

Traffic Quick Start

5 Strategies and top traffic tools to get relevant leads without SEO or PPC techniques.

Introduction.

Hi, Ben Murray here from VirtualPioneer.

In this short, but valuable course, I'm going to outline several traffic strategies and some great tools you can start using in your business TODAY, regardless of your budget to get real, relevant subscribers.

These have nothing to do with SEO or waiting around for something to rank or 'get discovered' either.

As you will see, these traffic strategies will work in ANY niche there is an audience for today online.

Today, there are TONS of courses and new products being shoved down our throat to buy every day, but if you don't have a lot of real people visiting your website, squeeze page, landing pages, etc. you're never going to succeed no matter how amazing your content is or high converting your copy is.

Those who can get the most targeted traffic to their site, will have the most leverage in their industry. As the internet becomes more saturated with content, the ability to get targeted subscribers for not much money is becoming an important factor to success.

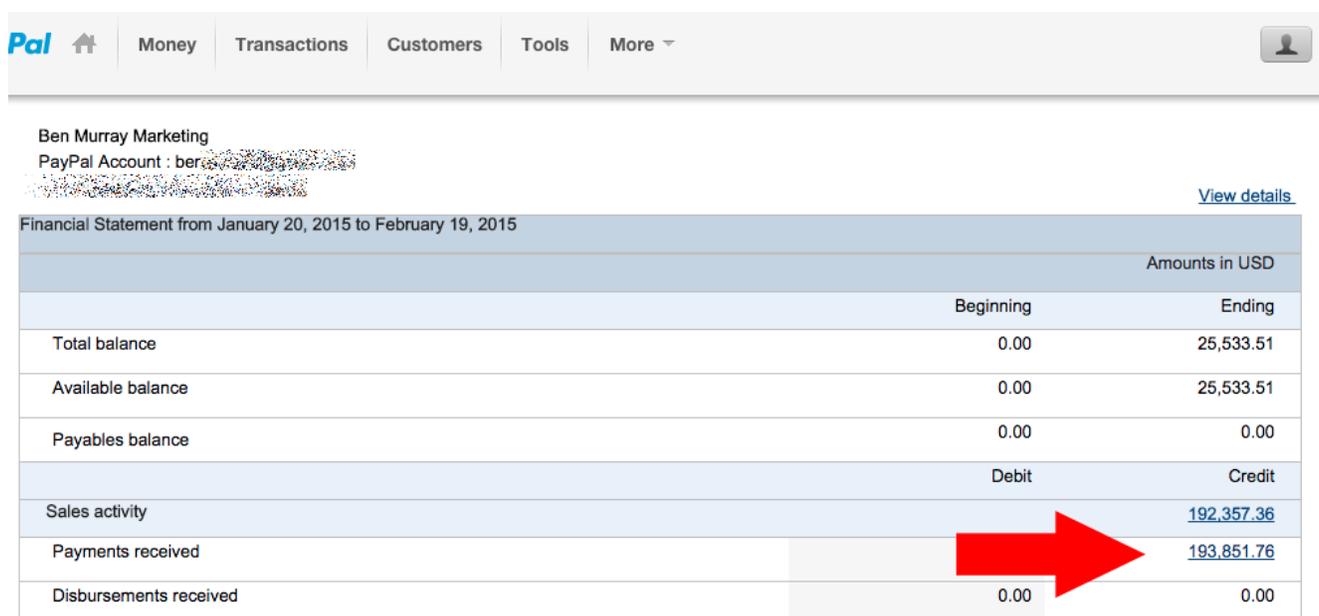
How do I know these techniques work, though?

First, these strategies have already been talked about on a variety of the biggest marketing blogs and by top traffic consultants. I can't claim discovery for these methods, I'm just here to consolidate the best marketing information and tools around the web and provide it you in easy to understand guides.

Also, I'm here to provide a new perspective on these strategies and update them with techniques that have worked for me.

Next, I know these strategies work because my team and I are implementing these everyday to grow traffic and actually generate sales.

Below, you can see one of my PayPal accounts with nearly \$200,000.000 in sales in a few months.



Ben Murray Marketing
PayPal Account : ber[REDACTED]

[View details](#)

Financial Statement from January 20, 2015 to February 19, 2015

	Amounts in USD	
	Beginning	Ending
Total balance	0.00	25,533.51
Available balance	0.00	25,533.51
Payables balance	0.00	0.00
	Debit	Credit
Sales activity		192,357.36
Payments received		193,851.76
Disbursements received	0.00	0.00

That being said, let's dive into quick traffic generation strategies you can use with no budget and no platform at all.

