TRAFFIC SECRETS

Traffic Formulas & Methodology

- ✓ To make money you must know THE MATH

- ✓ You must know how to properly "keep score"

- ✓ Need to understand some proven formulas

- ✓ More profit can be achieved at different points

- ✓ Your business model & structure affects profits

- ✓ You must master KAIZEN - gradual improvement

- ✓ In this module I use a planning & strategy tool called GERU. Email me at johnreesehelp@gmail.com

TRAFFIC SECRETS

Common Marketer Mistakes

- ✓ Not doing calculations on individual traffic sources
- ✓ Not recognizing conversion outliers & data anomalies
- ✓ Making data-driven decisions with seasonal data
- ✓ Not focusing on highest leverage points
- ✓ Relying on scientifically invalid split-tests
- ✓ Not mastering KAIZEN - gradual improvement
- ✓ Not realizing slight losing campaigns are actually winners
- ✓ **FAILURE TO... "GO SMALLER, TO GROW BIGGER!"**

Split-Testing Discipline

- ✓ A/B Split-Testing is how to maximize your success
- ✓ You should be running split-tests at all times
- ✓ Optimizely or VWO.com for web pages
- ✓ Ad Creatives and Opt-in Pages easiest to improve
- ✓ Always use a "Race to 300" - (400 if possible)
- ✓ 7 Full Days before making determination on winner
- ✓ Multivariate Testing is TOTAL NONSENSE!
- ✓ Keep a "Future Tests" diary and/or scheduled pipeline

Mining Traffic Campaign Gold

- ✅ Target marketing & communications for each step

- ✅ Separate tracking, split-testing, and data analysis

- ✅ Manage each individual campaign like separate biz

- ✅ Use the 80/20 Rule for building your growth

- ✅ Make more money with campaign "spin-offs"

- ✅ Develop micro-targeting within micro-targeting

- ✅ For highly profitable campaigns consider cloning yourself with another web site/business.

![TRAFFIC SECRETS]

Traffic Secrets Base Formula

- **GVC** = Gross Visitor Cost (i.e. $1.00 per click)

- **NV** = Number Of Unique Visitors

- **CMC** = Campaign Management Cost (Based on $10/hour and 30 min/mo./campaign. i.e. $5/campaign

- **TCC** = Total Campaign Cost **(GVC x NV) + CMC = TCC**

- **NC** = Number Of Unique Customers

- **TGP30** = Total Gross Profit (1st 30 days)

- **GPV30** = Gross Profit Per Visitor (1st 30 days)
  TGP30/NV = GPV30 i.e. $2,000/1,000 = $2.00

Prioritizing Campaigns For Improvement

- **B/E30** = Break-even in 1st 30 Days

  GPV30/TCC = B/E30 i.e. $1,000/$2,000 = .5 or 50%

- **>=70% B/E30** = Tier-1 Campaign Priority

- **>=50% B/E30** = Tier-2 Campaign Priority

- **>=25% B/E30** = Tier-3 Campaign Priority

- **<25% B/E30** = Paused/Ignored

10(5) Profit Growth Formula

10/10/10/10/10

(5) Key areas of your marketing that you should try and produce a 10% improvement to every month:

Ad-Level, Opt-in Page, Core Offer, Follow-Up, Lead & Customer Monetization

* 80/20 Rule for Ad-Level; Tier-1 >70% B/E30