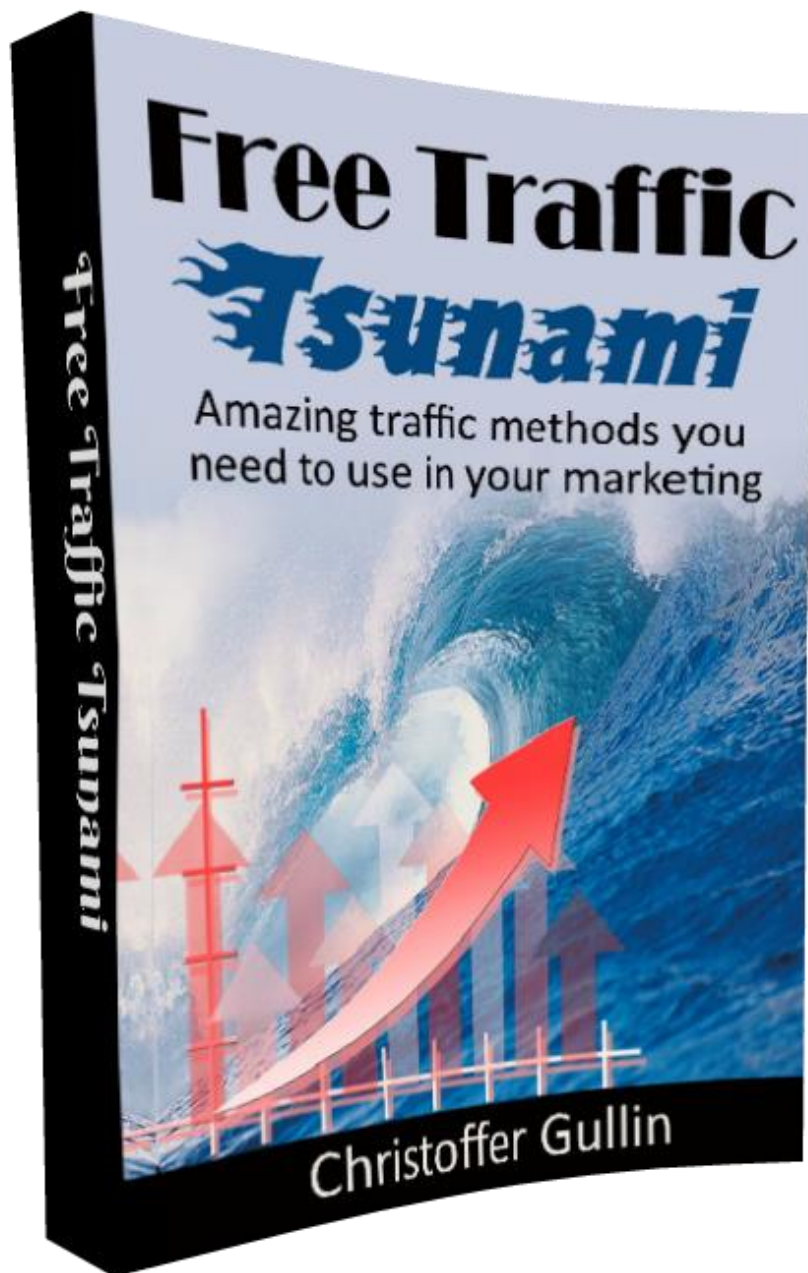


Free Traffic Tsunami

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You are encouraged to print this book for easy reading.

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Introduction

First, I would like to thank you for picking up my new eBook Free Traffic Tsunami. In this eBook I will cover some of my favorite free traffic methods I am using in my business.

There are some things I want to make sure that you understand right away: Free traffic does not exist. You always pay for traffic with either your money or your time. If you choose to pay with money you will see results faster but you will need a bigger budget to start with.

When you choose to pay with time you need to understand that it might take a while to see the results. You will not be able to implement one of these strategies and then expect to be making \$1000s the next day because that will not happen.

Since you have bought this eBook about traffic, I assume that you already have a website and a landing page builder. What you may not have (something almost everyone seems to forget) is a tracking tool.

A tracking software is crucial when testing out new traffic methods. How do you know if the method is good if you don't know where the traffic comes from?

I am using [ClickMagick](#) which is a fantastic service. I can create tracking links, rotator links and so much stuff with them. I will not explain it all here, you can read it on their website if you are interested. It is just a recommendation from me that you check them out if you don't use any tracking software.

With that said, let's get started!

Chapter 1: Blogging Bonanza

If you haven't been living under a rock for the last couple of years you know that blogging is a very popular thing to do. Why? Because it works. You can have a blog, get traffic from Google and have ads and affiliate offers on the blog and make money from that.

In this chapter I will not cover all the great things with a blog, but I will focus on why a blog is great for getting traffic to your websites and landing pages.

Your Own Blog

Having your own blog could be the best thing ever. If you don't have a blog, I suggest you go get one. As I said, there are many benefits of having your own blog but the greatest of them all is the traffic you can get. By having a blog and having good content you can get free traffic to your blog from Google, Bing and many other search engines.

A blog doesn't require as much work as you might think. Many big blogs are not updating every single day; they make a new post about once a week. So you could basically have a blog and once a week you write a post with about 2000-3000 words. Having a post that size will tell Google that you have lots of information in the post and Google prefer to show results where they can get much information.

30-Day Challenge

If you are starting out however, you want people to find your blog. A great way to get your blog boosted and to get some content up is to use the 30-Day Challenge. The challenge is to write one blogpost every day for 30 days. Now, this requires work and it is not as easy as you might think. Writing posts with 2000 words for 30 days is a TON of work and you will quickly burn out if you don't plan accordingly.

I suggest that you open an Excel document (if you have a Google account, which you should, you can use Google Docs which is basically the same thing and it is free) and then you make a list of

topics you want to cover for 30 days. Look for topics to cover on other blogs in your niche, find news and other great stuff that you can cover in your blogposts. Do your research for every topic.

I mentioned that the word count should be about 2000 words. One thing you can do is to write 5-10 posts and schedule them in WordPress. This way you are not forced to write a new post every day, but just one every second or third day. If you want, you could write all 30 posts and schedule them for each day. Then you will not have to do anything during the month because you have already done the work.

Keyword Targeting

One thing you want to make sure of when writing your posts is to target specific keywords. You want to make sure that when people search for top 3 exercises for weight loss they will find your post about the top 3 exercises for weight loss (as an example). To find the best keywords to target you should use a keyword tool such as [Google Keyword Planner](#). Here you can search for your keyword and see how the competition is and other suggestions related to your keyword. What you want to do is to try to get as many keywords as you possibly can in your post without it being ridiculous.

This is how you should not write:

“This is my top 3 exercises for weight loss. These top 3 exercises for weight loss are great when you are trying to lose weight. Just do these top 3 exercises for weight loss one time every day and you will see quick results.”

As you can see this is just weird and Google will quickly find out that you are not doing anything else than trying to get ranked for the keyword. A better way to write is this:

“When I was trying to lose weight fast I were looking everywhere to find a good way. There is so much information on Google about quick weight loss and so much of it are crap, so I decided to share my top 3 exercises for weight loss that I used to see great results.”

Read both of the sentences out loud and you will see what I mean.

Social Sharing

If you are just starting out I recommend that you focus on writing good content, because that is what it all comes down to in the end. If you post crap content, you will not get traffic.