So these strategies will not only generate traffic, but generate the right kind that will lead to actual sales.

Strategy 1. Guest Blogging Updated for 2015

This is a big one that can really take your site to the next level overnight.

Those who say guest blogging is 'dead' either are doing it completely wrong or simply don't want you to get in on the action.

In fact, guest blogging is BIGGER than ever now because high traffic blogs are desperate for new content to keep up with the competition.

Plus, guest 'podcasting' has blown up where one podcast host interviews an expert on their show. A few strategic podcast interviews can result in a six figure and beyond business.

However, you're going to get frustrated just doing some searches for guest blogging opportunities and submitting a few posts blindly. It's all about relevancy and providing content the main blogger or site wants to share with their audience.

How do you do this?

First, remember to decide what type of audience you want to attract. Is it worth 10,000+ visitors from a site like Mashable who aren't really going to buy anything on your site, or are you better with more strategic, yet smaller blog where you know your potential customer lives.

Once you have a group of keywords centered around exactly what want to write about and the specific audience you want to attract and

ultimately sell to, do some quick operator searches like these in Google...

your keyword "become a contributor"

your keyword "guest post"

your keyword "Become a Guest Writer"

your keyword "Submit a Guest Article"

your keyword "Write for Us"

your keyword "Submit a Guest Post"

your keyword "Guest post by"

your keyword inurl:write-for-us

your keyword inurl:guest-posts

your keyword inurl:profiles/blog/new

your keyword "blogs that accept guest posts"

keyword + "guest blog" + inanchor:contact

keyword + "write for us" + inanchor:contact

keyword + "become a contributor" + inanchor:contact

In addition, you can also pay to guest blog, or do a 'sponsored post'. Use these search queries to find sponsored posts in your niche.

keyword + intext:"this is a sponsored post"

keyword + intext:"this was a sponsored post"

keyword + intext:"this is a paid post"

keyword + intext:"this is a sponsored review"

keyword + intext:"this was a paid review"

keyword + intext: "this was a sponsored review"

and check out the blogs that come up and are relevant to you.

Even better, to find sites quicker you can use [Twitter.com](https://twitter.com).

Results for "weight loss" + guest post Save

Top / All

People · [View all](#)



Huffington Post ✓
@HuffingtonPost

[Follow](#)

Followed by Supero Media and 9 others

     and more

John Lee Dumas follows



Ariana Fotinakis @ariiana_f · 10h
Guest post: easy ways to begin your weight loss journey wp.me/p2X5La-1d4
[#WeightLoss](#) [#Health](#) [#blogging](#) [@catsmiley1](#)

Expand [Reply](#) [Retweet](#) [Favorite](#) [Buffer](#) [More](#)

British Obesity Society

British Obesity Soc @Obesitysoc · Oct 15
Have you seen our blog? @therealjtc has written an inspirational guest post about his weight loss journey so far. bit.ly/1uqKiMF

Try using these...

“your keyword” + guest post

“your keyword” + guest author

“your keyword” +write for us

“your keyword”+guest article

Then, check out their guest posting guidelines and if they are even accepting posts.

Many times they will have specific guidelines on how you should write, submit, promote, etc. your content. If not, before wasting your time writing an article, contact them and see what THEY are looking for and

what they want written. In your brief email even suggest your topic to them.

To land guest blogging spots that are going to deliver significant traffic, it helps to prove to them you're a business that they can trust to provide great content that will not only provide their readers with something, but help grow their business as a result of your platform as well.

If you're starting out, one of the best things to do is just to leave long, insightful comments on their blog, especially when the main decision maker is sharing something to not only develop a relationship and rapport with them, but prove you're someone who gets what they are trying to communicate and can deliver quality information like they can.

If the influencer or blog you're trying to land on is very popular, sometimes leaving comments can take a long time to get noticed or waste many hours in the day trying to be one of the top comments that get attention and discussions can happen around.

To speed up this process and ensure you're one of the first to engage with the influencer who wrote the post, use an IFTTT to receive an SMS update each time.

First, log into <http://ifttt.com> and create a trigger that is based off the RSS feed you want to comment on.

 **Complete Trigger Fields** step 3 of 7 back ^

New feed item

 **Feed URL**

for feed URL requirements, [visit the help page](#)

Create Trigger

Then, enter your number to receive an update each time there is a new post published on this field. This can help ensure you're one of the first to comment and engage with the blog you wish to ultimately post on.

