinar.





If they're on their phones all day, email, or instagram, or even periscope might be better suited to your strategy.

To recap, consider *your* time, energy, and money availability to invest in tactics. Then, consider the time, availability, and location of your market. The more you know about who they are, how they access your content, and where they're finding you, the easier it is to make the connection for quality results.

That's one of the reasons facebook ads have become so popular with so many marketers. You can get very specific in your advertising. You can tailor ads to such a granular level that I could run an ad between 7 and 8 pm my time to 50 year old grandmothers, and a different ad to 24 year old male fans of Batman. That accuracy is unprecedented in the online advertising world – and it's still fairly inexpensive to advertise *because* you can get so specific.

But should you even do Facebook ads? Well, that depends on your considerations.

## Tactic Mix

Building out your long-term traffic strategy takes time. I always suggest starting with testing one thing and either mastering it or moving on. Once you've mastered it or decided it won't work for you, then you add another tactic. And do the same thing.

Let's look for a minute at my social media strategy. I have accounts on Facebook, Linked In, Instagram, Youtube, Twitter, and a slew of others. I think I still have a Myspace account, too. But my strategy focuses on Twitter and Facebook for the most part, with YouTube and Instagram acting more as distribution platforms instead of broadcasting tools. I don't engage much on those two platforms, I just post there. And that's reflected in my results. My subscriber count on YouTube is nowhere near what my follower count is on Twitter – and that's by design. I've found that I get better results for my efforts when I invest my time on Twitter than when I'm on Instagram or YouTube.





And I didn't start on all those platforms. In fact, when I first joined Facebook, I didn't get it, hated it, and went over to Twitter, where I fell in love with the real-time, nearly instant connections I was able to make with people all over the world. It wasn't until several years later that I went back to Facebook and said, okay, I'll give it a try. And I had already earned over \$30,000 in revenue on Twitter, so I was kind of reluctant to make the move. But I did, and I spent time learning the platform. I wouldn't call myself a master, but I understand the important elements of sharing content, engagement, and the right mix of developing my connections and my platform.

Same thing with YouTube. I had an active account for years and only sporadically posted because I was using it as a place to host videos, not a place to build an audience. But then I launched my Creative Freedom web show, and my subscriber count jumped, viewers started commenting and I started to develop a following on the platform, so I learned more about how to grow my audience there, and we're working on a new season of episodes that key into my desire to grow that audience.

So start with one tactic and add others as you get comfortable. Don't feel pressured to spin a bunch of plates all at once. Your strategy needs to be built on tactics that work for you.

I have a colleague who built her business doing nothing but teleclasses, then she expanded to in-person workshops, and now does an annual three day event. She also has online courses and downloadable content now, because that works for her now. She doesn't have a huge list, and she makes good money doing what she loves in the ways that work best for her.

Tactics can be categorized as either paid or unpaid tactics. Some would call them amateur and professional grade tactics, but I think that's a little elitist. The idea is that professionals pay for traffic, while amateurs don't. Again, while there's some truth to that statement, it's a bit misleading, because real professionals learn how to make their traffic investment pay for itself, so in that respect, they don't pay for traffic either.



I've already talked about many unpaid traffic tactics. A few more might be guest posting or being interviewed for someone else's podcast. Maybe writing testimonials for products you've used, or getting published or featured in the press. You don't pay for those opportunities, you create them.

Then there are paid traffic tactics, like advertising, affiliate promotions, product placements, Amazon countdown deals, and other tactics where you pay money to get eyeballs on your stuff. Sometimes you pay up front, like when you buy an ad in the yellow pages, and other times you pay at some point after the eyeballs start coming in – like pay per click ads, facebook ads, affiliates, etc.

And as I said, professionals develop a strategy that ensures they cover the costs of their investments. For example, a well-known marketer offers her online course once a year for a \$2000 investment. She pays her affiliates a 50% commission on any traffic that converts into a buyer. So when someone pays her \$2000, she pays the affiliate \$1000 for sending the traffic her way.

She doesn't pay a dime if the traffic doesn't convert. Sometimes, a marketer might actually pay for the traffic, too. This same woman might choose to hold a contest where the person who refers the most traffic will win an i-pad or \$500 in cash.

Why would she do that? Because she knows that the more traffic that comes to the site, the more potential customers she has. She knows that her sales page converts at 10 percent, let's say. That means if I send her 100 people, 10 of them will sign up. And we already know that, at \$1000 per client, it only takes one person signing up to cover the cost of that prize. So she wants me to send as many people as possible, and she's willing to give me a prize if I send the most traffic, because she's already covered her costs.

