

# Affiliate Marketing - The Traffic

## Traffic – Free?

- \* There is no such thing as free traffic
- \* SEO – Site structure, onsite SEO, backlinking
- \* YouTube (post videos)
- \* Forums
- \* Newsgroups
- \* Blogs
- \* Articles
- \* Social Media (Facebook, Twitter, MySpace)
- \* Offline PR (TV, newspapers, radio, magazines)

## Traffic – Paid?

- \* Adwords – Squeeze pages not allowed
- \* Facebook Ads
- \* Banners
- \* Solo ads
- \* E-zine Ads
- \* Online Classifieds
- \* Offline (magazines, newspapers)

## Traffic – Get Paid???

- \* Affiliates (become a product owner)
- \* Books (Physical books, Kindle)
- \* Public speaking

## Action Steps

1. Create a traffic plan and follow through with it
2. SEO - Tweak your onsite SEO, build backlinks (Articles, UAW, PRbuzz)
3. Post YouTube video (2/week)
4. Join top 2 forums for your niche (3 posts/week)
5. Join top 2 newsgroups for your niche (3 posts/week)
6. Comment on top 2 blogs for your niche (3 posts/week)
7. Email your list, post on Facebook/Twitter