

13-0 - Conclusion



S1: Hello there and welcome back. If you're here, I'm sure that you have already discovered the secrets in generating traffic through the 60 modules that we have provided in this series.



S2: Through out the modules, I have constantly emphasized on two different components as your traffic generator; paid traffic and free traffic. I'm also sure

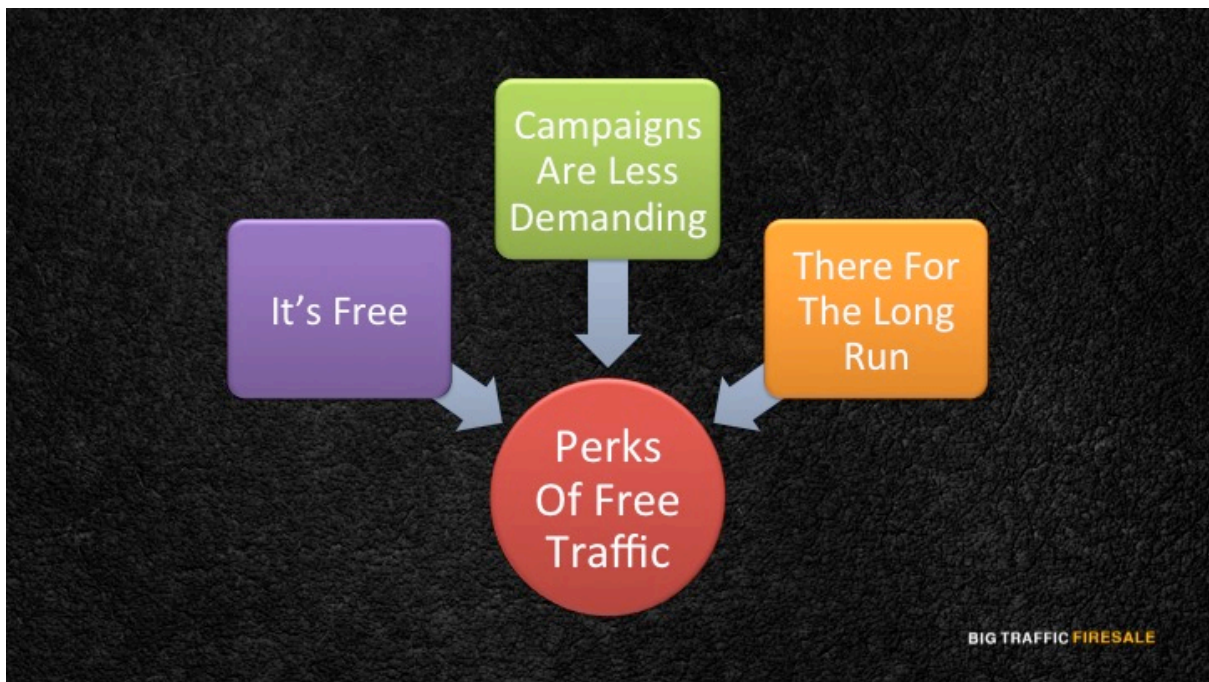
that many of you are wondering which one is better? Which tactic should you go for to drive the most traffic to your purpose?

Pros And Cons

- ▶ There are always two sides of the story in anything that you choose.

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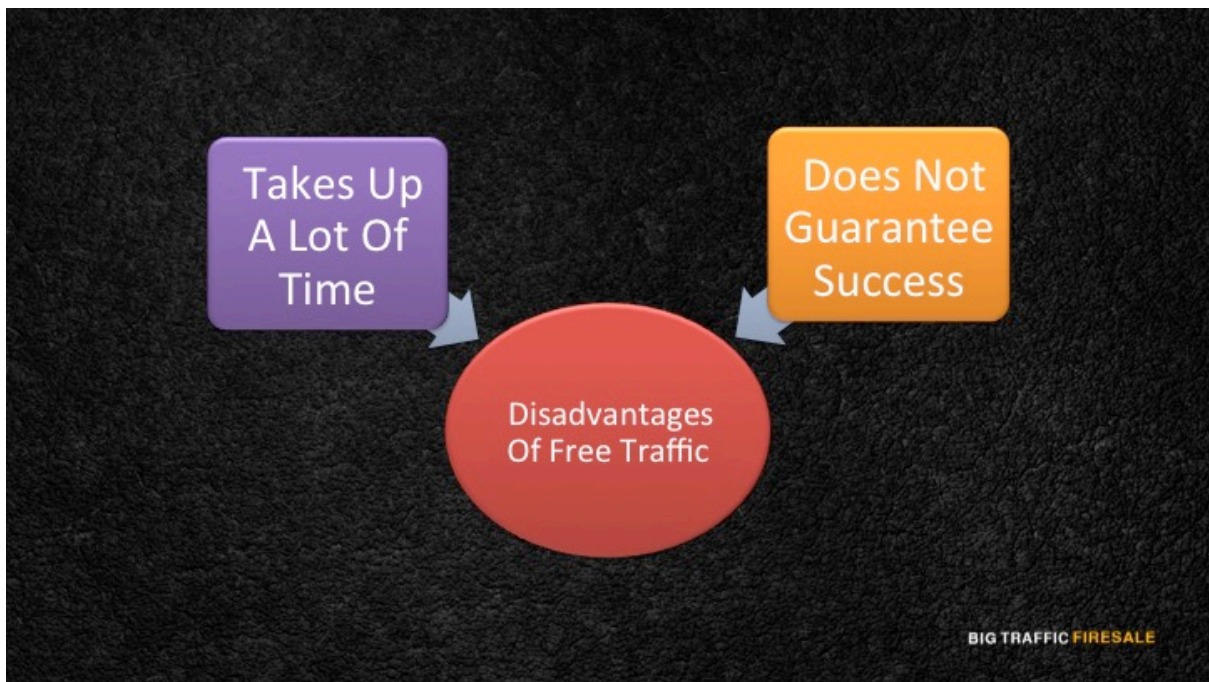
S3: Let's weigh your choices by listing out the pros and cons of both vehicles. There are always two sides of the story in anything that you choose. Firstly, let's look into free traffic. As stated in the previous modules, free traffic is generated without you having to pay for it. It is entirely free where this usually involves social media (to an extent), SEOs and forums.



