

# **17 Keys to Getting Better Results with Your Traffic Campaigns**

If you've read the other Traffic Building guides, then one thing you've seen me say multiple times is that you need to test, track and optimize your ads and traffic campaigns for maximum conversions. Now inside this guide you're going to learn how to do the testing and how to polish your copy for better results.

Take a look...

## **1. Use These Tools to Test Your Campaigns**

The first thing you need to do is gather the needed tools for testing your campaigns. Here are your options:

- Check for built-in tools. Platforms like Google Ads, Facebook ads, and even your email service responder tend to have built-in tools for tracking and testing campaigns.
- Acquire third-party tools. Depending on your needs, you can use simple a/b split testing tools (like SplitTestMonkey.com), or you can use more in-depth analytics tools such as Google Analytics or Matomo.org.

Next...

## **2. 4 Ad Copy Factors to Test to Get Better Results**

You don't want to purchase a big ad buy until you're sure your ad is going to get good results. To that end, test the following:

*The Headline*

This is the most important part of your ad since it's what gets the viewer's attention, so a small tweak to the headline can have big impacts on your conversion rates. Be sure to showcase your biggest benefit in the headline.

### *The Call to Action*

Be specific with your call to action. Instead of something generic such as “click here,” include a benefit (e.g., “Click here to claim your free weight-loss report!”).

### *The Graphics*

If you’re placing an ad that includes graphics, then be sure to test different types of graphics. Also, be sure your graphics are oriented towards the text of your ad. For example, if a smiling person is looking to the side, then that’s where your ad copy should be located.

### *The Benefits*

Your body copy should outline the offer and its main benefits. Remember though that the ad’s job isn’t to sell the product. Instead, its job is to get people interested in enough to click on your link.

## **3. How to Refine Your Ad Campaigns**

In addition to the ad copy as detailed above, here are the other factors you should test to refine your ad campaigns:

- Test the venue. For example, is there a certain niche site that delivers a far better response than other niche sites?
- Test placement. If you have the option of where your ad will appear on a website or inside a newsletter, then test and track different locations/positions.
- Test keywords. If you’re using pay per click marketing, be sure to test different keywords.
- Test the audience demographics. If you have the ability to choose your audience (e.g., using Facebook ads), then test

different demographics, interests and behaviors to see which segment of your audience responds the best.

**TIP:** You can and should write different ads for different segments of your market. Be sure to test and refine your ad copy as well.

- Test timing. What day of the week is best when it comes to your audience response? What time of the day?

Here's the next tip...

#### **4. Placing Offline Ads? Do This**

You need to track your offline ads just as you track your online ads. To that end, be sure to use unique URLs or unique coupon codes in your ads so you can track response. Be sure these codes or URLs are similar enough that they're not what is causing changes to your conversion rate.

E.G., if you use coupon code AMAZINGDEAL in one ad, and in another ad you use coupon code OFFER in order to track your ads, chances are you'll skew results towards the AMAZINGDEAL coupon code.

#### **5. The Testing and Tracking Campaign Checklists**

Use this mini checklist to set up your testing and tracking campaigns:

- Decide which variable to test.
- Design a test where you hold ALL other variables constant.
- Determine what testing tool you'll use to track results.
- Develop your two versions of the campaign (with the ONLY difference being the variable you're testing).
- Don't stop the test too early – keep going until you can state your results with confidence.

- Design a new test where you put your last test's winner against another version.

Next...

## **6. Optimize Your Landing Pages**

Another big component that will affect your conversions is whether you have a high-response landing page (such as a sales page, registration page, or opt-in page). To that end, do the following:

*Be Sure Your Page is User-Friendly*

It should be responsive and easy to access. Don't put hoops between the user and the page's goal, such as extra steps in the checkout process.

*Create a Polished Design*

Not only should your site function well, it should also look really good too. Aim for a simple yet professional design that reflects your brand.

*Refine the Sales Copy*

Track and test your headlines, bulleted list of benefits, the way you position your offer, and your call to action.

Which brings us to the next point...

## **7. 3 Simple Tricks for Creating a More Powerful CTA**

Your call to action (CTA) has a relatively big impact on conversions, so be sure to put these tips to use:

*Insert Your CTA Above the Fold*

You may have multiple CTA buttons, but be sure at least one of them appears near the top of the page (above the fold).

### *Use a Color That Stands Out*

In other words, don't make your button the exact same hue as the other colors on the page. You want to make it "pop" by using a color that clearly stands out from the rest of the page.

### *Utilize Specific Copy*

For example, don't use a generic label like "sign up." Instead, use copy for the CTA that tells people what will happen when they take action. E.G., "Watch Video" or "Get Started On the Path to a Leaner You."

## **8. Give People a Good Reason to Act Now**

Another factor that's going to affect your conversions is whether you give people a good reason to act now.