 **Complete Action Fields** step 6 of 7

Send me an SMS

 **Message**

New post on :

Create Action

If you know someone who is connected to them, don't be afraid to ask for an introduction, especially if they are an authority figure in your industry. Just have them send an email introducing you and you can follow up with your suggested post.

Then, when you write the post, make sure it's in the style that they write in.

For example, on the blog <http://michaelhyatt.com> the content is written in bullets or steps, so if you want to appear on that site, write the post in numbers or bullet points. Make sure your content is 'native friendly' to the person approving the content.

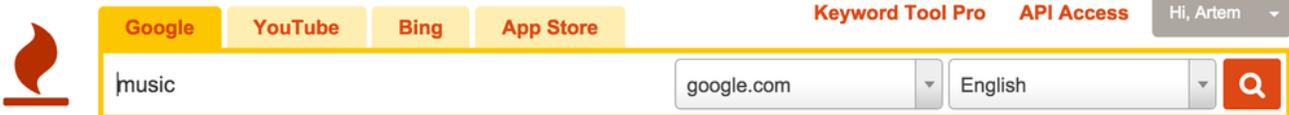
Strategy 2. The 'Skyscraper' technique

The Skyscraper technique is one of the best ways to get your site instant traffic AND get it to the #1 spot on Google...

...without having to rely on blackhat backlinking tactics or any scammy stuff.

First, you need to find an idea to write about that can result in potentially a lot of traffic.

For you this you can use a tool located at <http://keywordtool.io> that will show you all the combinations of keywords and their popularity on Google.



The screenshot shows the Keyword Tool Pro interface. At the top, there are tabs for Google, YouTube, Bing, and App Store. The search bar contains the keyword 'music'. Below the search bar, there are buttons for 'Keyword Suggestions' and 'Questions'. The main heading reads 'Search for keyword "music" found 361 questions'. To the right of this heading are buttons for 'Copy all' and 'Export'. Below the heading is a table with the following columns: Search Terms, Keywords, Search Volume, CPC, and Competition. The table contains 8 rows of data.

<input type="checkbox"/>	Search Terms ?	Keywords ?	Search Volume ?	CPC ?	Competition ?
<input type="checkbox"/>	how music	how music affects the brain	1,600	0.77	0.10
<input type="checkbox"/>	how music	how music works	1,300	0.24	0.31
<input type="checkbox"/>	does music	does music affect plant growth	720	1.65	0.04
<input type="checkbox"/>	how music	how music affects people	720	-	0.01
<input type="checkbox"/>	why music	why music is important	590	2.43	0.05
<input type="checkbox"/>	is music	is music haram	480	-	0.01
<input type="checkbox"/>	does music	does music affect your mood	390	6.02	0.05

If you don't want to use this paid tool, you can also sign up for Google Adwords and use the Adwords based keyword planner tool. The only difference is you will actually get a larger variety of keywords from

KeywordTool.io

Then, do a search for a topic in your niche you could potentially write about and find related keywords people are typing in. Choose one with a number of searches per month.

Now, don't worry about competition or ranking keywords. What you need to do next is check out the top 10 results for that keyword in Google and check out the content.

You might see something like 'The 10 best social media marketing tools' based off of the keyword 'social media tools' ranking #1.

Now, what you need to do is 'skyscrape' or build off of this content that's already #1, and add to it to make it even better in YOUR OWN post.

So for example, if you saw an article about the 10 best social media marketing tools, you could essentially add 30 more tools to that list and create your own post titled 'the 40 best social media marketing tools'.

Now, how do you get traffic and rank it #1?

You essentially go to everyone who shared the original 10 social tools report, message or tweet to them that you've created an even more detailed report, and ask them to share it.

This results in instant traffic from their social media accounts, AND powerful authority links from influencers that matter.

Because if they already found value in the original report and yours is a step better than that, they should be willing to share it driving back tons of views for you.

That way you can get instant traffic to your post or content, without having to wait months for it to rank in Google.

Once you've found an article you want to 'skyscrape', type the link into Twitter and you'll see everyone who shared it.

Also, if you don't want to use the keyword planner and want to get shares from influencers in your niche, do an advanced search to see what they've been sharing around your topic like this...