S4: The first perk of free traffic is it's obviously free! This means that you do not need to fork out your money to drive traffic to your site. All you need is good content and effective strategies to make it happen. This includes having a good SEO tactic on your site.

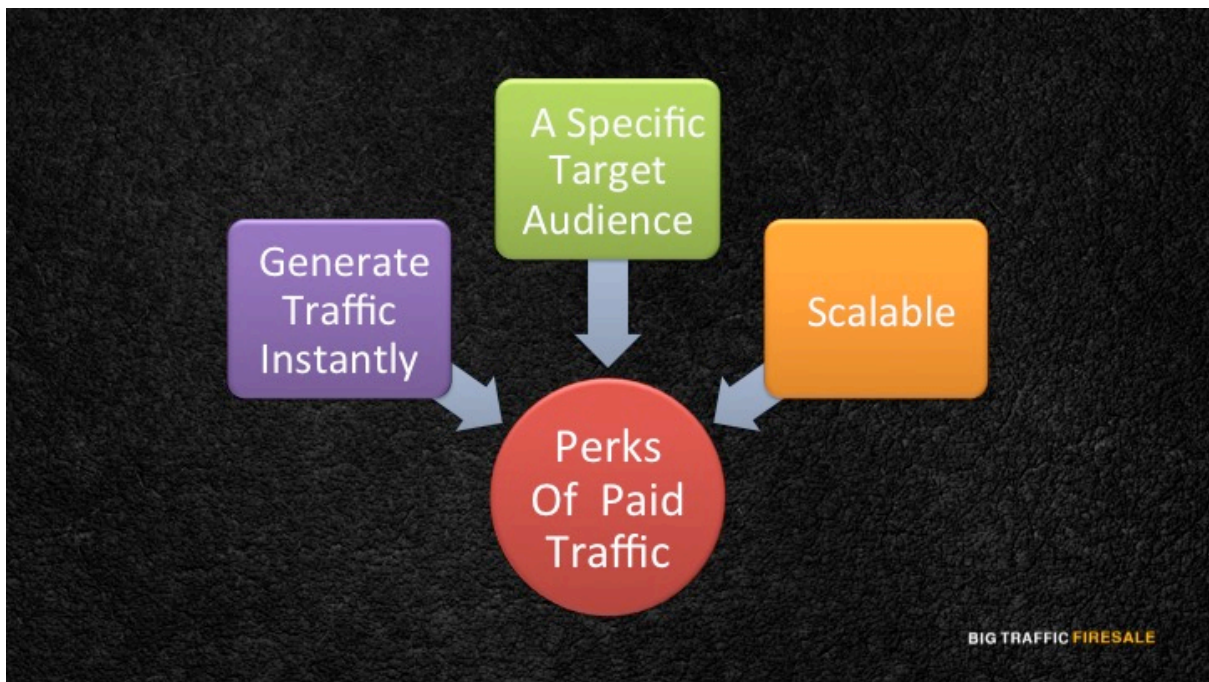
Secondly, free traffic campaigns are less demanding. You usually apply the “set it and forget it” rule when you have launched your campaign. It does not need constant tracking as you may leave your campaign to run for itself while you continue to enjoy your traffic flow.

Thirdly, the traffic flow is there for the long run, even when your campaign has ended. For instance, when you have a killer SEO campaign, your site will continue to appear at the top of the search results page. As a result, you will still drive traffic to your site because of your site's ranking.



