

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



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

Tool #9 - The Traffic Campaign Worksheet Getting The Right People To See The Right Offer

You've just created a new offer, and now you need to create a traffic strategy to bring targeted prospects in front of your offer. You can use this worksheet to help you devise your strategy.

Step 1: Profile Your Target Market

The first thing you need to do is learn as much as you can about your target market. Not only will this help you craft better content and ads, it will also help you put your advertising in the right places.

TIP: Gather this information using market surveys as well as searching Google for reputable polls, academic research and similar.

Fill in these blanks regarding your ideal customer:

Age: _____

Gender: _____

Location: _____

Other demographic information you know (*education level, marital status, etc.*):

Tool #9 - The Traffic Campaign Worksheet Getting The Right People To See The Right Offer

What is the audience's biggest challenge in the niche?

Beginner, intermediate, expert level?

What sort of solutions have they tried before?

Why didn't these solutions work?

Tool #9 - The Traffic Campaign Worksheet Getting The Right People To See The Right Offer

How is your offer different and better than these other solutions?

Where does this person get their niche information? What blogs, books, social media pages, videos, etc.?

Do they frequent social media? If so, which platforms do they visit?

List any other information you can think of that will be useful in knowing more about your audience and where they're likely to congregate:

Step 2: Start With Your Existing Platforms

Since you've profiled your audience, you can now craft promos that will really resonate with this audience. As such, your first step is to create promos – ideally a series of promos – for each of your platforms.

Write down what type of content and promo you'll put in these places:

Email:

Blog:

Social media:

Other platforms:

For example, you might send a “Fear-Logic-Gain” sequence to your newsletter subscribers, but perhaps you’ll provide more info to blog visitors since some of them don’t know you as well. Finally, you may post shorter content like social media snippets, infographics or graphical ads.

Next...

Step 3: Determine the Best Ways to Reach Your Market

Once you’ve promoted the offer across your own platforms, then the next step is to figure out other ways to reach your market. Answer the following questions:

Are there high-quality blogs that are laser-targeted to your audience? If so, which ones?

Tool #9 - The Traffic Campaign Worksheet Getting The Right People To See The Right Offer

Which social media platforms does your audience frequent which accept paid advertisements?

Aside from paid ads, how else can you reach your audience on these particular platforms? For example, do you have a Facebook group? Do you have existing business pages/accounts on these platforms? Do your marketing partners frequent these platforms? List everything you can think of:

List targeted niche sites that accept advertising:

Tool #9 - The Traffic Campaign Worksheet Getting The Right People To See The Right Offer

What podcasts would be good for you to appear on to promote this particular offer?

Is this an offer where you can enlist affiliates to help?

NOTE: If you're enlisting affiliates and haven't yet set up an affiliate program, then you might use a trusted platform like ClickBank.com and offer at least 50% commissions. Be sure to stock your affiliate center with copy-and-paste marketing materials.

Tool #9 - The Traffic Campaign Worksheet Getting The Right People To See The Right Offer

What keywords can you use to optimize your blog content to attract even more traffic?

Note: Use a tool like WordTracker to find words that will bring traffic, and look for those you will be able to rank for fairly easily (*go after the low-hanging fruit first, and then later build an SEO campaign for competitive keywords*).

How will your other existing marketing partners (JV partners) be able to help you promote? Which partners in particular would be a good fit?

Which people in your niche would make good partners for this product? (Here you're listing people you are NOT partnered with yet – these would be good potential partners.)

Tool #9 - The Traffic Campaign Worksheet Getting The Right People To See The Right Offer

List all the ways to promote this particular offer. (E.G., do a “useful but incomplete” webinar on the topic, create and upload a slide-show to SlideShare.net, promote in communities like Quora or niche forums, syndicate your content, etc.)

Step 4: Create a Plan

Now that you know the many places where you can advertise your offer, your next step is to plan and prioritize.

Your first step is implement the “quick win” methods – those that are the quickest and easiest for you to do because you already know how to do them and you have the platforms, tools, content, etc. in place to do them.

For example, sending an email to your list is quick and easy if you have an existing list.

List the fastest methods here:

The next tier of promos are those items that take a little longer – let’s call them “intermediate” promos. However, you should generally know how to do these things,

Tool #9 - The Traffic Campaign Worksheet Getting The Right People To See The Right Offer

so there's no learning curve to bog you down. For example, if you already have experience with guest blogging, then that's a good strategy to include on this particular list.

List your "*intermediate*" promos here:

The final tier are those promotional methods that not only take longer to implement, but you also may not have experience. So you have a learning curve ahead which also takes time. Let's call them "*advanced*" methods.

For example, search engine optimization (*SEO*) tends to take longer to implement in order to get results, and that's especially true if you have zero SEO knowledge

List the methods that take longer:

Step 5: Prioritize and Implement

Your final step is to prioritize all of these methods. You'll start by prioritizing the quick/easy methods in the order you want to do them, then list the intermediate methods in the order you want to do them, and then list the advanced methods in the order you want to do them.

Tool #9 - The Traffic Campaign Worksheet Getting The Right People To See The Right Offer

Now it's time to execute. Start with the first method on your above list, implement it fully, and tweak if needed to get better results. Once you're getting good results, then add the second method from your list to your overall strategy. Keep going until you've implemented everything on your list.