

Digital Scratch-Off Profits

Free Ad Traffic

This guide will provide you with sources of **free traffic** for your promotions.

This will be *especially* useful if you are just starting out and have yet to build an email list of buyers.

Generating free traffic to advertise your products involves the regular use of organic methods and platforms. This can be useful if you do not have a budget or experience with paid advertising.

The best traffic you will find for these offers will be on the market itself.

...however...

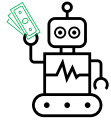
You can leverage other platforms to find buyer traffic.

It won't be as potent; however, sales can be made from these and other traffic sources.

Just be sure you:

1. Adhere to the platform rules regarding self-promotion, ad content policy, etc.
2. Only market your materials in appropriate places and to appropriate audiences
3. Ensure your links are always working and can be updated.
 - a. Using a redirect like clickmagick.com to manage redirect links can save you a ton of headaches.

Before we get into the list, here are several strategies to help you get started:



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Content Marketing

Blogging: Create valuable, informative, and engaging content related to your niche. Optimize your blog posts for SEO to rank higher on search engines.

Guest Blogging: Write guest posts for popular blogs in your industry to reach a broader audience and gain backlinks to your site.

Video Content: Produce videos on YouTube or other platforms. Tutorials, reviews, and explainer videos can attract viewers and drive traffic to your website.

Social Media Marketing

Regular Posting: Maintain an active presence on social media platforms (Facebook, Twitter, Instagram, LinkedIn, etc.) by regularly posting content that resonates with your audience.

Engagement: Engage with your followers by responding to comments, participating in discussions, and joining relevant groups or communities.

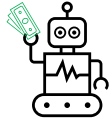
Influencer Partnerships: Collaborate with influencers in your niche to tap into their followers.

SEO (Search Engine Optimization)

Keyword Research: Use tools like Google Keyword Planner, Ahrefs, or SEMrush to find relevant keywords for your content.

On-Page SEO: Optimize your website's content, meta descriptions, headers, and images with targeted keywords.

Backlink Building: Earn backlinks from reputable websites to improve your domain authority and search engine rankings.



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Email Marketing

Build an Email List: Offer lead magnets (e.g., free eBooks, checklists, or templates) to encourage visitors to subscribe to your email list.

Regular Newsletters: Send out regular newsletters with valuable content, updates, and promotions to keep your audience engaged and drive traffic to your site.

Online Communities and Forums

Join Relevant Forums: Participate in discussions on platforms like Reddit, Quora, or niche-specific forums. Provide valuable insights and subtly promote your products.

Create a Facebook Group: Build a community around your niche where you can share content, engage with members, and promote your products.

Partnerships and Collaborations

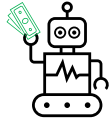
Joint Ventures: Partner with complementary businesses to cross-promote each other's products.

Affiliate Programs: Start an affiliate program to incentivize others to promote your products.

Free Tools and Resources

Create Free Tools: Offer free tools or resources that provide value to your audience, such as calculators, templates, or checklists.

Freemium Model: Offer a free version of your product with limited features to attract users who may later convert to paying customers.



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Webinars and Live Streams

Host Webinars: Provide free webinars on topics related to your products to attract potential customers.

Live Streams: Use platforms like Facebook Live, Instagram Live, or YouTube Live to interact with your audience in real-time.

Leverage Existing Content

Repurpose Content: Turn blog posts into videos, infographics, or podcasts to reach different audiences.

Content Syndication: Share your content on platforms like Medium, LinkedIn Pulse, or industry-specific sites.

Deploying these strategies consistently will build a steady stream of free traffic to your offer pages, however, you must do so wisely; in a way that connects with the audience and is authentic.

This is known as your Lead Generation Strategy.

It is part of a larger picture designed to seamlessly move a prospect into the buyer funnel.

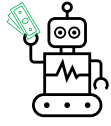
Lead Generation Strategy

Begin with free information.

Accept an opt-in in exchange for a free report related to the target offer. This will build a prospecting list.

You then use email marketing to promote paid offers to this list.

This is the easiest way to convert prospects into buyers while adhering to many platform rules regarding advertising and self-promotion.



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Now, let's get to the list of sources...

Free Traffic from Video Sharing Sites

Publishing tutorials, how-to, breakdowns, or review videos is perhaps the single best source of free traffic, because of the quality of traffic and prospect verses the time spent creating content.

If you hit the right nerve with a video-hungry audience, your channel can build a business worth millions of dollars.

www.youtube.com

www.metacafe.com

www.dailymotion.com

www.vimeo.com

Free Traffic from Social Media Sites

Below are popular social media sites, **but** be smart about offering sales pitches and products on them. Unless the business nature of the network is obvious, most social sites are used for entertainment and discussion, and will almost always criticize commercial posts unless:

1. Artfully done in a way that's relevant to their interests
2. Done via advertising or creative lead generation
3. Posted only in permitted areas, groups, or channels

www.facebook.com

www.twitter.com

www.hubpages.com

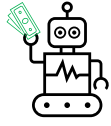
www.linkedin.com

www.squidoo.com

www.tumblr.com

www.pinterest.com

www.blogger.com



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www.medium.com
www.substack.com

Leverage Reddit.com

Reddit is worth a special mention because it has a large audience with a ton of different communities.

