

8 FIGURE FUNNEL TRAFFIC SOURCES

First off I want to say thank you and congrats on grabbing your copy of my **8 Figure Funnel Formula** book. I believe that book is a great guide to understanding the mechanics of a funnel capable of producing big numbers and I hope you will as well.

*The purpose of this short report here is to outline the value of matching up your traffic with your funnel. That means you'll need to make some 'optimizations' to your funnel when you run traffic to it from certain types of networks. **This will serve as a great guide to knowing some of the best traffic sources and then how to optimize properly for each of them.***

TRAFFIC SOURCE #1 **facebook**®

Ok we all know that **Facebook is an amazing source of traffic** right?

We can set targeting for almost anything we want like income ranges, age ranges, locations, likes and dislikes and even birthdays. Yes that's right you can even serve a "Happy Birthday" ad to people on Facebook with a free gift, which happens to be **an entry point to your new funnel.**

There are a few things that we feel are important for you to understand when looking to advertise on Facebook and drive that traffic to your funnel.

A. MOST OF THE TRAFFIC FROM FACEBOOK IS ON A MOBILE DEVICE. The world lives on their cell phones and most people are simply addicted to being on Facebook in the app. So when you're designing your funnel remember where your customers are coming from and what situations they might be in when they click on your advertisement. This means we usually like to see short pages, mobile optimized, no video and very easy for the users to take action.

B. Most of the time (if you have your targeting set properly) YOUR VISITORS FROM FACEBOOK ADS ARE GOING TO BE A DECENT LEVEL OF QUALIFIED. They should be seeing an ad that makes them click and then see a landing page in your funnel that matches that ad. Using the same headline from your ad on your funnel landing page is something we've found to increase our conversion rates and stick rates on the page.

C. LARGE AUDIENCES ARE NOT ALWAYS THE BEST WHEN RUNNING ADS ON FACEBOOK. It's a complete myth that you need to have massive audiences. When the targeting is as precise as you can get to with Facebook ads it really allows you to have smaller audiences, more qualified visitors and therefore higher conversion rates.

D. WE'VE FOUND "LEAD MAGNET FUNNELS" WORK GREAT ON FACEBOOK because they allow you to offer something for free in exchange for a person's email address. As you probably know building a quality email list can really take your business to the next level. We utilize Facebook ads for this type of funnel and list building on a daily basis.

TRAFFIC SOURCE #2



Alright I know this is kind of "old school" to most people.

It's no secret Google was first to the market when it comes to offering advertising on a large scale and so I truly believe that sometimes we just forget about it.

... but that's a big mistake!

Google offers some of the best quality traffic you'll ever find and there are many reasons that's a true statement, which we will discuss below.

The facts are "most people" are advertising on Facebook right now because that's all they hear about so this leaves less competition in most niches now on Google AdWords.

Here are some important things to think about when marketing your funnel on Google.

A. REMEMBER THAT USERS HAVE TO TAKE 2 ACTIONS IN ORDER TO LAND ON YOUR PAGE.

They first have to actively search for a keyword relevant to your page and then they have to see your ad and click on it. That's a pretty big qualification process just to get a visitor to your page. This is why we consider Google AdWords to be the highest quality traffic we can possibly find online.

B. USERS HAVE "INTENT" WHICH MEANS THEY ARE VERY INTERESTED IN THE TOPIC OR OFFER YOU ARE ADVERTISING.

When a person comes with intent usually the conversion rates are higher, but they also expect to learn and see more on your page as well. So when making a funnel page for Google it should be more than just an image of a free lead magnet. You should consider giving the visitor more information about the topic and being as descriptive as possible on your page. We aren't trying to get a quick conversion here since these visitors actively were seeking out our page.

C. IT'S IMPORTANT TO KEEP YOUR KEYWORDS USED FOR TARGETING ALL RELEVANT TO WHAT YOU ARE ACTUALLY PROMOTING.

I typically like to drill down to what we call "sub keywords" in an effort to get better traffic at a lower cost. An example of this using something like "student credit cards" as my keyword instead of just "credit cards" if I am marketing a website that lets people get credit cards online.