One thing you can do however, as a new blogger, is to make sure that it is easy to share your content. By having sharing buttons on your posts your visitors can quickly share your posts with their friends. Friends trust each other so if person A see that person B has shared something, he will be more intrigued to click and read the post than if he just saw something random (like an ad) in his feed.

If you already have an established blog and you are regularly writing good content, you should expand to other social sites. Create a Facebook Fan Page, a Twitter account, a Google+ account and make sure that when you have a new blogpost it is shared to all the platforms. This way you can create a bigger audience on multiple platforms. There are many plugins that can do this for you and in the next part I will list some great plugins I use on my websites to share the content on multiple platforms.

You can also manually share your content to social sites. If you have a blogpost that you are very proud of and it is getting many readers, go on and share it. Maybe it has been shared before, but who cares? Since then you might have gotten new followers and then it can be great to share some old content you have in your blog archive. Of course the content in the post should still be relevant, not outdated.

Recommended Plugins

I realize that I haven't mentioned this yet but I assume that you are on the WordPress platform. WordPress is the greatest blog and website platform and the customization possibilities are endless. One of the greatest features with WordPress is the support for plugins. With plugins you can get extra features to your blog or website. These are my favorite plugins that I use on my websites and I highly recommend them. The best part? They are all free.

[Contact Form 7](#) – This is a great and simple plugin that will create a contact form on your website. Having a contact form is great. It will look more professional and your visitors can ask questions that you then can convert to a blogpost = WIN!

[ThirstyAffiliates](#) – This plugin is cloaking your affiliate links to make them look nicer. Clickbanks link are horrible and may look something like this: <http://b8c92zm2vinb891gropjk3u0a4.hop.clickbank.net/> (Instabuilder affiliate link). This is just a bunch of random characters. With ThirstyAffiliates I can make the link look like this instead: <http://christoffergullin.com/go/instabuilder/>.

[Yoast SEO](#) – This is a SEO plugin. It will tell you lots of great stuff that you might want to change or do to get better rankings on Google. It is very easy to use and it full of awesome stuff.

[Floating Sharing Buttons](#) – This is a great plugin that will let your visitors share your posts. The floating part means that when the visitor is scrolling down the sharing bar is staying in the top of the screen so the visitor will always see the sharing buttons. This makes it really easy for them to share the content.

[Facebook Auto Publish](#) – A plugin that will post on Facebook every time you have written a new blogpost. You can configure it to share with your friends or a fan page that you own. It takes some configuring to make it work but that is Facebooks fault. Works great when you have set it up.

[Jetpack](#) – A great plugin that does a lot of things. With Jetpack you can see statistics on how many visitors you get, you get SEO tips and you can share your posts to multiple social sites including Facebook, Twitter and Google+ (and some more). The reason I have a separate plugin for Facebook is because Jetpack seem to share it on your personal wall only and I want my posts to be shared in a Fan page.

Jetpack can also add sharing buttons to your posts if you want this. The sharing buttons will not follow along when the visitor scrolls down which is the reason I prefer Floating sharing bar.

The plugin also does many other things that will be too much to cover here. Just go to their plugin page and read it for yourself.

Guest Blogging

Since we are talking about getting traffic using blogs it would be a crime to not mention some other great blogging methods to get traffic even if you don't have a blog yourself.

One of these methods are guest blogging. Basically how it works is that you write a good, quality post for someone else and in the end of that post you can have a link to your landing page or website. This is an easy way to get big traffic spikes to your website. The hard part is to find a blog where you can blogpost on and also how to approach the owner and make sure that he is not just taking the article/post himself but actually give you the credit.

So let's start with a blog to guest post on. You will have to do some research on this but it will be worth it in the end. You want to find a blog that is in the same niche that you are. It makes no sense to write a post about weight loss on a blog that is about cars. If you follow any blogs in your niche you can start with them. If you don't, you want to find some. Use Google to find blogs in your niche. Search for something like "keyword blog", "keyword guest post", "keyword accepting guest posts" and so on to find blogs that might be good. One important thing to make sure to check is if the blog is only accepting other blog owners or if you can have a link to a landing page instead. It depends on where you want the traffic to go.

When you have found a blog you want to know how much traffic the blog is getting. The first thing you can do is to install Alexas plugin for Chrome or Firefox. This will tell you how much traffic the website you are on are getting. It should be said that Alexa is not a perfect tool so you should check with other tools as well to make sure that the numbers are correct. To do this you can use websites like Similarweb.com or Semrush.com.

Okay, so now you have found a blog that is getting enough traffic. Before you are contacting the blog owner you want to check out the blog, see what posts are getting the most attention and see if there are any other guest posts on the blog and how they have done it.

Next you want to contact the blog owner. You should be personal in your email like if you talked to a friend. Do not be formal like “Hello Sir” or “Dear Mr. Blog Owner”.

You should tell them who you are. Not your life story but more like “I am a blogger/business owner at christoffergullin.com”. Let them know your title and also give them a chance to check up on you by telling them the website you own.

You should also include why they should accept you as a guest blogger. Link to older guest posts or posts on your own blog.

That is basically it. If you get an answer from the blog owner, then congratulations.

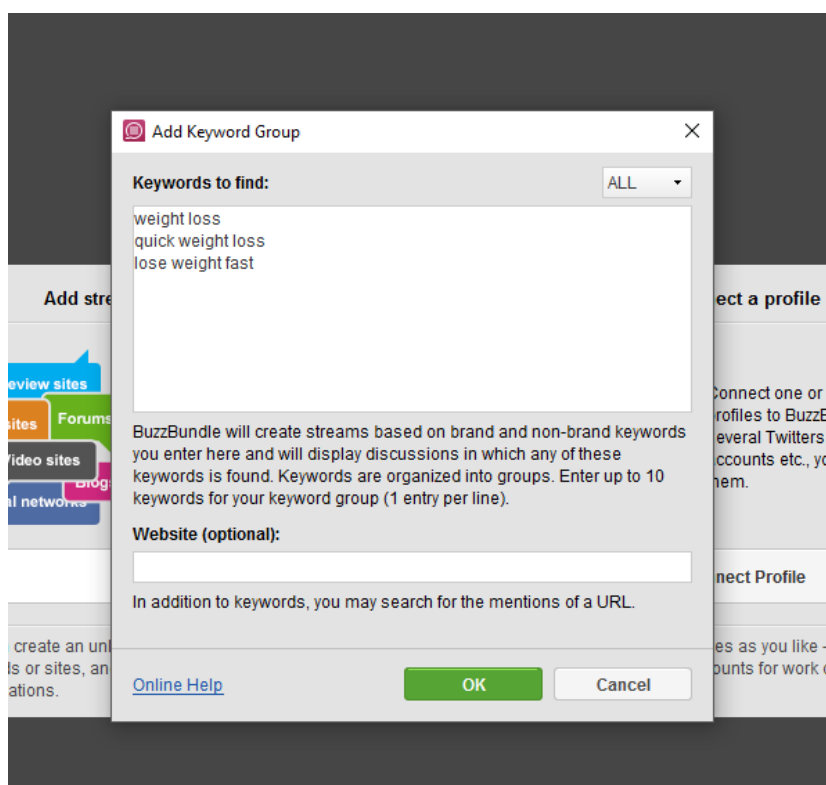
When writing the blogpost, you want it to blend in with the other posts on the website. If the other posts are a minimum of 4000 words you will have to write a post with a minimum of 4000 words. If the posts are always below 1000 words with a just a picture or two, then make sure that your blogpost is the same.

