

4-2 - How To Generate Traffic? (Part 2)



S1: Hey there and welcome back. We explore another initiative to generate your traffic, which is based on 'Solo Ads Brokers'. By the end of this module, you will be able to weigh your choices in generating traffic.



S2: What are Solo Ads Brokers, and how do they aid you in generating traffic?

Solo ads brokers are individuals who may manage 20 -30 mailing lists, assigned by their respective owners. They observe the progress of each list carefully. They are also known as the agents of Solo Ads, just like how real estate agents function in the property investment scene. They know which lists are active and which are not. They also have an idea of the list's interests and how many clicks are made per list.

They are paid by the list owners and they will usually charge you base on Cost Per Thousand (CPM). Therefore, you do not have to worry about the cost as it is highly unlikely for them to charge you unreasonably.

How do we measure CPM? CPM is a jargon referring to the cost of a media vehicle reaching 1000 audience. We will be discussing that in more detail, in the following module.

How Do They Work?

- ▶ They advise you on the traffic you should purchase based on available lists.
- ▶ They are more than willing to help and compensate for your loss by doing what they call a 'make-good', where they try and improve the situation.
- ▶ They want to be in the business for the long haul.

BIG TRAFFIC FIRESALE

S3: Usually, how solo brokers work is they advise you on the traffic you should purchase based on available lists. When you test run your Solo Ad and you find it is not generating the amount of traffic you want, you can always go back and discuss about the problem that you're facing to your solo brokers.

They are more than willing to help and compensate for your loss by doing what they call a 'make-good', where they try and improve the situation. They will either provide you with another mailing list, or they will give you discounts in your future purchase. It is in their nature to ensure that their customers have a good experience. This is because their goal is to sell as many lists as possible to the right market, and they want their customers to come back and make another purchase with them in the future. They want to be in the business for the long haul.

Solo Ads Facebook Group

- ▶ This kind of transaction is also made available through Facebook Solo Ads group.
- ▶ It can be a public or a closed group. In a particular group, there will be Solo Ads brokers/vendors as well as the buyers.
- ▶ The brokers advertise the lists that they sell.
- ▶ the customers who purchase the lists can publish testimonials on the group's page.

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S4: This kind of transaction is also made available through Facebook Solo Ads group. It can be a public or a closed group. In a particular group, there will be Solo Ads brokers/vendors as well as the buyers. The brokers advertise the lists that they sell. Meanwhile, the customers who purchase the lists can publish testimonials on the group's page. Therefore, the members of the group will get direct feedback and this will enable them to weigh their selection of lists.

Facebook Solo Ad Brokers



S5: Examples of Solo Ads Facebook groups are as follows:

1. SoloAds & Funnel Click's Market

https://www.facebook.com/groups/1102058153146461/?notif_t=group_added_to_group¬if_id=1495360818064201

2. Solo Ads, Ad Swaps and Email Marketing

https://www.facebook.com/groups/20DollarSoloAds/?notif_t=group_added_to_group¬if_id=1495385369219123

Drawbacks

- ▶ Solo ads brokers are also dependent on the market.
- ▶ You need to scout around to ensure you are dealing with the right broker where they provide you with your intended audience.
- ▶ Different markets have different solo ads brokers

BIG TRAFFIC FIRESALE

S6: Again, one of the drawbacks is that the solo ads brokers are also dependent on the market. You need to scout around to ensure you are dealing with the right broker where they provide you with your intended audience. Different markets have different solo ads brokers. Do not waste your resources by making the wrong choice!