But we're still only talking about individual tactics here. Let me show you a couple of examples of actual strategies that you can implement in your business.



## Traffic Strategy 1: Blog Commenting

Let's start with a purely unpaid traffic strategy. This is one I've used at various points in my business life. The goal is to drive traffic to grow your email list. The tactic mix looks like this:

1. Email opt-in
2. Twitter account
3. Blog commenting

It's pretty simple. 3 steps, and it doesn't require you to have a blog, or a bunch of other social media outlets. And it works just as simply:

**Step one**, make a useful comment on a blog related to your topic – a blog where your right audience would already be hanging out.

**Step two**, after you've commented, go to twitter and share a link to the blog post, and tag the author in your tweet. Chances are good they'll re-tweet you, especially if you added something to the tweet worth sharing.

**Step three**, interact with people on the blog who respond to your comment. People will want to learn more about you and visit your website. Once there, they'll see your email opt-in, and a percentage of those visitors will get on your list. If you've got an email sequence that nurtures new subscribers, you might even turn them into a customer quickly. **BONUS!**

Yes, it's that simple. And yes, you'll notice that a strategy like that can take a while to build traction. But it works, and it works well because you're not promoting YOU, you're promoting someone else, and your comment just happens to be on their blog. You can





substitute facebook, or other tools, but the idea is that you promote the blog and the author promotes your post that promotes the blog. We're taking advantage of other people's vanity here!

Convoluted, but simple. And something you can start doing right now today to start getting more traffic to your site. I did this for about a year, posting a comment once a week to a blog that was fairly popular in my market. A good 30-40% of my traffic in any given week was because of people coming from that website to my blog.

Why don't I do it anymore? Because I got too busy. Plus, those comments last forever, and even though I haven't commented on that blog for a while, it still drives traffic when people see my old comments and click through. So we're doing the work once, and reaping the benefits for years.

## Traffic Strategy 2: Self-liquidating Offers

Here's a slightly more complicated paid traffic strategy for the same goal of building your mailing list. It's called a self-liquidating offer, which means the costs of the promotion practically pay for themselves – and might even net you a tiny profit – so you can plow it back into advertising.

I call it the broken slot machine. Imagine a slot machine where you put in a dollar and every time you pull the arm you get a dollar and ten cents back. You won't make a lot of money, but you're not going to lose money, and you'll keep plowing dollar bills into that machine all day long.

This is *that* kind of approach, and it takes a little testing and tweaking to get it right. Here's the tactics, and then I'll show you how it all goes together:

1. Email list (with opt-in)
2. Low-priced offer (seven day trial, just pay shipping, etc.)





### 3. Pay Per Click advertising.

Again, three pieces, and it works in two steps:

**Step one**, invest in pay per click advertising to send qualified traffic to your free opt-in. You're looking to spend as little as possible, but to start, I'd budget around \$1 per click. Remember you're not trying to lose money here, but you don't need to make a million dollars, either. You just want to be able to recoup your advertising investment.

**Step two**, once someone opts-in, you send them to a thank you page with the low-priced offer. I'm talking ten bucks or less here. Think of something like a free copy of your book when they pay the shipping, or a ten day trial in your online community for ten bucks, or something like that. This is where the money comes in to cover the costs of your advertising.

So let's do the math. And to keep this realistic, I'll use numbers from one of my own test campaigns.

My test campaigns are very small, meaning short in duration with a small budget. Typically around \$5 per day for a couple of days. If I've set it up right, I can test everything I need to know in that period of time and know whether or not the campaign's going to work.

In a test campaign, I've got a rough idea of who I'm trying to reach, but my ad copy isn't tested. My landing page isn't tested. I don't know how well this combination of pieces will perform, which is why I keep it low budget. Almost everyone I know can run a \$5 campaign for a day or three to see what's what in their ad.

So in the test campaign I'm using for today's example, I spent about thirty cents per click, which is actually kind of high. That means every person who clicked my ad to go to my opt-in page cost me 30 cents. And even if they landed on my page, they may not have opted in. Six people out of six hundred clicked on the link that took them to my opt-in, which means I have a 1% click through



rate with this test campaign. Not great, but not awful. About average.

But here's where the rubber meets the road: three of those six people signed up on my opt-in. That means fifty percent of the people who clicked through signed up. That's a 50% conversion rate. Pretty good. That means the right people are clicking through and the copy on my opt-in page resonates.

So I spent less than two dollars to get three people to sign up for my opt in. If you had two dollars, and I could add three people to your list, would you give it to me?

Before you get all excited and say yes, remember, it's got to be quality. They may like your opt in, but will they stick around? Will they stay engaged or become customers? If so, THEN it's worth the investment. If not, well, I share that horror story for later.