Advanced Search

Words

All of these words

video marketing

This exact phrase

Any of these words

None of these words

These hashtags

Written in

Any Language

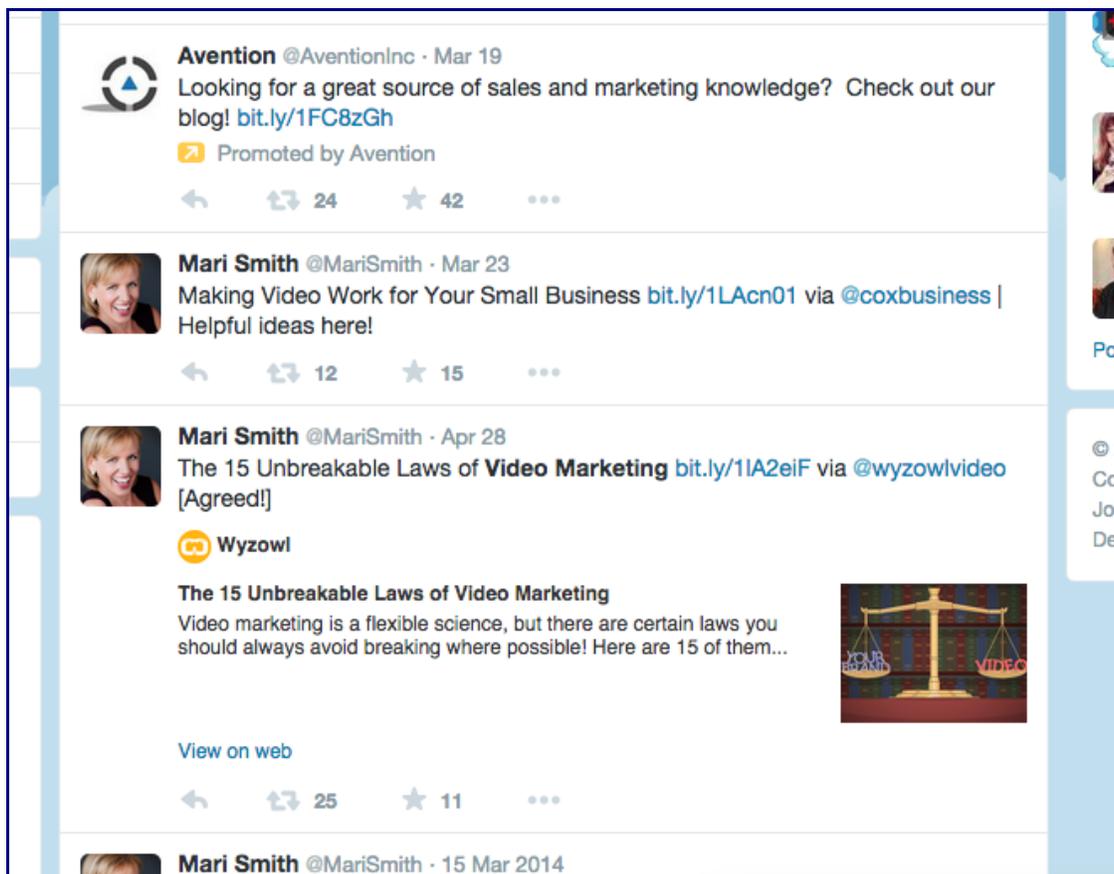
People

From these accounts

marismith

To these accounts

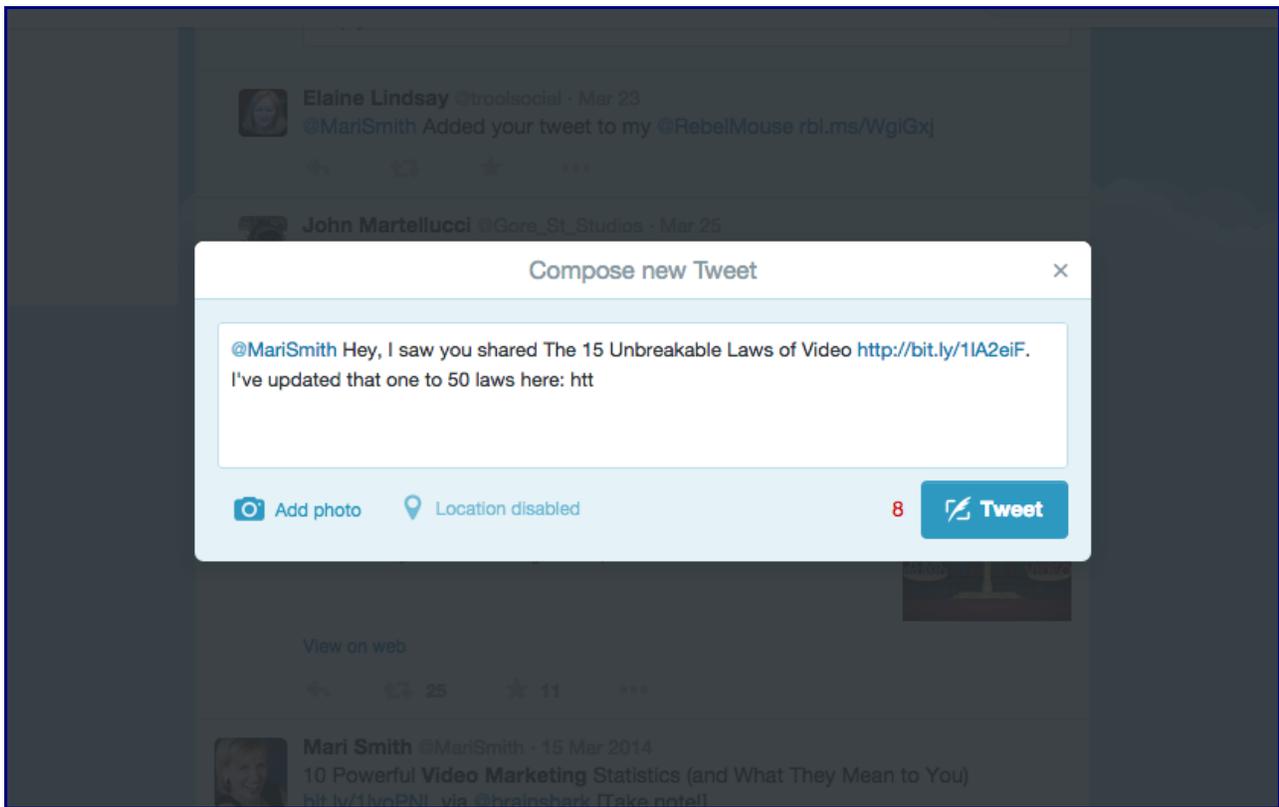
Mentioning these accounts



Then, make your content a step above what they already shared in that article or video.

For this example we can see influencer Mari Smith shared an article about the 15 unbreakable laws of video marketing. In our blog post can you create an even better 50 unbreakable laws of video marketing and share it with her?

Below you can see after writing my article, I tweet it directly to her to see if she's interested in learning from it and then eventually sharing it with her community.



Again, these tweets will help get instant traffic to our newly written content, AND eventually us rank #1 because we've essentially given Google what it wants. Links from authority sites and the best content.

Strategy 3. Content Repurposing

Chances are, you've written a few posts or produced some content already, even if it's not something huge.

How many ways have you tried to promote this content? If you just posted it to your blog and forgot about it, you're wasting a lot of value you could have gotten out of repurposing it on different platforms.

What do I mean buy this?

For example, a great place that's getting more traffic more than ever now is [SlideShare.net](https://www.slideshare.net) which allows you to upload Slideshare presentations to share with your audience.