Blog Commentating

This is also a great way to get traffic to your website or blog. If you have a blog you want backlinks which you can get with blog commentating. If you have a landing page you can share that will everyone who is reading the comment section of a blog and it is not hard to write a comment, right?

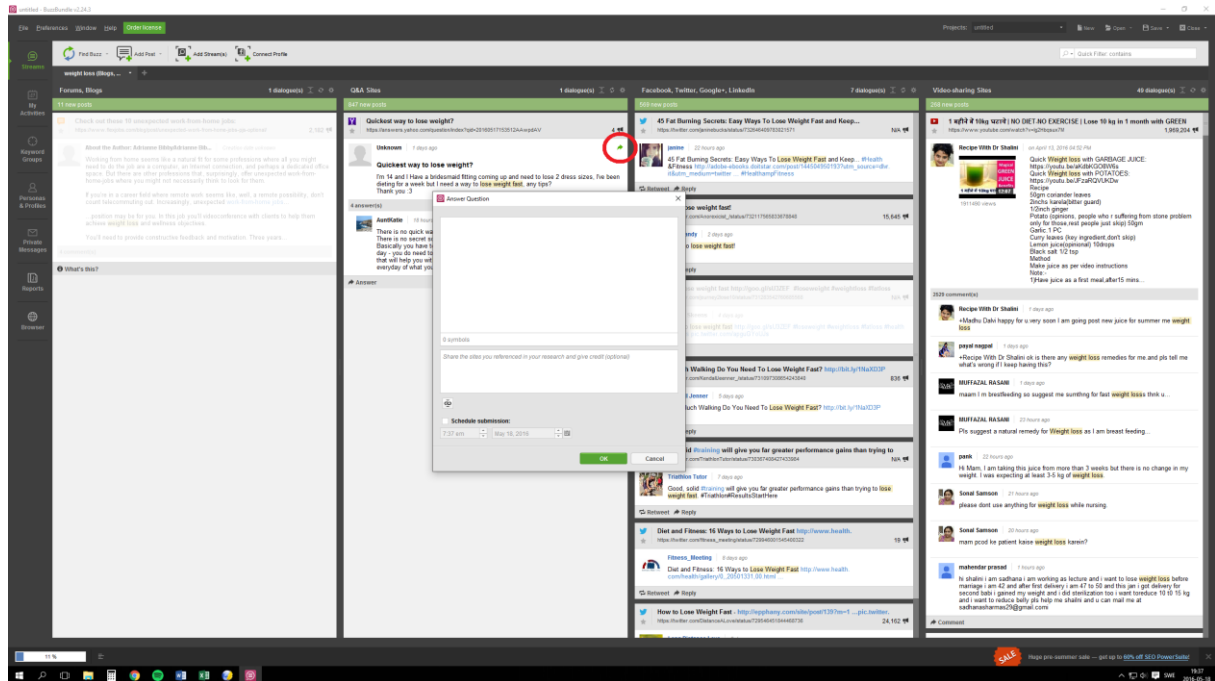
But wait, it gets better. Instead of searching for blogs and manually comment on them you can use a tool. You will still have to write your comments (which is good, because then you will know that the comment is of quality and offer value to the discussion).

[BuzzBundle](#) is an awesome tool for blog commentating. It is a software you can download for free and in the software you can create multiple personas, search on a topic and comment on it inside the program. You could basically have a discussion with yourself in a comment section by switching between different personas. Not that I suggest that, but it's possible...



When you first start BuzzBundle you will create a new project and then write down the keywords you want to search on. In the picture I have written down some weight loss keywords.

Now, take a look at this picture. This is what happens when you have clicked OK. BuzzBundle will search for these keywords on the internet and then let give you the results. In this picture, the program is still working but I got some results from a Q&A website. Now I can answer the question directly from BuzzBundle.



By clicking on the arrow (marked with the red ring around it) the program will open a window where I can answer the question. It works great.

The same thing is for blogs, Twitter and other websites. You will have to configure some stuff (like which Twitter account to send from etc) but after that you can start searching for your keywords and comment.

In the free version there are some limitations but you can still do the basic stuff that you want.

[BuzzBundle](http://christoffergullin.com) is a great tool for blog or website commentating.

Chapter 2: eBook Submission

One traffic method I am not seeing that often is eBook submissions. The way it works is that you submit an eBook or report to a network and then people that are interested in your niche find it and download it. Inside the eBook you should have links to your landing page so that the readers can click on and BOOM, free traffic to your landing page.

Now, you will need some form of an eBook to do this method (yeah, surprising, I know) but that is not so much of a problem.

Heard about PLR? It is a great thing that is helping people keep being lazy. Instead of actually sitting down and writing an eBook you can download an eBook with PLR rights. What this means is that you can change the cover, the content, put your name on it and then sell it or release it as your own.

The source I use to find good PLR content is on a website called idplr.com. They have over 8000 PLR products and they keep adding more every day. Here I can find a PLR eBook, rebrand it and then upload it as my own.

There are some things I want to mention about PLR though. Many PLR eBooks are not that good or that valuable, and that is not what you want. You want the reader to think “OMG, this book is good. What else has this guy done?” and then move on to your landing page. To accomplish that the eBook needs to be super valuable.

So when you have found an eBook you like on IDPLR, you will have to rebrand it. How do we do that?

Easy. The first thing we want to do is to change the content a bit to make sure that the eBook is unique. We don't want the reader to find the same eBook somewhere else. This means that we might have to rewrite some of the eBook.

What I recommend is that you read a paragraph and then write the same information but with your own words, like if you explained it to someone. If the original sentence said:

“If you want to lose weight you have to exercise”

Then your version could say:

“Exercise if you want to lose weight”

I just turned the sentence backwards. It is saying the same thing but now my sentence is unique, while the original sentence is in an eBook that thousands of people has downloaded.

You don't need to do this for the whole eBook but do this in the beginning, the end and then in some random parts of the eBook. Just to make sure that the content is not exactly the same as the original. Also remember to insert your landing page link somewhere. In this eBook I have a link to christoffergullin.com in the header. Try that.

Next we want to make sure that our eBook is standing out and is unique. There should only be one version of this eBook. To do that we need to change the name and the cover. Choose a name that describes the eBook and its content. Having the keyword inside the title is awesome.

Let's start with the cover. Here you have 2 options. You can go to [Fiverr.com](https://www.fiverr.com) and search for eBook covers and pay someone \$5 to design it for you.

The other option is to do it yourself. For this you will need some tools. This is another reason to join [IDPLR](https://www.idplr.com). They have a tool where you can upload your cover and create a nice looking 3D picture of your eBook. This eBook is made in that tool. But before that we will actually need the cover picture.