So let's keep the math easy and say it cost me a dollar per person that opted in. Three people opted in, so that's three dollars I've spent in advertising. Now remember, my budget was \$5, so I still could have invested more money to bring in more traffic. I haven't spent my entire budget yet, which is good news.

Now, if it costs me a dollar for each person who signs up for my opt-in, then I only need to sell my ten dollar offer once every ten opt-ins and I'm breaking even. If I'm doing better than that, my ad is doing very well, even if my click through rates aren't great.

So I've got three people who opted in. If one of those people takes me up on my ten dollar offer, my ad budget is reimbursed for today AND I can advertise again tomorrow.

This is how you get your advertising to essentially pay for itself.

This is also where some chaotic creatives start to get glassy eyed because we're talking percentages and numbers. So let's take a



pause here and review those numbers again, so there's no confusion.

First you need to set your ad budget. That's the MAXIMUM amount you're willing to spend for the run of the campaign. When I'm testing, I typically do \$5 per day.

Then, you need to decide how many days you want to run the ad. Depending on what I'm promoting, an ad might run for a few days or a few weeks. My test campaigns usually run for a couple of days.

Next, you've got to decide how much you're willing to pay for each person who clicks your ad and goes to your opt-in page. That's your bid price. In most cases, you'll never pay more than this for a single click.. As I said, I usually set it around a dollar. And you'll note that my clicks actually cost less. Why? Because each ad space is auctioned off to the highest bidder. But you only pay slightly more than the next highest bidder. So if they only bid 29 cents, I pay 30 cents. That's why I use \$1, so that I win the bid for the ad placement.

So now you have an ad, and you're ONLY paying when someone clicks on your ad and lands on your opt-in page. The number of people who actually click through, divided by the total number of people who actually saw the ad determines your click-through rate. Most advertising companies will calculate this for you, but it's still an important number for you to know.

Once you know people are clicking the ad and going to your opt-in page, you have to find out how many people are actually signing up. Your mailing list provider should be able to give you that number. I have a list just for these teleclasses, and when someone clicks my ad for this teleclass, then they opt-in, my mailing list provider tells me someone new is on the list. The number of people who sign up for the teleclass, divided by the number of people who visit the opt-in page is how I get my conversion rate. How many visitors converted into sign ups? That's the conversion rate.



Then, the last step. How many people that got on the list actually purchased the ten-dollar offer? That's your sales rate. If one third of your opt-ins are buyers, that's a 33% sales rate.

## Simple Ad Tracking Calculators

Total campaign budget: \_\_\_\_\_

Total days for campaign: \_\_\_\_\_

Maximum cost per click: \_\_\_\_\_

Actual cost per click: \_\_\_\_\_

Total clicks: \_\_\_\_\_ / Total Ad Views: \_\_\_\_\_ = \_\_\_\_\_  
(Click-through rate)

Total opt-ins: \_\_\_\_\_ / Total Click-throughs: \_\_\_\_\_ = \_\_\_\_\_  
(Conversion rate)

Total opt-ins: \_\_\_\_\_ / Total buyers: \_\_\_\_\_ = \_\_\_\_\_  
(Sales rate)

This doesn't have to be overwhelming. In fact, if you're an Accountability Club member and you want to get started with self-liquidating offers, there's a handy chart in your class notes that will help you track everything with ease. And if you want extra help, just let me know in the group, and we'll work on building your campaign. Building it isn't the hard part, testing it is.

And that's why I don't often recommend advertising of any kind to businesses until they get clear on who their right audience is. Testing is where people typically get frustrated, because you need to know your market.





The reason I can get thirty cents a click is because I have a rough idea of who to show those ads to. I already know my target audience is creative entrepreneurs, and the more specific I can get with that, the less money I'll spend, because I'll actually be getting a return on my advertising investment.

So like I said, this isn't hard, but it isn't for everyone.

## **The Cost Is Less Important Than ROI**

Here's what I mean. I had a campaign that cost me nineteen cents per click and I was getting hundreds of clicks – that's pretty good pricing. But those clicks weren't converting!

When the clicks don't turn into opt-ins, there are two possible problems. One, the opt-in page is awful, or two, the traffic quality is awful.

I was getting pretty good results for the ad from the thirty cent test campaign, so I knew the opt-in wasn't the problem. Those clicks were coming from a very low-quality source, and it was costing me more money to pay for clicks that didn't convert than it was to pay a little more for a better quality source. So I eliminated that source from my campaign, and while I was paying a little more, the quality was better and the people showing up were signing up. It actually ended up costing me less at 30 cents than when I was paying 19, because I was paying for fewer, better quality people.

