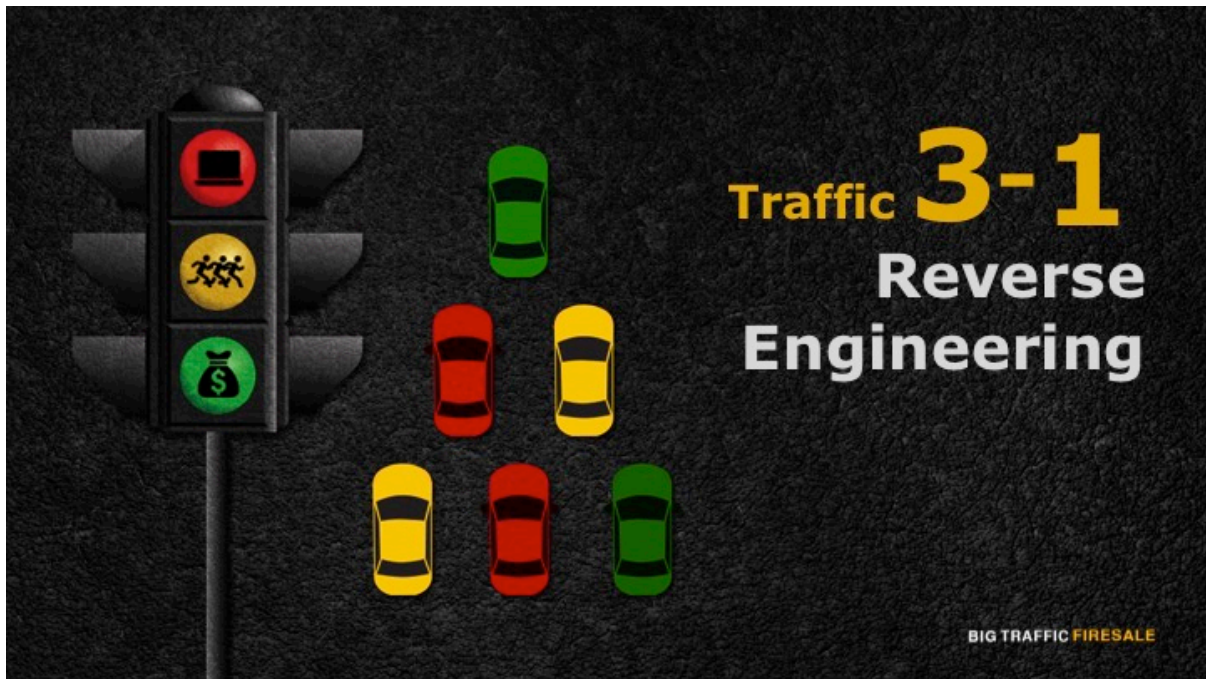


### 3-1 - Reverse Engineering (Work Backwards)



**S1:** Welcome back. In this chapter, you learn one of the most important strategies in ensuring your media buying campaign's success. The proven way is to reverse engineer your existing resources.

## What Is Reverse Engineering?

- ▶ Reverse engineering means you work backwards.
- ▶ You make use of the information and resources that already exists.
- ▶ Model what already works.
- ▶ You save a lot of time and money.

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**S2:** What is reverse engineering and how do you go about it?

Reverse engineering simply means that you work backwards. Instead of crafting a brand new plan for your media buying campaign, you make use of the information and resources that are readily available. The key here is to model what already works.

This saves you a lot of time and money as you do not have to reinvent the wheel and work with what is already there.

## How To Drive Traffic To Your Ads?

- ▶ Most ad campaigners do not realize that the traffic is already there.
- ▶ Online users are constantly navigating from site to site.
- ▶ It is your job to figure out which site or page they are visiting and how to direct them to your website?

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**S3:** Let me give you an example.

How do you drive traffic towards your ads campaign via a specific site, when you do not have any traffic to begin with?

Most ad campaigners do not realize that the source of traffic is already there. Online users are constantly navigating from site to site every minute. It is your job to figure out which site or page that they are visiting, and how to redirect them to your website?

## Reverse Engineer From Your Competitor's Campaign

- ▶ Identify your competitor's campaign and audience.
- ▶ Identify the secrets behind their profitable ad campaign.
- ▶ Find out where the existing traffic stream is at and get your messages across.

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**S4:** One way is to reverse engineer from your competitor's campaigns. Identify their offer and their audiences.

Have you come across a website with a banner promoting a specific benefit, such as slimming ads or supplements? These ads are from affiliates or business owners just like you and if you ever stumble upon an ad which has already served the site for quite some time chances are, the person behind the ad is making a boat load of money!

Therefore, it is important for you to work backwards and pinpoint what exactly are their secrets in managing profitable campaigns. All you need to do is find where the existing traffic stream is at, and get your message across.

In the following module, we will be digging in deeper into 5 essential variables that will be your foundation in setting up your successful campaign through media buying.