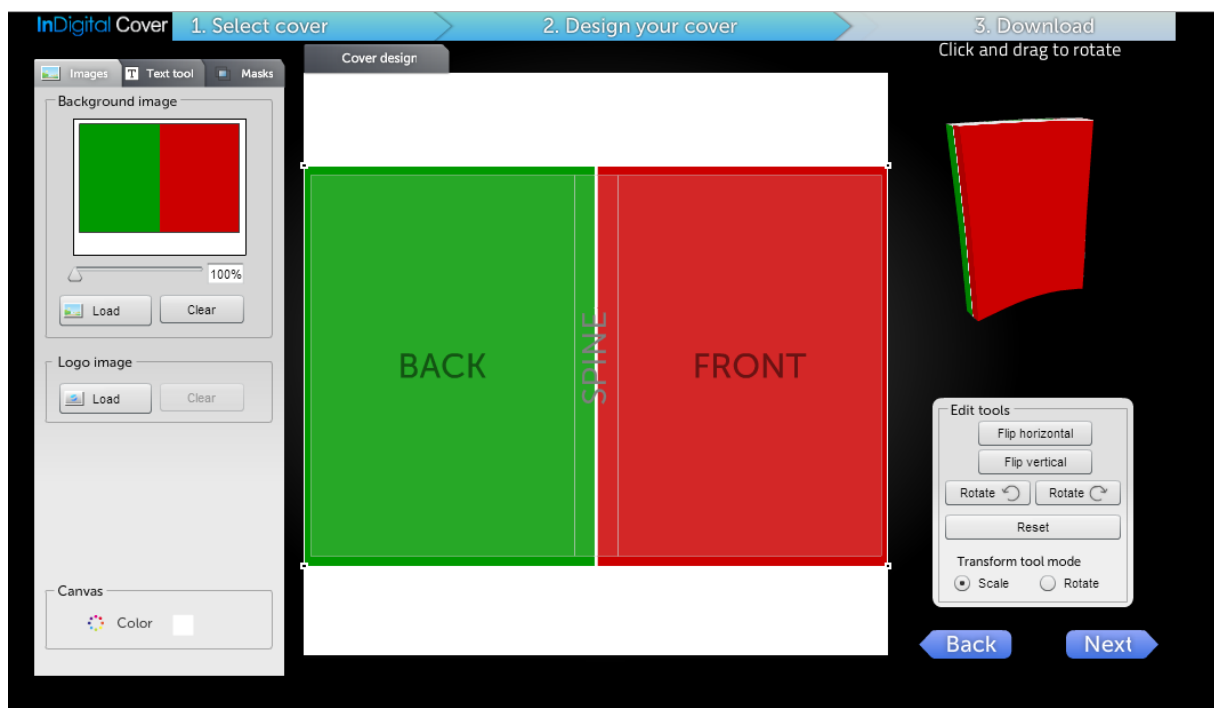
For this we will use two websites: [canva.com](https://www.canva.com) and [pixabay.com](https://www.pixabay.com). Canva is a great tool where you can create and edit pictures. Pixabay is a

website where you can find pictures to use for commercial use for free.

Start by going to canva.com and create an account (it's free). Next you want to create a picture with a custom dimensions. Choose 1900x1300px. This will give you a pretty accurate size for the eBook later on.

In Canva you can then choose layouts. You want to choose the one that is dividing the picture in 2 parts. This makes it easy to find the middle. Then you can start design your cover. In the 3D tool later on, you will only see the front and the spine of the book so you just have to design one side of the eBook. Remember the spine as well, so just a bit more than half.

As a short example, I went to Canva, created a picture in 1900x1300 and chose the layout that is dividing the picture. In the picture below you can see how it will show in the IDPLR tool.



Up in the corner you can see the finished result. The picture will be downloadable and you can then use it for your eBook.

Pixabay is a great source if you want to have icons, figures, backgrounds or anything else on your cover. All the pictures that you find on Pixabay is okay to use for commercial use. You don't want to break any licenses and that is why you should use Pixabay and not Google.

I know it might sound complicated but I promise you, once you have created it once and you know how to do it, it will not take you more than 10 minutes to create a great looking cover. And since we want to have as many eBooks as possible on those sites, it can be very expensive to hire someone on Fiverr. What if you have 15 eBooks? That \$75 just for the covers...

However, if you want to get started quickly you can join Fiverr with my affiliate link and get a free gig. It means that you don't have to pay for your first \$5 order.

[You can join Fiverr here and get your free gig](#)

eBook Directories

So now you have your eBook and your cover. Nice. Now we need to find directories where you can upload it. In this section I will list the ones that work and is online as of May 2016.

- Free-ebooks.net
- Getfreeebooks.com
- E-Library.net
- eBookDirectory.com
- eBookFreeway.com
- eBook88.com
- eBookee.org

Chapter 3: YouTube

YouTube has more than one billion users and about 33% of them has a YouTube account. Each and every day, people are watching millions of hours of videos.

YouTube is actually the second largest search engine in the world. This is awesome because that implies that you can get nearly as much traffic from YouTube as you can from Google. However, on YouTube you have videos instead of articles or blogposts. This means that you can engage your viewers in a more powerful way.

Video is great for advertising because of this. I am sure you have seen sales pages before and almost all of them have videos on it. There is a reason for that, right? On top of that a video can get to the point much faster than an article and people are more likely to watch a video than to read a long article or sales page (at least I am lol).

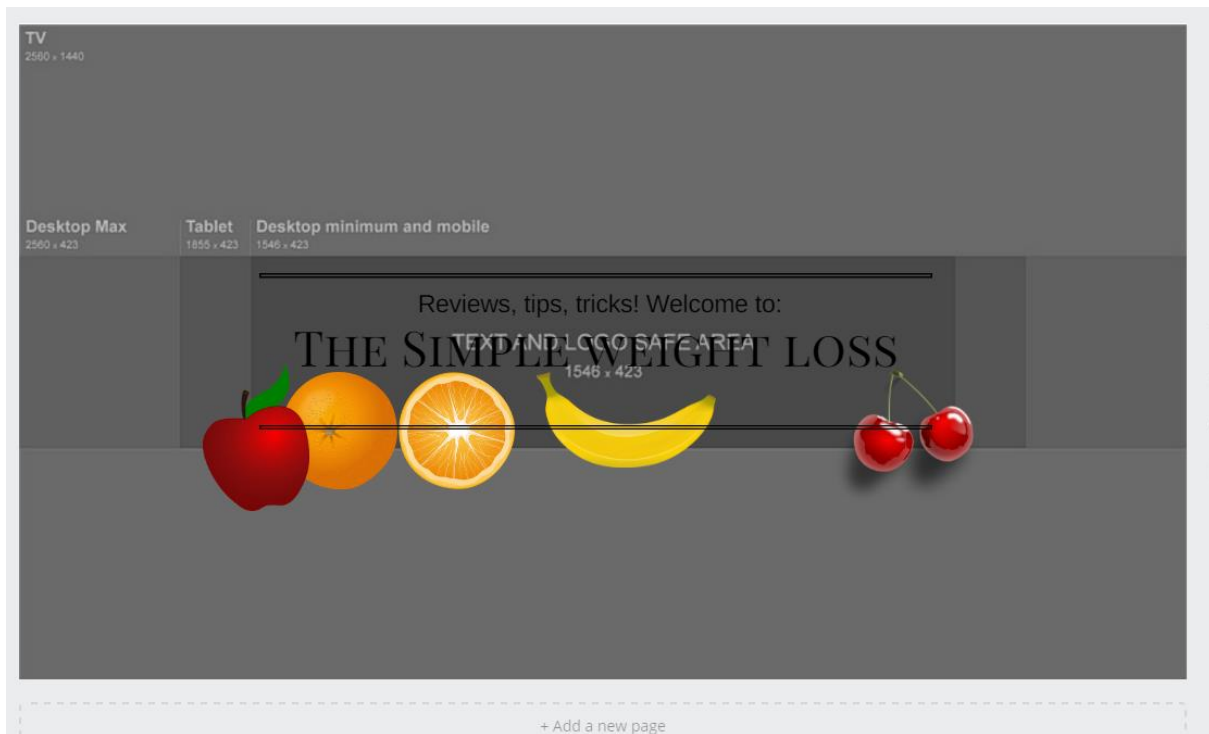
There are many more benefits of creating YouTube content but in this chapter we are going to mainly focus on how to get more traffic to our landing pages using videos on YouTube.