Quality over quantity – especially when you're investing in your audience. And that goes for money as well as time and energy. Build quality offers, don't just throw things together and cross your fingers. The spray and pray technique works, but it's grossly inefficient.

Most creatives I know don't like to deal with the selling and marketing in the first place, so why waste time, energy, or money on stuff that's half-assed and inefficient?



Can you tell I'm a little emotional about this topic?

Last month, we talked about crafting offers as part of your sales filters. Traffic strategies are part of the sales filtering process, and it's sad to see so many great people putting their Great Work into the world and no one knows about it. Or not enough people know about it to keep them in business.

Point blank, quality traffic is traffic that turns into buyers. Buyers keep the lights on, keep a roof over your head, and keep you in the black so you can keep creating. Without enough traffic, your business won't stay in business. So I don't want you to be afraid to pay for traffic, so long as you are buying quality traffic and not those, "get 1,000 followers for five bucks" promos you see online.

I'd rather see you invest \$50 and test run a few \$5 a day campaigns so that you know what works and can duplicate it over and over again.

When I built my online business working with direct sellers, I used Google ads to drive traffic. I grew my list from seven to over two thousand people. I used several tactics over the years, but I started with inexpensive pay per click ads – and I didn't know what I was doing.

Even though I learned the hard way – I still never spent more than \$50 per month. I used pay per click because it was an investment I could track and control.

Unpaid traffic doesn't give you as much control – you don't own someone else's website, and you can't measure as easily how much each visitor is worth to you. It takes a LOT more time. Time that you may not have.

That's why I recommend paid tactics as PART of your strategy. Not the whole strategy – especially if you haven't worked out a self-liquidating offer yet – but there are times when it makes sense to invest.



If you'd buy an ad in a local magazine, or pay to be a sponsor for an event, that's advertising, and it makes sense to consider using other forms of advertising for your business, too.

And last, but not least, my caveat. I also tell most of my clients that they're not ready for advertising because they don't have clarity on their offer or their audience. In which case, it's just like those 19 cent clicks I was buying that weren't converting. Sure, you can get a lot of eyeballs, but they won't buy from you. And then you're just wasting your marketing budget.

Traffic getting is part of your marketing, in case you didn't know that. And I want you to be empowered, to know what will work and what won't for your business. Maybe you're not ready for paid tactics, or maybe it's past time for you to consider them. Regardless of where you're at, the key to an effective traffic strategy is to know your goal, clarify your strategic considerations, and use the right mix of tactics to achieve your goals.

Remember what I said in last month's class, "Not everyone is going to pass through every filter, and that's okay. You only want the finest quality people filtering through to your top-tier experience. If you're not getting the results you want. Take a look at those bottle necks: your offers, your language, your traffic, how easy are you making it for the right people to filter in and still keep the wrong people out?"

That's why we taught sales filters last month. Because you've got to understand the flow before you start driving massive amounts of traffic, or you'll bottleneck or break something.

So before we jump into Q&A, because I'm sure y'all have questions, I want to take a page from one of our members, Pamela, and just take a moment to breathe. I realize we've covered a LOT of territory today.

Just breathe and think about which strategy sounds more helpful to you right now. Where can you take action right away? Is there a particular tactic you want to know more about? What questions do you have that, if you could get the answers, would be immensely



helpful to you – even if they're not about driving traffic. Remember, this is your opportunity to ask any question – it's open coaching and Q&A to triage and support your business development, and to help you own your dreams without selling your soul. What can I do to help you today?

This is your chance to get your questions answered.

That's going to wrap it up here on my end. Thank you again for taking the time out of YOUR busy schedule to be part of this training. I hope you got a lot out of it, and as always, if any questions come up later, please reach out. I'm here to help. And if you want more details on the Accountability Club, you can find them at [lisarobbinyoung.com/aclub](http://lisarobbinyoung.com/aclub)

Until next time, this is Lisa Robbin Young signing off, in blessings and peace, have a great day!







## ABOUT LISA

Lisa Robbin Young is known as “The Courage Catalyst” and believes the best way for entrepreneurs to be successful is to be themselves fully and completely, and define success on their own terms. With more than 20 years as both a performing artist and entrepreneur, Lisa has helped hundreds of clients, including best-selling authors, expand their reach, build a Noble Empire and live an inspired life.

An award-winning author and composer, Lisa's currently working on a project to record 300 songs in a variety of genres, including jazz, pop, swing, and blues. Her book, *The Secret Watch* is a success parable written specifically for entrepreneurs.



*I'm Lisa Young and I love sharing stories that inspire you  
to take action to own your dreams and achieve  
the greatness meant just for you.*