The screenshot displays the SlideShare website interface. At the top, there is a navigation bar with the SlideShare logo (tagline: "Present Yourself"), a search bar, an "Upload" button, and links for "Go Pro", "Login", and "Signup". Below the navigation bar are tabs for "Popular", "Downloaded", "Favorited", "Channels", "Videos", "Zipcast", and "More...".

The main content area is divided into two sections. On the left, under the heading "TOP PRESENTATIONS OF THE DAY", there are three thumbnail cards. The largest card in the center is a presentation titled "The Brain and the Arts: How does it work?" by Carla Piper, Ed. D., Soundpiper Music. The presentation thumbnail shows a colorful brain. Below the presentation player, there is a "Share" button, a "Like" button with a count of 3, and the text "Brainarts Carla Piper".

On the right side, there is a promotional banner for SlideShare. The text reads: "SlideShare is the best way to share presentations, documents and professional videos. Get a free account to upload and share. Or go PRO to get more." Below this text is a row of icons for "Go Viral", "Analytics", "Channel", "Privacy", "Videos", "Zipcast", and "LeadShare". The banner also features the text "SLIDESHARE MAKES YOUR CONTENT GO VIRAL!" and "Share on Facebook, Twitter, LinkedIn, blogs Get views from SlideShare's global audience". A "Go SlideShare PRO" button is located at the bottom of the banner.