I will assume that you have a YouTube account or that you will get one ASAP. I will not give you step by step instructions on how to get an account, that is something you should be able to figure out yourself.

HOWEVER

After you have created your account you want to make sure that your channel is looking good. It should not look like a newly created account. To get rid of that we need to create a channel icon and a channel banner. I have already told you about Canva and Pixabay and now it's time to use them again. Create an icon and a channel that is looking good. They can also follow a theme for your niche. If you are going to videos about cameras, maybe having a camera would be great. You see where I am going...

The size for the channel icon should be 800x800px while the channel banner should be 2560x1440. The channel banner is a bit special because it will show different depending on what device you are on. An easy way to get a nice looking banner is to go to Google and find a template and then create a banner from that. Take a look at the picture down below to see what I mean.



What I have done here is to have the template in the background while I create the banner. When I am done I can just remove the template and I get the white background. The result is looking like this.



As you can see it is looking good and everything fits. If I go to my channel on a TV I will see the full picture (which is just the fruits and

then the white background) and that is the reason why your channel banner needs to be 2560x1440px big.

If you have any social sites you can also link to them. As you can see in the corner, there is a link to the website and to a Facebook Fan Page. It will make it look better. The website should of course be your landing page or blog (the website you want traffic too).

Creating a Video

There are many different kinds of videos but the two most popular are the talking head and the presentation video.

Let's start with the first one, the talking head. It sounds funny but in reality it is just a person who stands in front of a camera and talking. This is actually a popular way of creating videos. It doesn't require so much more than a camera. Of course if you want it to be of good quality you should have good lighting, a good microphone and a camera that is recording good quality (common, it's 2016, just use your smartphone).

The second one is the one that is the most popular one. It is a video where you record your screen, have a PowerPoint presentation and then have you talking in the background. I am doing my videos this way and it is working great. For this you will need some software to be able to record your screen and show a presentation.

- Presentation software: Office PowerPoint (free alternative is [LibreOffice](#))
- Recording software: [Camtasia](#) (free alternative is [CamStudio](#))

The downside with CamStudio is that you can't edit the videos so you have to record a perfect one (which almost never happens). On the other hand, Camtasia is \$300 so some mistakes might not be that important in the beginning. They have a 30-Day free trial so you can take advantage of that if you want.

That is what you need to be able to create a YouTube video. It is not that hard. However, you want content (duh) so let's talk about that now.

There are multiple ways to go here. You can create reviews about a product and send them directly to an affiliate offer. But that way you are missing out on the email addresses you could get. What I suggest you do is to create multiple videos about a topic and link to your

landing page in the description. Each video gives some tips or tricks or some other valuable information to the viewer. End the videos with:

“If you want to know more, please click the link in the description”

You can also tell them (short) what they are going to get when they opt in on your landing page:

*“You can learn more about *topic* in the free eBook that I am currently giving away to a few people. In this eBook you will learn *something that they are learning* but you need to hurry, because I will not give this to everyone. If you are watching this video after it has ended, I am sorry”.*

Here I tell them the benefit of getting this eBook (which is the lead magnet in this case). You can basically read what your landing page are saying. I also added the last part to make sure that they opt in directly after the video, because if they do it later it might be too late.

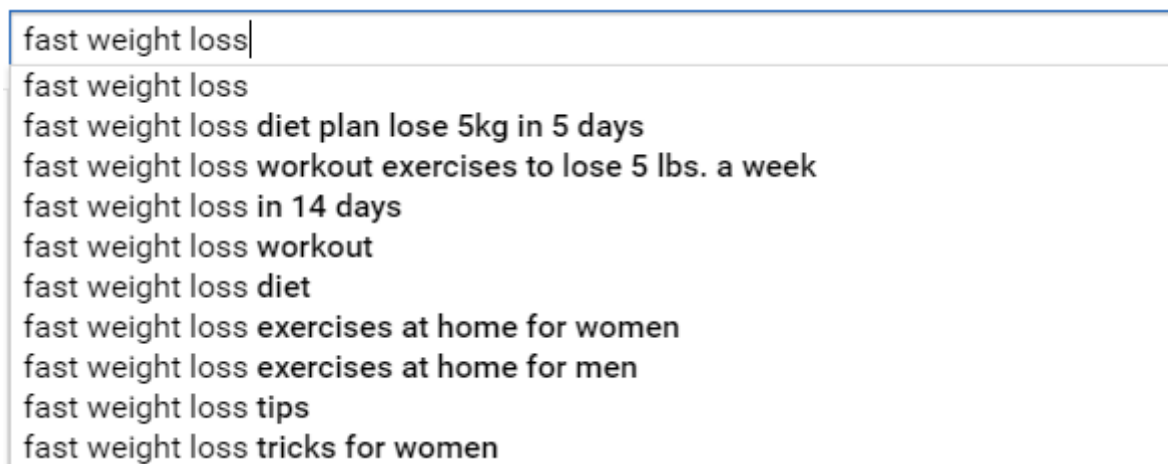
I could talk so much more about what type of YouTube video you can create but this eBook is not a YouTube course. If you are interested in getting a YouTube course, I recommend that you get a course called Tube Commission Sniper. You will learn so much more than this. However, I will cover some YouTube SEO before we move on to the next chapter.

[You can get Tube Commission Sniper here](#)

YouTube SEO

As I have said earlier, YouTube is a search engine and because of that you need to do some SEO here as well. You want people to find your videos. This work start even before you have uploaded the video to YouTube.

When your video is done and you are ready to upload, make sure that you know the keyword people are searching for. You can use Google Keyword Planner to find good keywords that people is using. Another way is to head over to YouTube and write your keyword and see the suggestions that come up.



These are all great names that you can name your video to. What you should do is to name the video file to the title your video will have on YouTube. So if you have made a video about *fast weight loss tips* and that will be your title for the video, you should name the video file *fast weight loss tips*.

You also want a custom thumbnail. This is the picture that is being shown for people in the searches. Head over to Canva and create a YouTube thumbnail with the size 1280x720px. It doesn't have to be something fancy, you can have some text with the video title. When you are done you want to name the thumbnail file name to the same as the video title. So before you even upload you should have a video

and a custom thumbnail picture that is named the same as the title will be in YouTube later on.

So now it's time to upload the video. While the video is uploading you can create the title (which you should already know since the video file is named that) and also write the description.

Your description should have the most important information on the first two lines. Of course the first line should be your link to your landing page or blog so it's easy to find. Next you want your description to be around 300 words or more. Your keyword should be included 2-3 times, in the beginning, in the middle and in the end is good. Describe what the video is about and the benefits of watching the video. The description is not for the viewers because they will watch the video but for YouTube and Google. They will read your description and see what the video is about and suggest the video for people who they think want that kind of information.

