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Lesson Eleven was the first part of the answer to the question of what are some methods of driving traffic that might be viable. Here is the next part of the answer to that question.

The leads mentioned previously—those gained by giving away freebies that have nothing to do with meeting your customers’ needs—are useless leads. If you’re offering a free vacation package to somebody for opting in on your weight loss list, those are really useless leads. They’re going to say, “Well, I don’t need to lose weight, I just wanted the free vacation package.” So, tie everything together and make it highly-targeted traffic; be picky about your traffic.

Consider pay-per-click for a moment. Pay-per-click is very much misunderstood. It does not work for some people; it works well for other people. We could invest time and money into figuring out how to make it work, and we would succeed. But because this is about the success of content marketing, that is where we will focus our efforts right now. Now if tomorrow, there’s no way to create content and blog posts, then it might be time to think about pay-per-click.

Having said that, know that some people do very well with pay-per-click. People with large budgets that have time, money, and access to tens of thousands of people in order to tweak and test to get good results; these seem to be the ones in the best position to make pay-per-click work.

So if you can only start with a small budget, be prepared for the fact that, the first month you will most likely lose money, the next month you lose perhaps a little less money, the next month you might break even, the next month you might be profitable. Eventually, you can begin to reinvest, but it does take time. In a small business, return on investment needs to happen fairly quickly.

In the next lesson, we will continue to discuss the topic of potential ways to drive traffic.

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P.S. There is a great resource on building your own responsive list. Make sure to pick it up here:

{LINK}