D. WE'VE FOUND ALMOST EVERY TYPE OF FUNNEL WORKS ON GOOGLE, however, as I said earlier it's important to give plenty of value to the visitors on your page. They are looking for information and seeking it from you or your page.

8 FIGURE FUNNEL
TRAFFIC SOURCES

TRAFFIC SOURCE #3



SOLOADS

You may not know what Solo Ads are, however, they are one of the most powerful ways to get fast traffic to your website.

Solo Ads allow you to simply leverage someone else's email list.

Email traffic is some of the fastest traffic on the planet because once you send an email people pretty much instantly get it.

Just before writing this quick report I sent an email out to my list that over 22,000 people opened in about a 24-hour period of time.

That's an incredible amount of traffic and the best part is it's guaranteed.

When you put an ad on Google or Facebook there's no real guarantee that someone is going to respond to your ad copy.

A. REMEMBER IT'S A LOWER QUALITY TRAFFIC SIMPLY BECAUSE IT'S NOT AS TARGETED.

You'll want to make your offer on your page broad spectrum.

"Learn To Build Your Own Internet Business"

VS

"Learn Facebook Ads"

For Solo Ad traffic the first headline would be better simply because it has a broader appeal to people. When you think like this you can build pages that will convert better on Solo Ad traffic.

B. PEOPLE VISITING YOUR PAGE FROM A SOLO AD HAVE A SHORT ATTENTION SPAN. You have just seconds to capture them or they will close the page. This is why your headline is so important so always split test multiple versions of it just to see what will convert the best for you.

Sure you can put the ad on the networks, but you still have to rely on your targeting, keywords, ad images and copy to ensure that people actually click and respond to it.

Solo Ads do not require that type of action to be taken in order to get visitors.

If you purchase 1,000 clicks from a Solo Ad vendor you're guaranteed to get 1,000 clicks to your page.

The downside to this is the quality of the clicks is nowhere near as good as from the other traffic methods mentioned in this report. However, the price for this type of traffic reflects the lack of targeting so it's usually .50 - .60 per click, which is really cheap.

Here are a few quick things to remember when building a funnel for Solo Ad traffic:

8 FIGURE FUNNEL
TRAFFIC SOURCES

TRAFFIC SOURCE #4



YouTube Is The New Direct Response Infomercial.

There are tons of "YouTube" celebrities now and they are cashing in big time on the traffic and eyeballs you can reach right on this network.

Many people think you have to be an actor to film a commercial for YouTube, *but that's not true.*

You could build a channel up all about yourself and film videos yourself each day, however, that's not necessary to just simply run ads.

There are many places online where you can hire professional actors to film your commercial or video advertisements for you.

...remember when it seems hard there's always a way to simplify the process online!

Here are some things to consider when running ads on YouTube...

A. USUALLY THE PERSON IS "SOLD" BY THE COMMERCIAL OR VIDEO THEY WATCH ON YOUTUBE. The great thing about this network is it allows you to use video to sell.

B. WHEN PEOPLE VISIT YOUR PAGE THEY KNOW MORE ABOUT YOUR OFFER because they've just watched an entire video about it. You can keep the page short and simple, which leads to much higher conversions.

C. THE TRAFFIC FROM YOUTUBE IS A MIDDLE GROUND QUALITY. It's not as good (in my opinion) as Facebook, but it's far better than Solo Ads. The great things about advertising here is that it seems almost limitless. There are just so many people watching videos that you can get an insane amount of traffic for your offers.

This guide should provide you with a great checklist of things to think about before advertising on what we consider the top 4 traffic sources for your funnels.

Optimizing your funnels for your traffic source is a key component to having more success so make sure to keep this in mind when building all of your funnels.

8 FIGURE FUNNEL
TRAFFIC SOURCES