Tags are just keywords. Even if some people say that tags doesn't matter that much you still want to include about 10 of them or more. Start with the most important keywords and then move down the list. Have your channel name in the tags.

That is basically it. This is a process you want to do for each video you upload and you should upload multiple videos about the same topic to make sure that as many people as possible see it. Do not upload the same video multiple times because that will flag the video as duplicate content. Create multiple videos.

Chapter 4: Facebook

I am sure that you are familiar with Facebook. Even if you don't have Facebook (what kind of caveman are you?) you know that Facebook is extremely big and powerful. In fact, over a billion people use Facebook every month so if you are not using Facebook in your business you are losing out on a TON of traffic. I love Facebook. I am mostly using Facebook however and since we are going to talk about free traffic in this eBook, Facebook Ads will not be covered.

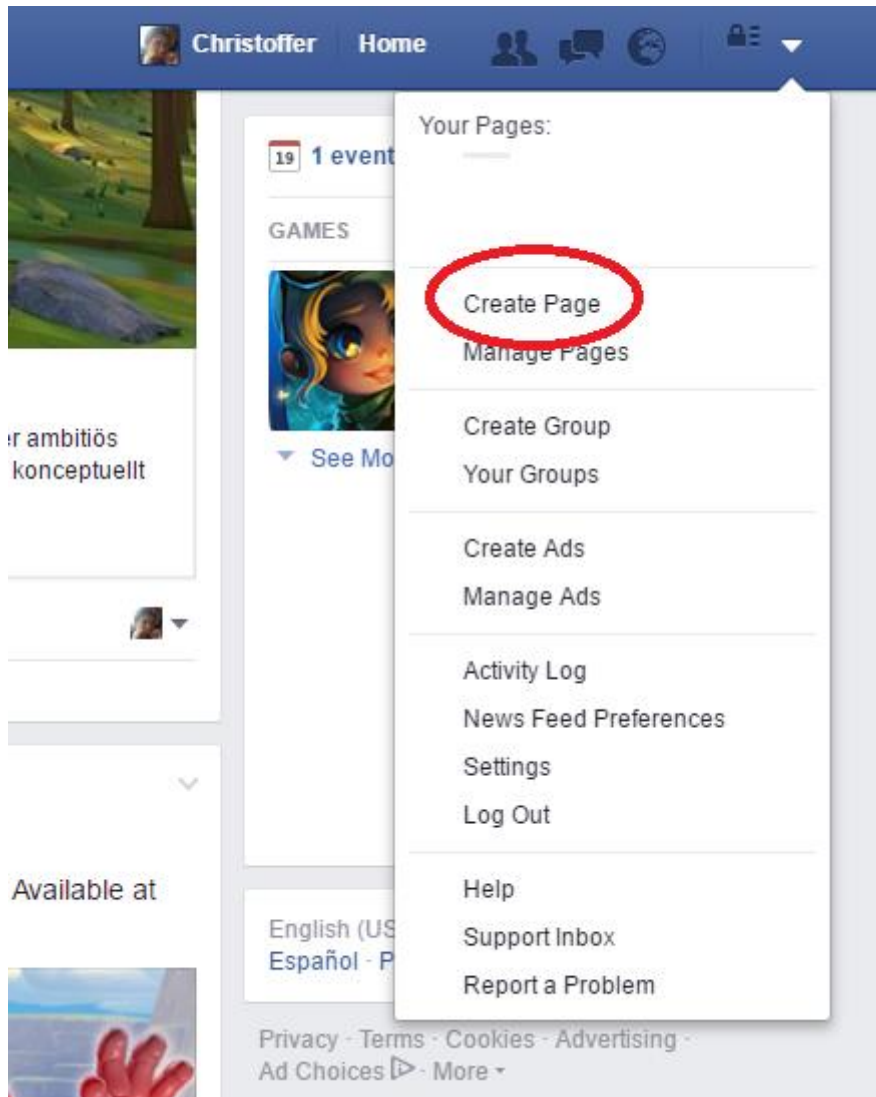
So how can you get traffic from Facebook without spending any money? You use Fan pages and groups instead. You will not see results over a night and you will have to build a following first but once you have done it, it is a very effective way to get traffic to your landing pages. The great thing with this is also that even if you end a campaign you will still have the Fan page will lot of people so if you are doing a new campaign you can market it to your fans and get free, fast traffic that way. It is basically like your own email list.

As I mentioned, Facebook groups are also a way to get traffic to your website or landing page. I will talk more about it later but what you want to do is to find a group in your niche and post a link to your blogpost or landing page. What you don't want is to look spammy because then your link might be removed by the admins and people will just get annoyed. You have to do it in a cool way that make sure the post comes off as good content and not just some stupid marketing guy that has no idea of what he is doing.

But let's start with Facebook Fan Pages...

Facebook Fan Pages

In this section I want to cover Facebook Fan Pages. We are going to make our own Fan page and grow it slowly. Creating a Fan page is free and it is very easy.



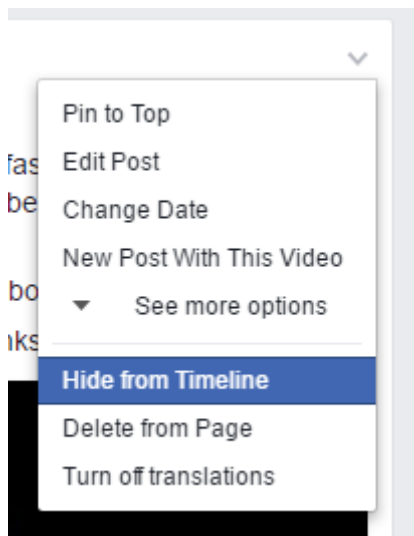
Just click on the arrow in the upper corner and you will get this menu as shown on the picture. Then you just click on “Create Page” and follow the instructions.

One thing many people seem to have a hard time with is to choose the correct category for their fan page, so let me help you.

Go for “Brand or Product” and then you choose “Website” and fill in the name you want your Fan page to have. It is not harder than that. You are building a fan page for your website so it is an obvious choice. Next you just follow the instructions. There is no point to write what you should do because Facebook already have very good instructions on what you should do to create your Fan page.

When you are done creating your page you want it to look good. Once again we will head over to Canva and create a profile picture and a page cover. Now, by this time you should know how Canva works. One thing I haven't mentioned is that they have templates you can choose from. For the profile picture, Facebook want it to be at least 180x180px, so you can either create a custom picture with that dimensions or you can choose any template that is square. For the cover, Canva already have a template with the correct dimensions so that is easy to do.

So now you should have created your Fan page and designed and uploaded a profile picture and a cover photo. As you can see on your Facebook wall, there are updates telling people that you did just changed photos. It doesn't look good and it tell everyone that the Fan page is new, so I would suggest you remove these posts.



That is easily done by clicking on the small arrow on the right corner of the post. You will then see a menu like this.

Just click on "Hide from Timeline" and the post will not be seen anymore 😊

Next we want to make sure that the page is looking active. What I suggest you do is to upload some pictures, share some websites and/or videos. Just take some random videos from YouTube that fit the niche. You can also find articles to share on [BuzzFeed](#). You can also use Canva to create some nice pictures that fit the niche. The goal here is that when people visit the page, they see that it is an active page with relevant content on it. No one likes a dead page.

