

Our top 7 Client Capture Partners

We have 7 traffic sources that we have found to be the best way to generate traffic to our retargeting sales pages. There will be no shocks here, all familiar names, but take note of how we use them. You can do exactly the same. Here they are for you:

1 - (local)

Run Youtube trueview (pre-roll) ads with a 90 second video ad. Use this to do a soft sell and brand builder.

To target local - target local Youtube channels. Examples include:

1. Local newspapers
2. Local radio stations
3. Local sports teams
4. Local clubs
5. Local charities

Geotarget the campaigns too, and if you are in a big city, add additional topic targets.

2 - Facebook

Run ads locally targeting business owners or niche pages relevant to your potential clients.

As with Youtube, run a 90 second intro to your business and link to a free training - such as the white-label webinar you already have been provided in the members area.

Geotarget your local area.

3 - Instagram

Repeat, exactly as Facebook. Try mixing up story style ads and instream video ads.

4 - Google Display

Try responsive display ads on Google display network. You'll find low click-through rates but collectively with the other campaigns you'll get a steady lead flow to your offers. You don't need a designer to create the ads, use Google inbuilt responsive ad builder.

5 - Branded Google Search

Run a low-budget search campaign on your own brand name and every variation thereof.

Geotarget locally and you'll control the narrative and message for anybody locally giving your business even the slightest consideration.

6 - Google Search Retargeting

Retargeting for search works great. Bid on keywords that you could not normally afford (eg digital marketing agency, ppc agency) but ONLY show to people who've already visited your website. A huge focus win to spread your message to people who are already warm prospects.

7 - Omnitarget everything 1-5

As we know, omnitargeting makes everything else better. So run omnitargeting campaigns in addition to all the campaigns you run with tactics 1-5 above.

Check out our fulfilment videos if you need to know how or have us do it for you.