

**Ecom Blue Box**

## **Income and Earnings Disclaimer**

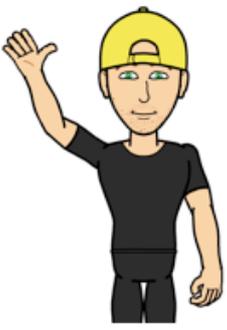
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**Lyfe Lyte**

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**Welcome to Ecom Blue Box.** In this guide I am going to show you how I'm getting 300-500% ROI daily by using other people's blog posts in my Shopify store. This is actually a method you could use to drive traffic to your store all year. My first two days of doing this method I made almost \$1,000, well \$924 to be exact. The blog I made also went viral, so besides the small amount of money I paid for the traffic, that blog went on to get thousands and thousands of viral visitors in Facebook because it was shared so much.

The way this method works basically is you find proven trending content that has been shared 10's of thousands or hundreds of thousands of times so people already have proven they will share it and love it. You then place that article on your Shopify blog, (or any website/blog you may have) and give the original source credit. You then place a few ads of your own within that article, those ads then point to a relevant product in your Shopify store, or any ecommerce store you may have. This can work with with promoting just about anything from an affiliate product to products of your own.

So you can do this on a wordpress site, then direct that traffic to an affiliate offer, amazon store or your own Shopify store and more. In this guide I will be showing the method I used, which is setting up a blog within your Shopify store and sending people that land on that page to products within your store to buy.

You then place a simple Facebook ad that takes 5 minutes to set up and drive traffic. Again, since this a topic and article people have proven to like, Facebook will reward you with very cheap clicks to your article for it. You will see in my examples where I am getting .01 per click and around 400% ROI.

It's an easy method to set up and you can be running tonight with it. This method works so well you can set this as a main traffic source...set up some blogs, then let the traffic just run to it, it is very passive.

## How to Find Articles

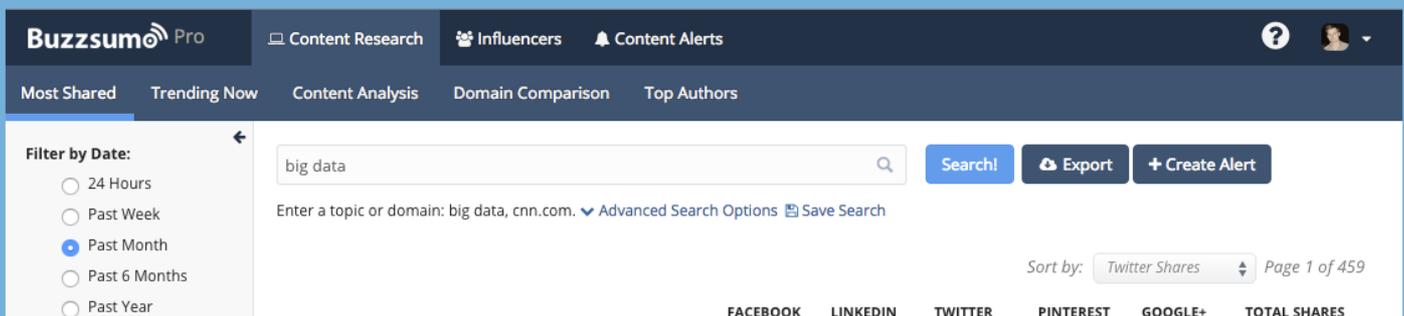
For the start of this method you are going to out and find some blogs that other people have wrote and gone viral to place on your own Shopify blog. There are many different sites out there that monitor trending articles, video, posts etc. For this example I will be using Buzzsumo.

### Analyze what content performs best for any topic or competitor

Find the key influencers to promote your content



dog pics Go!



The screenshot shows the Buzzsumo Pro interface. The top navigation bar includes 'Content Research', 'Influencers', and 'Content Alerts'. Below this, there are tabs for 'Most Shared', 'Trending Now', 'Content Analysis', 'Domain Comparison', and 'Top Authors'. On the left, a 'Filter by Date' sidebar is visible with radio buttons for '24 Hours', 'Past Week', 'Past Month' (selected), 'Past 6 Months', and 'Past Year'. The main search area contains a search bar with 'big data', a 'Search!' button, an 'Export' button, and a '+ Create Alert' button. Below the search bar, there is a prompt 'Enter a topic or domain: big data, cnn.com.' and links for 'Advanced Search Options' and 'Save Search'. At the bottom right, it shows 'Sort by: Twitter Shares' and 'Page 1 of 459'. At the very bottom, there are social media sharing options: FACEBOOK, LINKEDIN, TWITTER, PINTEREST, GOOGLE+, and TOTAL SHARES.

### 1. Go to [buzzsumo.com](https://www.buzzsumo.com)

Enter the topic of the article you are going to use in your Ecommerce store and promote. We will use dog pics for our example blog post.

The screenshot displays the Buzzsumo search results for the query "dog pics". The interface includes a search bar (1) with a search button and an "Export" button. On the left, there are filter panels: "Filter by Date" (2) with options from 24 hours to past year (Past Year is selected), "Language", "Country (TLD)", "Filter Domains", and "Content Type" (3) with "Article" selected. The results are sorted by "Total Shares" (4). The top result is "Life Before And After Getting A Dog (9 Pics)" with 40.1K total shares (5). Other results include "Post The Happiest Dogs Who Show The Best Smiles (25+ Pics)" with 46.5K Facebook shares and "Salman Khan Posts An Adorable Pic With His Dog And Shows Us What True Love Really Is!" with 42.2K Facebook shares. A "NEED HELP?" button is visible at the bottom right.