So now we should be fully set up. You have a nice looking fan page that is looking active. Awesome. But we are not done with the basic configuration of our fan page. I know I make it sounds tedious and hard but it is really not. All of this maybe take 20-30 minutes but you will be rewarded tenfold if your page is looking professional and not amateurish. Some things you want to fill in and do:

- Fill in as much information as possible on the About Page. As you may know, Facebook has an algorithm that is deciding what people are shown. Just because a person like your page doesn't mean the person will see all your posts. However, the more information you have on the About page, Facebook will reward you by showing it to more fans. As I said, this is not confirmed but it doesn't hurt, right?
- CTA Button. You can add a Call to Action button on your page. That button should of course go to your website or landing page.

Now you should be ready to start getting likes to your page. Just make one final check. Take a look at your page. Would you like that page? If yes, then great. If no, why? Then change that part you don't like.

Getting people to like your fan page can be as hard as to drive traffic to a landing page. You are basically taking the same steps.

- Link to your Facebook page on forum signatures
- Share it with your friends
- Let your subscribers know that you have a fan page
- Post good content

One thing you can do is to write posts and tag another page in that post. By entering @ and then the name of the page or person you want to tag you can notify them that you have mentioned them. This

will help new pages to attract traffic from already existing pages with a big audience.

Contests are a great way to increase your fan base.

*“CONTEST TIME: Like and share this post and be able to win *the price*”*

It doesn't have to be something fancy. Depending on your niche it could be basically anything. It could be a digital product, maybe a mug from eBay or anything. Just make sure it is something that people want. If you have to spend \$10-15 on a mug and you get more fans that you can send promotions to later on, it is totally worth it.

You can also go to other fan pages (that is relevant to your niche of course) and comment on their posts and tag your own fan page in the comment. You need to make it look good though. Don't just say “Like my fan page @fanpagename”. You need to build it in into the comment and make sure it is relevant to the original post.

Ask your fans to like and share your posts. You know how YouTubers are asking you to subscribe to their channel? Do the same with your fans on Facebook.

To be fair, the absolute easiest way to build a fan pages is by using Facebook Ads but that is a choice you will have to make yourself.

Facebook Groups

It is fully possible to drive lots of targeted traffic from Facebook groups. The hard part is to make sure that you are not coming off as a douche that is just trying to make a buck. You want to make sure that the content you share is relevant and useful for the members of the group. You also don't want to share your link with everyone in every single comment you do.

This means that you will need to be social and active in the group(s). I would say that you can link your page in maybe 1 comment out of 8-10. So if someone see that you post a link they can't accuse use of spam because it is a onetime thing (for now lol).

You want to join as many groups in your niche as possible and then be active in all of them. It is time consuming but that is something you will have to deal with.

Many times, the group rules forbid you to post any links at all. That will require you to be active and helpful in the group and make sure that people notice you and when they do they are curious to find out who you are and will click on your name to go to your profile. Over there, you should have a link to your fan page or landing page (fan page is often better). You can have a link to it in the employment sign, the cover photo, a featured photo, your about section etc. I think you get the point.

Facebook groups are very time consuming and there is no guarantee that you will get any traffic at all. You should not rely on Facebook groups as your main traffic source.

HOWEVER

If you are hanging a lot on Facebook and you are a member of many groups that is relevant to your niche, then you should of course take advantage of it.

Chapter 5: Twitter

So in this chapter we are going to talk about Twitter. It is the same as with Facebook, if you don't know what Twitter is you must be living in a cave somewhere!

Twitter is HUGE. It is used by all kinds of people, regular people keeping track of their interests and friends, celebrities interacting with fans, businesses promoting their services etc... Anybody can use twitter. When you think about it, it doesn't take a genius to work out why Twitter is good for business. Any tool that allows mass communication with tons of customers is super powerful and Twitter is definitely being used successfully to communicate with customers.

This helps businesses build stronger relationships with their customers and let customers engage more with these businesses. That's why Twitter is so great for business and for Internet Marketers.

With that said, you need to make sure you use Twitter the right way. If you end up spamming people, your reputation will take a serious hit. Social networking provides a great business opportunity, but also has the potential to damage your business and hurt your reputation.

In this chapter I will tell you how you can and should use Twitter for marketing and how you should not... The first thing is to of course have a Twitter account and no, I will not show you how to create an account. If that is something you can't figure out, I recommend that you find yourself a 9-5 job where people tell you what you should do and leave internet marketing now!

However, if you know how to register for a website, awesome! Let's get down to business.

Let's start with your account. Is it looking good? This is the same as the Facebook page. It needs to look professional and good. Some things you want to make sure is filled out and looks good is:

- Profile Picture – Have a descriptive profile picture that relates to your niche
- Profile Cover – Same as Facebook's page cover
- Name – Whatever... A suggestion would be to have the same as your Facebook page or your business name
- Location – Pretty self-explanatory
- Web – Here you have your name or landing page
- Bio – Short description of your business and the benefits of opting in to your landing page
- Background – You can change the background, but it is not necessary. I just keep it white to make sure it is not distracting

Oh, and did I mention Canva can help you design the pictures? (I really wish Canva wasn't free, I would make so much affiliate commission from this eBook lol)

Okay so now when the profile looks good I want to rant a bit.

If you have ever read any Twitter traffic guide before, maybe from some guru (no I am not a guru, I am not making 6 figures... yet) and they have told you to follow 1000s of people and have people follow you back, spam your links in tweets, follow another 1000 people and so on, I want you to forget about that shit.

People get told that they should provide value to their email list and not bombard them with offers but for Twitter that logic goes out the window and I can't understand why. If you have an email list, you need to provide value to make sure that people listen to you, if you have a social media account (Twitter, Facebook etc) you will need to provide value to make sure people listen to you!

Okay, so your account is set up. Make sure to start tweeting ASAP. You don't want someone to find your account and see no tweets. You want an active account. Why would anyone follow someone that is never posting anything?

Once again, share your thoughts, videos, articles and other relevant stuff.

You don't have to tweet all the time but 2-3 times per day will let people know that you are active on Twitter.

When sharing your landing pages or websites, make sure that the tweet is not selling.

Bad example:

*"Click here to learn how to lose 17 pounds in 3 weeks: *link*"*

Good example:

*"WoW! She lost 17 pounds in 3 weeks. Congratulations to her *link*"*

I am sharing a nice story that I "found" on the internet. I am not selling it. If the person is interested in losing weight you can bet on that they will click the link anyway. If you use the bad example, they will think that you just want to sell them anything and skip it.

Grow Your Following

Of course you want to make sure people follow you. Who else would read your awesome tweets?

As I said in the beginning, you don't want to follow every single person you see. You want to follow people who are interested in the same niche as you are. It is not very hard to find these people.

What you want to do is to find any leaders in your niche. It might take some time depending on the niche. You want to follow these people. But you also want to take a look at the other people who is following the "leader". It might be 1000s of people and you don't want to follow each and every one.

What you want to do is to take a look at the "leaders" tweets and see who is engaging (retweets, likes, answers and so on) the tweets. These are the kind of people you want to follow.

Why?

Because they are active on Twitter, they read the tweets and they engage in tweets they like.

How can this help you grow your following? Well, if you follow someone, there is a chance that they will follow you back = WIN! Not everyone will do this of course, but a certain percent will and since we already know what they are people who is retweeting and liking, there is a chance that your tweets will spread to their followers and so on...

