

The 30 Days Of Website Traffic Tactics Coaching Program

Hi there and welcome back to **The 30 Days Of Website Traffic Tactics Coaching Program!** We are now on **Day 25!** We have spent the last several days going over paid advertising and I could literally talk about this topic for another 30 days. We've got about 5 more days together and I want to get some other topics in here, so today is going to be our last day talking about paid advertising.

However, since there is so much more I want to cover, I'm going to list several more paid advertising options and then give you some resources for further learning. These aren't my resources but each one of them will get you started learning about that option.

Let's dive in...

1. YouTube Ads - YouTube ads are video ads that play before, during, or after other videos on YouTube. You can choose to target your ads to specific audiences based on demographics, interests, and even the specific videos that viewers are watching.

Here's a great tutorial I read about using YouTube Ads....

How to Grow Your Email List With YouTube Ads - <https://www.socialmediaexaminer.com/how-to-grow-your-email-list-with-youtube-ads>

2. Instagram Ads - If your target audience is active on Instagram, consider using Instagram ads. Start with Promoted Posts or Stories and then you can get into other parts of the advertising on Instagram.

Here is a tutorial all about boosting Instagram posts and Reels...

Instagram Promotion: How to Boost Instagram Posts and Reels - <https://blog.hootsuite.com/instagram-promotion>

Here is one more resource for you. This is Facebook (*who owns Instagram*) telling you EXACTLY all about advertising on Instagram! <https://www.facebook.com/business/ads/instagram-ad>

3. LinkedIn Ads – If you're in a B2B niche I highly recommend you look into running ads on LinkedIn.

LinkedIn ads work by showing personalized ads to LinkedIn users based on their profile data, interests, and professional network. Advertisers can choose from a variety of ad formats, including sponsored content, message ads, and dynamic ads.

Here is where you need to get started with LinkedIn Ads. This is right from their website.

<https://business.linkedin.com/marketing-solutions/ads>

4. Influencer Marketing – This is a BIG topic and there are many ways to use influencers.

Influencer marketing works by leveraging the trust and influence that influencers have with their followers. When an influencer recommends a product or service to their followers, it is more likely to be seen as credible and authentic than traditional advertising.

Influencer marketing campaigns can take many different forms, but they typically involve the influencer creating and sharing content that promotes the brand's product or service. This content could include social media posts, blog posts, videos, podcasts, live streams, etc.

You're going to have to do a lot of research here, but there are marketplaces that can help you find and connect with influencers. BuzzSumo, HypeAuditor, and Influenster are just a few examples.

5. Solo Ads – This is one of my favorite paid advertising tactics and the one I've had the most success with in the B2B niches and self help niches. They aren't limited to those niches, but if you're in a small niche it might be hard to find solo ad opportunities.

Solo ads are a type of email marketing where an advertiser pays another email list owner to send their promotional message to their subscribers. Solo ads are

typically sent as dedicated emails, meaning that the entire message is all about the advertiser's promotion.

You can find offers for solo advertising from different advertisers by searching Google, social media, and there are also a few solo ad marketplaces out there too.

6. Content Syndication – This is the practice of paying third-party websites and publishers to distribute your content to their audiences. This can be done through a variety of methods, but my recommendation is to use a content discovery platform (like Taboola and Outbrain) to distribute your content to a network of websites that have opted in to participate in their program. When a visitor to one of these websites clicks on a content discovery ad, they are taken to your website to read the full article.

Paid content syndication can be a great way to reach a new audience and promote your content. However, it's important to choose the right syndication partners and to create high-quality content that is relevant to the audiences you want to reach.

Here is a great resource from Taboola on how all of this works - <https://help.taboola.com/hc/en-us/articles/115006597307-How-Taboola-Works>

7. Display Advertising – This is a type of online advertising that uses visually appealing ads to promote products, services, or brands. These ads can be static or animated, and can include text, images, video, and audio. Display ads are typically placed on third-party websites and apps and can be targeted to specific audiences based on their interests, demographics, and browsing behavior.

Facebook, Google, and all of the “*known*” big sites that offer a paid advertising platform offer display advertising, but I recommend you look into other advertising networks for this. An example would be BidVertiser.

To buy display advertising through an advertising network, you will need to create an account and set a budget. Once you have done this, you can create your ads and choose your targeting options. The advertising network will then place your ads on the websites that match your targeting criteria.

8. Network Specific Paid Advertising – I mentioned this in passing, but I wanted to circle back and mention it again. If you sell on a platform like Amazon, Shopify,

Etsy, eBay, etc. they each have their own advertising platform and you should **DEFINITELY** be using it.

Whew! I could go on for days and days here, but you've got A LOT of options now for paid advertising, so pick one, go learn it, and take what you learn and put it into practice!

Okay... That's a wrap for Day 25! That's also a wrap for our talks on paid advertising. I've given you a lot of options, but remember the **ONE** big thing you need to focus on if you want to start using paid advertising is to pick **ONE** option, pick **ONE** platform to use that option on, **LEARN** everything you can about that paid advertising option and platform, and then go **DO** what you need to do to effectively to promote what you're wanting to promote. Tomorrow we're going to change gears again and start talking about a different website traffic tactic, so stay tuned!

And as always, you can post all questions in our ***LearningIM.com Discussion Group*** at <https://myimmastermind.circle.so/c/learning-im-discussion> If you haven't signed up for that you can do so at <https://www.MyIMMastermind.com>

See you tomorrow!

Liz