Often times users won't engage with one type of medium more than another. For instance, I tend to gravitate toward audio and podcasts, even though I know there's tons of great content being produced on blogs or YouTube.

So, to create your SlideShare presentation, just download an image editing software like <http://gimp.org> and create some images or add some to your content and make it into a PDF you can upload to document sharing sites.

The key to getting traffic out of this is to make it 'native friendly' meaning that the content fits the style that the audience likes to consume.

Then, upload the EXACT same content you've already written about only repurposed in your SlideShare doc to .pdf and similar presentation sharing sites and Tweet that to your audience.

You'll get traffic not just from the sites, but from it ranking in Google, and your followers taking in the same content they might not have connected with when it as a regular post.

However, if repurposing your content in the form of a podcast you wouldn't just turn on the record button and narrate exactly what was written on your page.

You would want to add some introduction music, ad-lib some over the content, or invite another influencer or marketer on to discuss the topic you've written and allow them to share their expertise as well.

Same goes for people who do mainly audio content, but want to reach those who primarily just read content. Have a transcriber edit your audio or podcast and repurpose it into a document they can learn from or a blog post.

Strategy 4. Community/Micro Engagement

The internet was created to make it easier to communicate and share important information, but a lot of people have forgotten about this, even the internet experts who teach how to communicate over the internet.

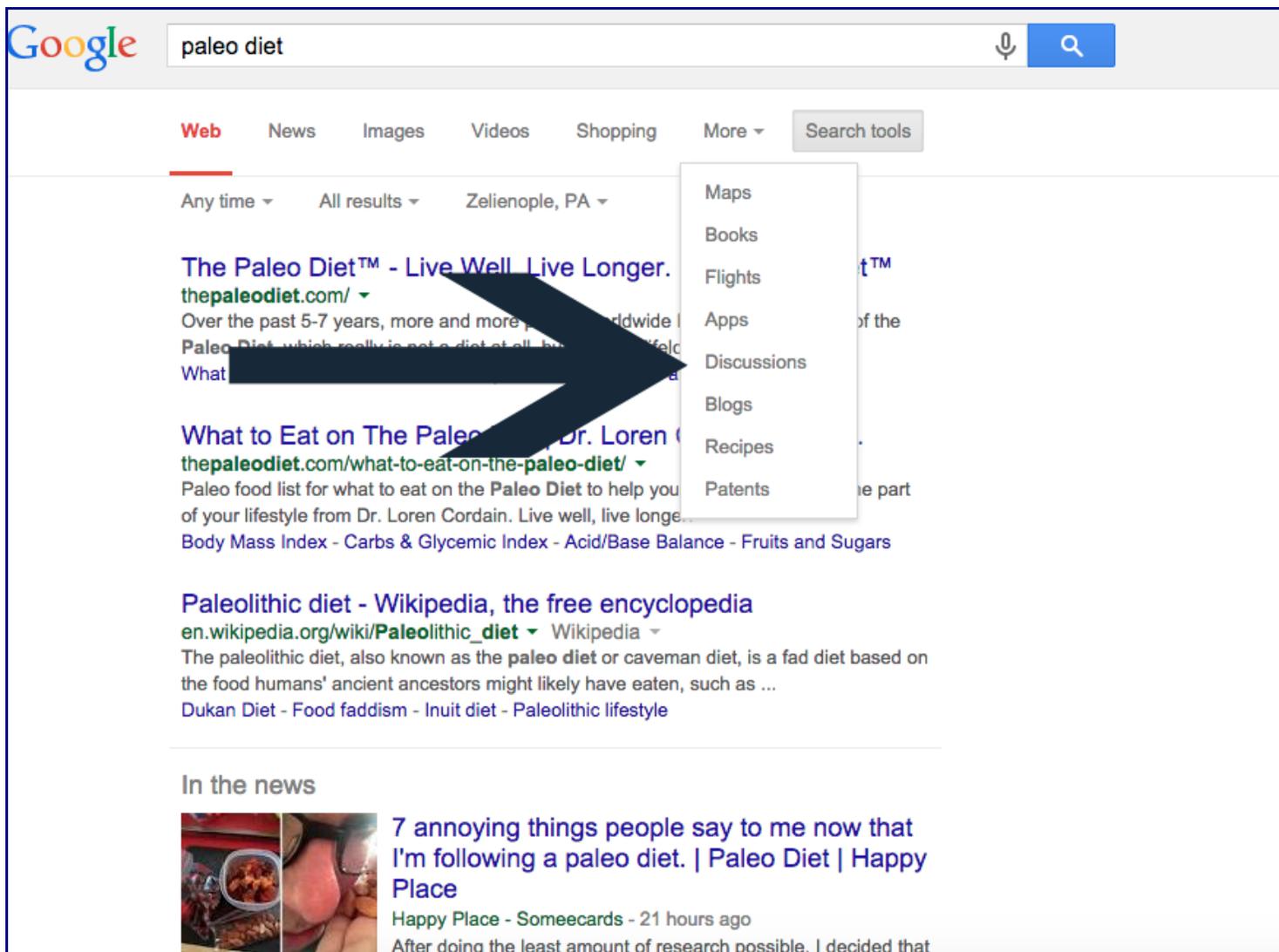
Now we have tools like Buffer and Hootsuite which allow us to post content all day long to our tribe and followers and never have to be there to do it or interact with them.