Getting a following on Twitter is much easier than on Facebook and it often give better results. The above is basically it, there is not so much more to it.

Quick Twitter Tips

- Tweets are limited to 140 characters but try to make it just 125. This will make it easier for retweeting and adding a comment or tagging someone for your followers
- Use tools to simplify your social presence. [Hootsuite](#) is an awesome tool that will help you manage up to 5 social media accounts for free, including Twitter, Facebook, Google+
- Don't always use links in your tweets. Have some tweets with just words. They are often the tweets with the biggest engagements
- USE HASHTAGS! This is an essential part of Twitter. By using the correct hashtags, you can reach so many more people. A good tool you can use to find good hashtags is [Hashtagify](#)
- Use [Twitter Analytics](#) to analyze your tweets and to know engagements, impressions and other awesome stuff. (Yes it is free)

Chapter 6: Viral Marketing

When it comes to internet marketing, it seems that there are plenty of methods or ways of marketing that can be considered as internet marketing, such as using Google Adwords as our digital advertisement, paying some blogs to write good reviews on our products, and so on. However, there is a relatively new form of internet marketing that is quite popular these days. This new form of internet marketing is called viral marketing.

Now, this is quite funny. The name viral marketing is derived from the word virus. Viral is the adjective form of the noun virus. It uses the adjective form because it explains how the marketing works. In other words, viral marketing is a form of marketing that spreads fast like a virus. Once the information spreads, there will be nothing that can stop it to reach the other side of the world.

From that, it can already be concluded that viral marketing is a very effective way of marketing. It is because one of the main purposes of a marketing activity is to let as many people as possible know our products. Once they know the products, those who think that they need the products will surely buy them. To put it simple, viral marketing is like a gossip, meaning that it is another kind of word of mouth marketing. However, viral marketing harnesses the advanced internet technology these days, making it able to reach even the farthest people around the world. That is why it is very useful to be applied by many companies to advertise their products using this method if they want their products well-known by people around the world.

From that explanation, we can conclude that there are many advantages of viral marketing, such as the information you want to spread can spread very fast and wide, it is relatively cheap and simple, and everyone can apply viral marketing. Well, as for the cost that is cheap, it is quite interesting because budget is very sensitive in business. It can be very cheap because a viral marketer only needs to say or post something a bit provocative and other netizens will pass on the information voluntarily without even knowing that they are participating in promoting the products. So, it can be concluded that viral marketing is a new form of internet marketing that can work fast and well with relatively cheap cost. There is nothing better in this world than something that works best with cheapest price.

Unfortunately, viral marketing doesn't come without any weaknesses.. So, the weaknesses of viral marketing include the need for a trigger that will make our post or our advertisement viral and the difficulty of analyzing the result that will come our post becomes viral. As for the trigger to make the post become viral, it is the hardest part in viral marketing. A viral marketer has to think hard to find the point that can be used as a trigger in the post to make it viral. Usually, the triggers used are hot issues that are related to the products that are being marketed using viral marketing. That way, many people will be aware of the post and share it without hesitation.

Using Viral Marketing in Your Business

To make it simple, viral marketing is about making other people who read our advertisement want to share it to others. In order to make them so, we have to make the post or advertisement hit their emotion. Hitting their emotion can be in many forms. For example, you can give the best service to your customers just like the basics of business, so that they will recommend your business to their relatives or friends. Another example is that you can give some surprises to your customers (in the marketing world, this is usually called as wow factor), such as giving some discounts all of a sudden or giving presents to certain customers surprisingly. That way, the customers will post their experiences when they received such surprises in your business place. Those examples can be called as the triggers of viral marketing.

However, you have to find the best triggers you can use to perform the viral marketing for your business. On top of that, no matter what your business field is, you will always be able to apply viral marketing in your business. So, if you want to apply it, the first thing you have to do is to find the right trigger for the viral marketing in your business. You can start this by analyzing your business field and your potential customers. Once you have found the conclusion, then the next thing you have to do is to find the crack between your business field and your potential customers. For example, if you have a culinary business that is specialized in main courses for lower middle class society, then you can try giving some discounts or buy 1 get 1 free promo to attract customers. If the customers feel satisfied with the foods and feel that they can buy the foods for insanely cheap prices thanks to the promo or discount, then they will surely post their experiences on their social networks to recommend your place to their relatives and friends. That is an example of how to implement viral marketing in your business.

Q&A Websites

It cannot be denied that we have moved to an era where information can be gathered very easily through a channel called internet. Internet itself is not a new thing. It has been founded for several decades. However, internet was considered as a luxurious thing decades ago, limiting its users to the point of only people who had much money that could enjoy the greatness of internet. Now, it has changed and almost all people from all social backgrounds can access the internet. It thanks to the advanced technology of internet connection right now, making internet connection quite fast and affordable for most people. Not only that, the more affordable prices of the gadgets that can give their users the access to the internet also give contribution to this phenomenon.

This phenomenon changes many aspects of life, especially the places where we usually get information. Decades ago, people got information from newspapers, posters, billboards, and banners. Now, the number one source of information is internet, even though those conventional media still exist even until now but we cannot deny that people have become more unaware of those conventional media. So, it can be said that a business won't be able to thrive if it doesn't go online. For example, a shop that has run for years has to have its online version (or online shop) if it wants to thrive in the business competition of this digital era. This is why the term internet marketing is quite popular these days.

Once an online shop has been established, the administrator has to do internet marketing to increase the traffic of website of the online shop. Traffic here means the visitors of the websites. Just like in an offline shop, not all people who visit the shop are going to buy the products. There are always people who visit only to do window shopping. However, the relativity law still applies here, meaning that more visits mean higher chance for sales to happen. This is the same

with online shop that more traffic means more potential buyers. So, it is always important to increase the traffic of your online shop website.

When we talk about increasing traffic of a website, there are several things we can do, such as blog walking, being active in some related forums, posting your products on your social networks, and even harnessing some Q&A websites. Among those examples, harnessing some Q&A websites may sound unfamiliar to some internet marketers. Well, this may not be a new way of internet marketing but most people may never think about harnessing such websites. If you haven't known yet, Q&A websites such as yahoo answers, Quora, and ask.fm are websites dedicated to answers out-of-the-box questions that cannot be found at any websites (well, there may be the answers to those questions at many websites but the ones who post the questions are too lazy to search). So, your role here is to find the questions related to the products or services you sell and answer them. Also, you have to recommend buying or using your products or services in the end. Otherwise, your efforts will be in vain and cannot be considered as internet marketing efforts. This is quite promising since it is always the best idea to give the information about your products or services to those who need them. This is why deciding the marketing target always comes first when it comes to marketing.

Conclusion

Congratulations! You have finished this eBook. I hope that you have enjoyed reading it.

You should know that you will never get any traffic if you do not take any action at all. Making money on the internet doesn't have to be hard. The hard part is to stick through the beginning, which is something most people doesn't do. They try something, realizing that it is not working and then they jump to the next one.

You need to make sure that the system matures and you will have to give it something. Will you get 1000s of visitors by publishing one eBook? I would say no.

Will you get a steady stream of traffic every month if you keep publishing free eBooks? Yes, you would.

I want to thank you for downloading and reading this eBook. Good luck with your business.

Christoffer Gullin