

Traffic Recycling Overview

- ✔ Turning non-buyers into more money in your business
- ✔ Generating more traffic by 'recycling' your traffic base
- ✔ The traffic 'Leverage Points' in your business
- ✔ Why people end up becoming 'traffic-getters' for you
- ✔ Why Email Marketing is the engine of traffic recycling
- ✔ Types of Traffic Recycling campaigns
- ✔ User Generated Content
- ✔ How to run powerful contests to produce more traffic!

Turning Non-Buyers Into Revenue

Over 90% of your Web Site and Social Media visitors are never going to buy from you nor generate any direct revenue in your business.

HOWEVER... we can leverage the 'activity' of these visitors to produce more traffic and ultimately get more of that 10% that will buy.

When Will Others Send You Free Traffic?

- ① When they naturally (organically) interact with your marketing or content.
- ② When you **ASK** them To Share, Like, Follow and interact with your marketing or content.
- ③ When you **INCENTIVIZE** them To Share, Like, Follow and interact with your marketing or content.

Traffic Asset Leverage Points

- ✓ Email List Subscribers
- ✓ Facebook Page Likes
- ✓ YouTube Subscribers
- ✓ Twitter Followers
- ✓ Instagram Followers
- ✓ LinkedIn Connections
- ✓ Pinterest Followers
- ✓ Podcast Subscribers

Traffic Asset Leverage Points

- ✓ Facebook Pixelated Users
- ✓ Google Pixel/Cookied Users
- ✓ Your Affiliate Partners
- ✓ Guest Content Creators
- ✓ Guest Content Publishers
- ✓ Press Contacts
- ✓ Vendors & Service Providers
- ✓ **YOUR CUSTOMER LIST**

Email Marketing Is The Core Engine

Nothing creates ON-DEMAND activity like emailing your list and driving them to do something that can bring you more traffic.

CRITICAL... You absolutely must make an Email List a pivotal part of your Digital Marketing or you lose an exponential driver of more traffic & customers for your business.

Types Of Traffic Recycling Campaigns

- ① **CONTENT BOOST** - post a piece of content on FB, email your list to go check it out and ASK like & share it.
- ② **USER GENERATED CONTENT** - get users to post images, videos, or other content. Email list, post to SM, and ask others to participate.
- ③ **RUN CONTESTS!** - incentivize users to boost content, create User Generated Content, or to 'recruit' others.

Run Powerful Contests!

- ✔ Nothing gets more **ACTIVITY** and **ENGAGEMENT** than when you incentivize people with a prize they can win.
- ✔ Contest traffic will typically be lower quality traffic.
- ✔ Any non-buyers can be recycled to find buyers!
- ✔ The cost of the prize itself is your "Advertising Cost."
- ✔ Always best to try and relate the prize to your brand.
- ✔ You must have a **SINGLE GOAL** in mind - more FB likes, YouTube subscribers, testimonials, subscribers, etc.

Run Powerful Contests!

- ✔ Always state specific Contest Rules.
- ✔ Always state a strict DEADLINE for the contest.
- ✔ Cross-promote contests across all Social Media accounts, to your email list, and consider Retargeting.
- ✔ Proven contests - caption contests, Quiz contests, Random draw from likes/shares/subscribers, Video demos of product/service in use.
- ✔ Winners can be by random draw, judges, or voted on by other users. **WARNING: Keep eye out for abuse.**