For example:

- *Watch this video now for free before we starting charging for it...*
- *Your choice: you can do nothing, and wake up tomorrow with the same traffic numbers. Or you can download this guide to discover the secrets of getting all the traffic you need for free!*
- *Become a charter member today – and do it now, while you can still get a 50% discount!*
- *Only 38 seats remain, so register for this webinar now before all the seats are gone!*

Here's the next tip...

## **9. Focus On Creating Compelling Headlines**

Spend extra time brainstorming and then testing benefit-driven, curiosity-arousing headlines and titles on all your content, because it will make a big difference with your conversion rates. This includes:

- Blog articles (including guest blogging).
- Email subject lines.
- Titles for your products (both free and paid).
- Headlines on sales page.
- Headlines on lead pages.
- Headlines on other landing pages (such as contest registration pages).
- Ad headlines.

Here's the next tip...

## **10. Showcase Your USP**

Your USP (unique selling proposition/point) is what makes your offer different and better than similar offers.

For example, when I (Jimmy D. Brown) teach people how to use PLR content, my USP is that I'm the one who started the entire PLR industry, so I know what I'm talking about. No one else can make that claim, which makes it very powerful.

Whenever possible, your USP should show up on your landing pages and sales pages. As space permits, it can also appear in ads, blog posts, videos, social media content and similar.

## **11. Focus on Benefits**

Your prospect isn't really interested in you, with the exception that they're interested in how your qualifications make you the better choice. As such, don't talk about yourself – instead, talk about the customer, their problems, and the solutions to their problems.

**TIP:** Here's a quick way to make sure you're focusing on the prospect: be sure most of your content refers to "you" rather than using words like "I" or "me."

Here's the next tip...

## **12. The #1 Secret of Connecting with Prospects**

Before you write a single word of your ads, blog posts, emails, social media blurbs and other content, the first thing you need to do is profile your audience. The more you know about them, the easier it will be for you to craft content and ads that really resonate with your readers.

To that end, do your market research and surveying to find out the following:

- What are your basic audience demographics (age, gender, income, where they live, marital status, etc.)?
- Where does this audience get their niche information? (E.G., What blogs do they read? Who do they follow on social media?)
- What sort of products/solutions has your market tried?
- What do they like about these products?
- What do they dislike about these solutions?
- What are they looking for in a similar product?
- What are their biggest niche challenges?

Here's the next tip...

## **13. Boost Conversions with This Essential Tip**

In order to move people to take action, you need to connect with them on an emotional level. They need to feel something (positive or negative) when

they read your content. To that end, you can tell stories to connect emotionally, get them to feel the pain of their problem, and get them to imagine the joy of the solution.

## **14. Help People Without Hype**

You've no doubt seen your fair share of hyped-up ads and sales letters. And you've probably been turned off and even assumed the marketer is lying. Your market feels the same way about hype, which is why you want to avoid it.

Instead, create ads and sales letters that focus on how you can HELP people without hyping the solution.

For example: *You'll discover how to make better food choices so that you lose weight naturally and safely, and keep it off for good.*

Compare that to a hyped-up example: *Now you too can shred the fat faster than ever and drop three clothing sizes in just two weeks!!*

## **15. Use Multimedia**

Many people prefer to watch rather than read ads and content. That's why you'll want to test video ads and video sales letters.

TIP: You can provide both text and video content together. The video can provide the in-depth details, while the text highlights the main points. Be sure to avoid mentioning specific parts of the offer, such as pricing or bonuses, in a video sales letter. If you change the offer later, then you'll have to change the video too. It's much better to provide these details in the text part of the sales letter, because changing them is quick and easy.

Here's another tip...

## **16. Aim for Congruency and Consistency**

This is a tip that's important for all ad writers and content marketers, but it's especially important if you're hiring other people to write some of your content. The bottom line is that your ads, articles, landing pages and other content should be congruent and consistent.

For example, when someone clicks from your ad to a landing page, it should be a smooth transition with content written in the same general voice and writing style, sharing the same types of information.

## **17. Create Engaging Content with Active Language**

Whether you're crafting a short ad or a 2000 word presell blog post, you'll want to avoid using passive language. Typically, you create passive language by failing to pair an action with a specific person or other subject performing that action. You'll find that reading passive language is tiresome and tedious, which will turn a lot of readers off and get them clicking away.

For example: "the web conversions can be optimized using these tips" is a very passive phrase. Question is, WHO is optimizing conversions?

Here's how to rewrite that phrase to be more active and answer the "who?" question: "You'll optimize conversions using these tips..."

## **Conclusion**

You just discovered tips for optimizing your conversions, including how to test, what to test, and how to polish your sales copy. Your next step is simple: put these tips, tricks and strategies to work for you!



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