

# *The* **My Online Biz** **Tool Kit**



**The 50-piece toolkit to start, scale and  
sustain your online business!**

## **Tool #7 - Paid Traffic Primer 20 Hacks For Spending Less Money And Getting More Orders**

If you're placing paid advertising, then you're always going to be looking for ways to increase your return on investment, generate more orders and make more money. You can start by deploying these 20 hacks...

### **1. Create Better Ads**

The very first thing you need to do is create better ads. Depending on your skills and interest, this might involve brushing up on your copywriting skills. Or if copywriting isn't in your wheelhouse, then you can hire a professional copywriter to craft your ads and sales letter.

### **2. Test and Track Your Campaigns**

The only way to know for sure if an ad is really working is to test and track your campaigns. Check the ad platform as many of them have built-in testing tools and analytics.

### **3. Narrow Your Target Audience**

You may think that placing ads in front of a broad audience means more sales. But in fact, the opposite is true – focusing in on a narrow audience produces better traffic that's ready to buy what you're selling. As such, choose niche sites with highly targeted audiences and choose audiences and keywords that are narrowly focused on platforms such as Facebook Ads and Google Ads.

### **4. Place Ads on High Quality Sites**

This applies to both ad platforms as well as niche sites where you may want to place ads. Stick to well-known, reputable sites with high-quality traffic. This helps you avoid low-quality traffic or even fraudulent impressions and clicks (*such as bots*).

### **5. Start Small and Scale Up**

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When you first start up an ad campaign on a new site, be sure to start small. If you get a good response – if there's high-quality traffic coming to your landing pages – then you can scale up with a bigger ad buy.

### **6. Ask Questions**

When you're placing ads on websites in your niche, don't be afraid to ask questions. Find out where the site gets its traffic, how long visitors spend on the site, and how much of the site is composed of repeat visitors. You'll also want to inquire about demographics (*which not every site owner will necessarily know the answer to, but it doesn't hurt to ask*).

### **7. Utilize Two-Step Marketing**

Instead of sending your traffic directly to a sales page, send them to a lead page instead. You'll get higher conversions with the initial free offer, and then you can follow-up via email repeatedly to close the sale.

### **8. Consider the Buyers Journey**

Buyers go through a process from Awareness of a problem, to Researching/Considering solutions to Deciding on a solution. You'll want to create ad campaigns geared towards the appropriate stage of the journey.

### **9. Use Retargeting Campaigns**

When you use a platform like Facebook, you can set up retargeting campaigns that only show your ads to people who've been to your site before. This is a good way to boost conversions and close the sale.

### **10. Consider Visitor Intent**

When you're placing ads that require you to pick out keywords, you'll want to consider visitor intent as you select these keywords. Keywords with commercial intent tend to convert better. Examples include keywords such as *"buy"* or *"accept PayPal"* or *"coupon."*

### **11. Try Video Ads**

No matter what you're advertising, you'll want to experiment with video ads. A good video can engage viewers, hold their attention, and get them clicking on your links. You can place these ads on your own site, on niche sites, and on social media platforms that allow videos.

## **12. Optimize for Mobile**

Be sure that your landing pages load fast, are constructed with a responsive design, and are otherwise mobile-friendly. Many people will visit your site from their phones, and they'll click away if the site isn't mobile friendly.

## **13. Reuse High-Response Ads**

Once you've developed a high-response campaign, then take it to another channel and reuse it. Naturally, you'll want to track it to see if it delivers a good response in the new channel too.

## **14. Build Your Brand**

People like to buy from those they know, like and trust. That's why you'll want to prioritize building your brand in your niche as doing so will boost conversions and ROI when prospects see your branded advertising.

## **15. Choose Attention-Getting Images**

If you're placing graphical ads, choose simple, relevant images that get attention. For example, a picture of a smiling person on a plain background is a good choice (*if it's relevant*).

## **16. Avoid Clickbait**

Your ads should be highly relevant to the landing page, otherwise people are going to click through and then click away just as fast. As such, don't create clickbait-style ads, or you'll waste a lot of money getting people to your site only to have them hit the back button.

## **17. Create Custom Ads for Different Audiences**

As mentioned above, you can reuse ads across channels. However, you'll want to be sure to design unique ads for different audiences. For example, if you're doing pay per click marketing, then craft different ads depending on the keywords you've chosen.

### **18. Focus on Your Overall Goal**

Your goal isn't just to get clicks. Your goal is to get conversions and sales while keeping refund rates low. Be sure to look at this big picture as you analyze your campaigns.

### **19. Negotiate Ad Rates**

In some cases, you may be able to negotiate lower ads rates, especially if you're placing a *"last minute"* ad that might not otherwise be filled. *(In newspaper advertising, this is referred to as remnant ads – you get a steep discount for purchasing the space right before the paper goes to print.)*

### **20. Profile Your Audience**

In order to be able to create ads that *"click"* with your audience and then place these ads in the right place, you need to know as much about your audience as possible. That's why you'll want to first profile your audience before you take any other steps. You can survey your audience, do market research to find out more about what they want, and research their demographics to learn more about who they are.

### **Conclusion**

*Are you ready to get better responses with your paid ad campaigns?* Then be sure to put these proven tips and ideas to work for you!