Some of the biggest insights to our industry can be learned by talking one-on-one with similar people in our community.

Not to mention it can also drive traffic back to your site if you do it correctly. Maybe not tons of traffic, but the right kind that are interested in what you personally have to say and what you're about.

Even if you're an influencer, it helps to get into the trenches and see what's really being said 'on the street' about your brand, products, industry, etc.

So to find communities in your niche, just download the discussions add-on for Google Chrome to be able to search Google for only discussions happening around your topic.



What if they don't allow links back to your site?

It's ok to still engage with them, as long as at some point you can call readers back to a link, post, or something else on your site in the discussion.

You can also search relevant groups on social media to engage with.

Yes, a ton of these have become 'spam' a-thon groups where it's just a bunch of people spamming links back to their blog, but take a look at some that have rules in place and their is a balance of promotion/discussion

going on and they only allow quality content to be shared.

For instance, if you write about internet marketing, a great community to get traffic from would be the <http://growthhackers.com> community or <http://inbound.org> or <http://warriorforum.com>

Engage on social media as well.

You can actually type in a keyword in your niche in the platform you like best such as Twitter and participate or start a conversation in the group.

Things like Tweet Chats are great to participate in, but you can actually build a following by forming discussions yourself or replying to people who have questions on social media platforms.

After all, isn't that what social platforms were created for in the first place? To engage socially on and reward the discussions that are worth having while getting rid of the stuff that doesn't add value?

If you can't find any good forums, communities, social groups, etc. for your niche, can you be the guy or gal to create one and help position as the go-to-expert in your niche?

Strategy 5. Engage with Influencers

This one is a fairly broad topic an an entire book can be written about new ways to engage with influencers in your industry to leverage your business.

For this post we are going to focus on one tactic to bring influencers to you, and another to go get them and make sure you're on their radar.

Why engage influencers? Aren't these guys the competition?

As the internet becomes more consolidated, influencers or big brands in your industry or niche hold the audience you need to tap into. You can either fight these people for their eyeballs, or partner strategically with them in a way that helps both your businesses. For example, you provide them quality content or a quality product they don't have time to product in exchange for a commission or attention.

To find influencers, just look around your community at who has been producing content you've been engaging in or others have been sharing and look up the people responsible for producing it.

You can also use tools to find influencers. Some good ones include...

1. BuzzSumo.com

The one has an influencer search section that searches Twitter bios for key people in your industry based on a number of factors, but there is a monthly fee to use it.

2. Followerwonk

Similar to BuzzSumo, this searches Twitter profiles as well and comes with a 'social authority' measurement to see how influential someone is.

3. [Topsy](#)

This free service has access to the entire Twitter firehose and includes an influencer button to organize content around and search

4. [GroupHigh](#)