S5: However, there are some disadvantages to free traffic that you would want to take into account. Firstly, free traffic may take up a lot of your time. For instance, you may have to come up with different strategies to generate likes for your Facebook page and directing them to your website. Cracking the code may take a while.

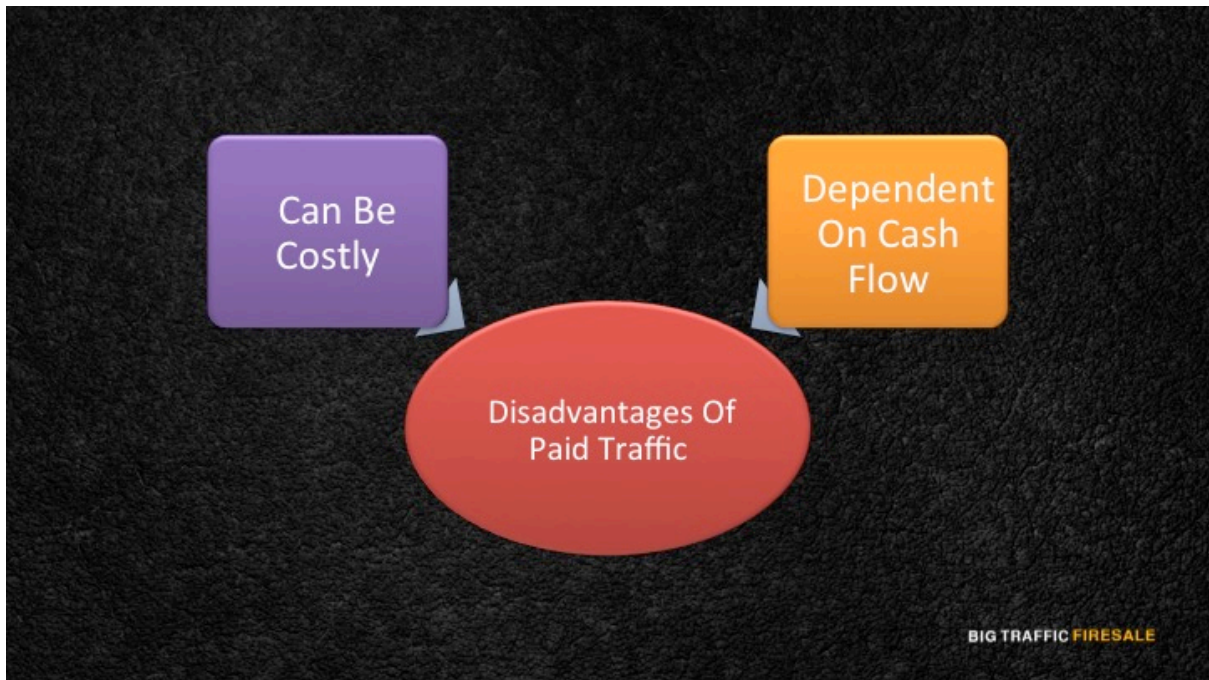
Secondly, free traffic does not guarantee success. As it is free, you can't expect people to click on your page and view your offer if they choose not to.



S6: Let's now discuss the pros and cons of paid traffic. Paid traffic works when you leverage off someone else where you make payments to divert traffic to your site. The main advantage of paid traffic is you generate traffic almost instantly. Therefore, you are able to gain traffic by spending very little and also test running your campaign before you choose to expand your budget.

Secondly, you can target your audience more specifically. For instance, with Google Adwords you may choose a very specific keyword to describe your offer and to only drive your intended audience to your landing page.

Thirdly, paid traffic is scalable. You are able to identify what works and what did not work. This can be observed through the amount you spent in advertising your offer and the return in traffic. Therefore, it is easy for you to tweak your strategies.



S7: There are disadvantages to keep in mind when it comes to paid traffic.

Firstly, some spaces to advertise your offer may burn a hole in your pocket. If you have just start up your business, you may risk spending more than you can afford to generate your traffic.

Secondly, you are depending on cash flow. Therefore to run another set of adverts to generate traffic, you have to wait for your payout. As a result, your traffic is dependent on when you run your advertisements.

Which One?

- ▶ Understand that none is superior than the other as each of them has their own ways to deliver traffic.
- ▶ There is no rule that says you can't do both.

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S8: Having listed out the pros and cons of both traffic sources, which one is the best for your business or website? Before coming up with a decision you need to understand that none is superior than the other as each of them has their own ways to deliver traffic. There is no rule that says you can't do both.



S9: As investors and business owners, our main goal is maximizing the return on investment and minimizing loss. For starters however, it is best if you scale small by utilizing free traffic as your generator and when you have

accumulated your budget, you can then test run your offer using paid traffic vehicles.

Always remember, “No traffic source is ‘free’, as content marketing takes time”. You have to consistently tweak your strategies in both free and paid traffic to generate your prospective clients.