You can leverage the site's popularity, either by creating your own subreddit or participating in discussions and dedicated promotion posts.

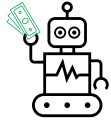
Traffic can be good but mind you, the audience is a little picky and won't take kindly to spam or obvious sales pitches.

<https://www.reddit.com/r/jobbit/>
<https://www.reddit.com/r/forhire/>
<https://www.reddit.com/r/beermoney/>

They will take free guides but not behind an optin. Give the guide away and in the free download, include another free offer (this time asking for an optin) that is irresistible.

Here are a few subs to explore:

<https://www.reddit.com/r/HireaWriter/>
<https://www.reddit.com/r/marketing/>
<https://www.reddit.com/r/jobs/>
<https://www.reddit.com/r/gigeconomy/>
<https://www.reddit.com/r/digitalnomad/>
<https://www.reddit.com/r/slavelabour/>
<https://www.reddit.com/r/sidehustle/>
<https://www.reddit.com/r/workonline/>
https://www.reddit.com/r/digital_marketing/
<https://www.reddit.com/r/smallbusiness/>
<http://www.reddit.com/r/entrepreneur>
<http://www.reddit.com/r/investing>



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<http://www.reddit.com/r/businesshub>
<http://www.reddit.com/r/careersuccess>
<http://www.reddit.com/r/growmybusiness>
<http://www.reddit.com/r/startups>
<http://www.reddit.com/r/ladybusiness>
<http://www.reddit.com/r/technology>

Tutorial Sites

These sites are usually geared towards design and technical niches, but there are still many opportunities in other niches. Sites like these are great places to establish yourself as an expert in your niche.

Once you pick a niche, you can make courses using PowerPoint or Keynote and use a screen recorder to give that audience a lesson on the topics that interest them.

As far as what kind of course to create, use these three general customer models to start:

I'm a beginner...

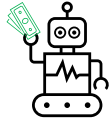
Teach me the basics, or give me a simple opportunity.

I'm getting started...

...and consume everything there is to know about topic XYZ...
Show me something, anything, interesting or valuable.

I'm not a beginner...

...but I want to learn the little-known strategies
and secrets that other people have...



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Show me something new and knock my socks off.

Explore:

www.skillshare.com/teach

www.instructables.com

www.udemy.com

Note: Posting free video samples from your tutorials on YouTube will drive traffic to paid eLearning sites that host the whole course or into a lead capture funnel for future marketing.

Blogging and Forum Marketing

Guest Blogging lets you create content on other people's blogs. Helps establish you as an authority and gives you a link back to your site.

Can even help you promote a product or service that you offer.

Perform a search for:

"make a guest post" + "your niche"

...to find sites that offer the opportunity.

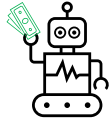
Forum Marketing is one of the most popular ways to get FREE traffic to your site.

Search Google for "forum" or "discussion" in your niche.

Try and become an authority by contributing valuable posts and answering questions in the forums in your niche.

If you are not an expert, just use Google or Bing to find the right answers.

In your signature have a link to your site with a valuable FREE offer or some sort of SECRET...



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Traffic from Social Bookmarking and Q&A Sites

The key to success with Social Bookmarking sites is to make connections with many other people on those sites.

Generally, you won't see floods of traffic from these sites, but the opportunity is there for you to gain some visitors to your content.

Some great Social Bookmarking sites:

www.delicious.com

www.slashdot.org

www.digg.com

www.stumbleupon.com

Many people swear by using Q&A sites for highly targeted traffic.

Find the questions that need answering in your niche and provide them with solutions.

One thing that can't be denied, many of these sites are VERY popular.

www.quora.com

www.answerbag.com

www.answers.com

www.answers.yahoo.com

www.aolanswers.com

eBook and Document Sharing Sites

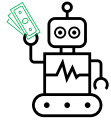
www.medium.com

www.substack.com

www.ezinearticles.com

www.free-ebooks.net

www.slideshare.net



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www.docstoc.com
www.smashwords.com
www.authorstream.com
www.myplick.com
www.calameo.com
www.powershow.com
www.slideserve.com
www.amazon.com / Kindle / Audible

Press Release Sites

Press Releases can get you a great volume of traffic from targeted audiences and may even get you noticed by local or national media.

They can be created for just about anything from a new product or initiative, the creation of a new site, or even new content on your site.

There are a ton of resources for writing your own press release and I encourage you to do a little homework before writing and publishing your own.

www.prlog.org
www.openpr.com
www.beforeitsnews.com
www.newswiretoday.com
www.pressbox.co.uk
www.onlineprnews.com
www.pr.com
www.clickpress.com