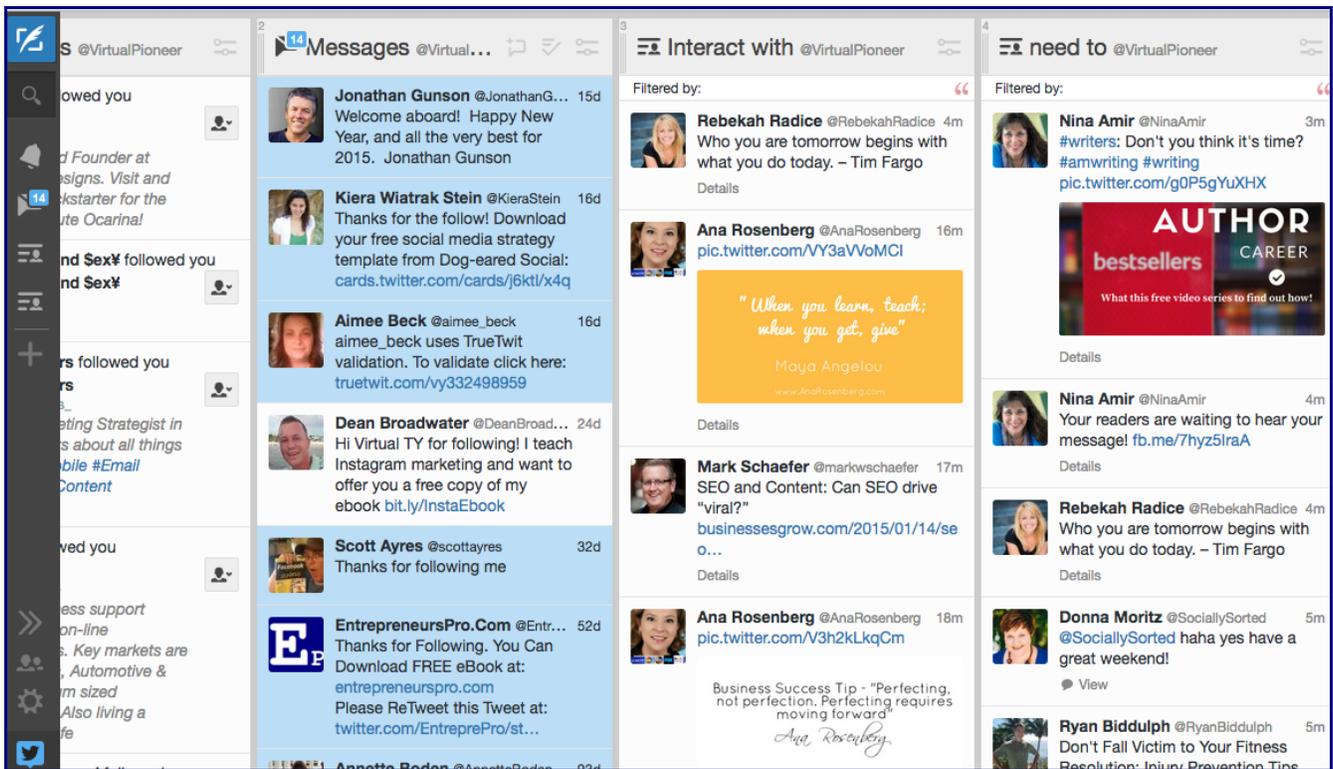
This is a more serious tool if you think influencer marketing is a key part of your business. This is far more expensive than the other tools so consult with their staff for pricing.

In addition, you can search blog comments and Twitter for content OTHER influencer's are sharing and take a look at that. Often times you will see certain businesses promoting each other.

To make the most out of influencer marketing, you need to know what the key people you want to target are sharing and doing, then make sure to interact and take part in the discussion before asking them to do something for you.

A great way to organize a group of influencers you want to network with is to add their RSS feeds to <http://feedly.com/> and check periodically to see what they are publishing. This saves time of tracking them down and allows you to quickly share, comment or interact with their community.

Also, add them on [TweetDeck.com](#) and retweet or respond to their own articles and conversations in Twitter. Again, this will save you a lot of time by grouping key people you want to network with together and quickly seeing what they are up to.



Then, a great way to get influencers engaged with your brand and to leverage their platforms is to get them to contribute together in an influencer round up type post, or do one-on-one interviews with them personally.

This is a great, win-win scenario for everyone as you get access to some of their platform and expertise to share your audience, and they get to continue to position themselves as an authority in your industry as well as tap into some of your audience who may have not heard of them.

Here's an example of an expert roundup post: <http://www.socialmediaexaminer.com/9-facebook-marketing-tips-from-top-experts/>

Also, this blog has a few that have been published recently with some influencers in marketing:

<http://virtualpioneer.com/how-to-promote-your-blog>

Round-up posts or expert interviews in which you interview them are a great way to slowly get them involved in your business and leverage their platform.

If you establish a relationship with them or just have a great product you know they would feel comfortable recommending to their audience, you can form joint venture partnership in which they can recommend your product or service in exchange for a commission.

This has been one of the fastest ways I and other marketers have grown their businesses.

However, remember that you're here to add value to their business and anything else won't really make influencer marketing work whether it's getting them to participate in a guest post, doing an expert round-up, or having them promote your product to their subscribers.