## 2. Trending Stats

Once you click search there will be results shown that will help us find an article that is already proven to be popular.

1. Enter search term here
2. You can search by articles in the past year or the past 24 hours. It does not have to be a current article to do well.
3. You can search the type of content you want, this has worked for me for articles and videos as well.
4. Total shares, we are sorting by what has been shared the most.
5. 40k shares here
6. I've decided to use this article based on the high shares and the content in it, click on it the article you want to use in your site.

# Life Before And After Getting A Dog (9 Pics)

1

41K

Like

Share

2

306K views



So you want to get a dog. Golden Retriever owner John has a few words to say. He shows his life before and after getting his pup Maimai, "the cutest little furry evil", in adorable illustrations.

You can already start feeling guilty about not sharing your TV dinner with your new friend. Forget having a tidy apartment. And all that hair...But it's all worth it. "All I can think of after work is to go home knowing Maimai is waiting for me, feels great and sweet," writes John.

3

More info: [mimaijohn.wordpress.com](http://mimaijohn.wordpress.com) Facebook | Twitter

#1



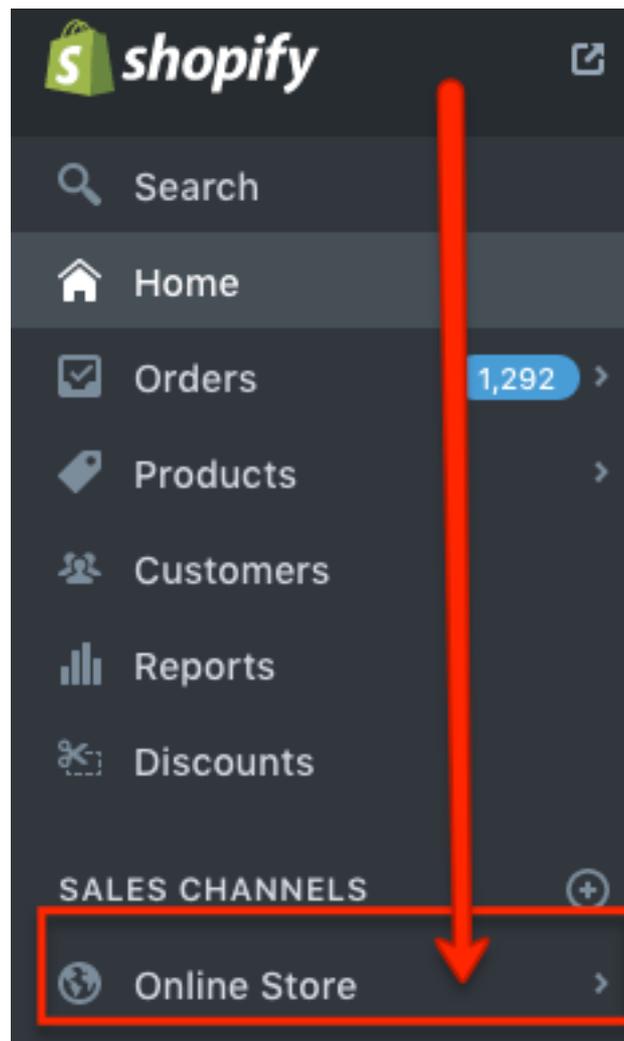
### 3. How to use the article

Important, you need to give credit to the sources, you CAN NOT just take the article and pics and not give credit for it.

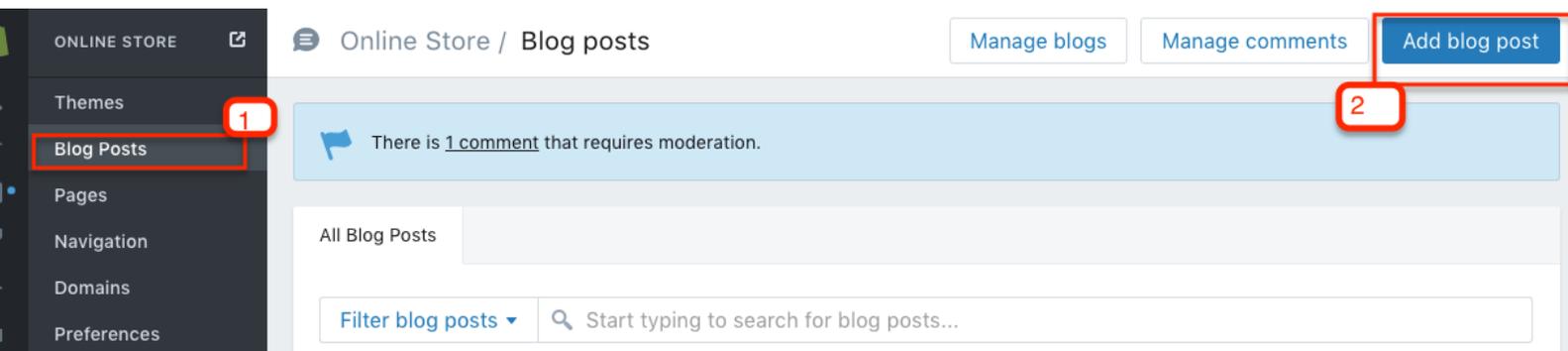
1. Title: You are going to rewrite the title ALWAYS with your own words.
2. Showing 41k shares on this so it's good.
3. This link is to the original creator of the content, this site just did what we are doing, found it and gave credit, give credit to both the site and original, it might just be the original article so it's fine just to credit the one source. I will show how in the next sections.

## How to Set up your blog in Shopify

This method will work in any platform you are selling from, in this example I will be showing how to create the blog post within Shopify.

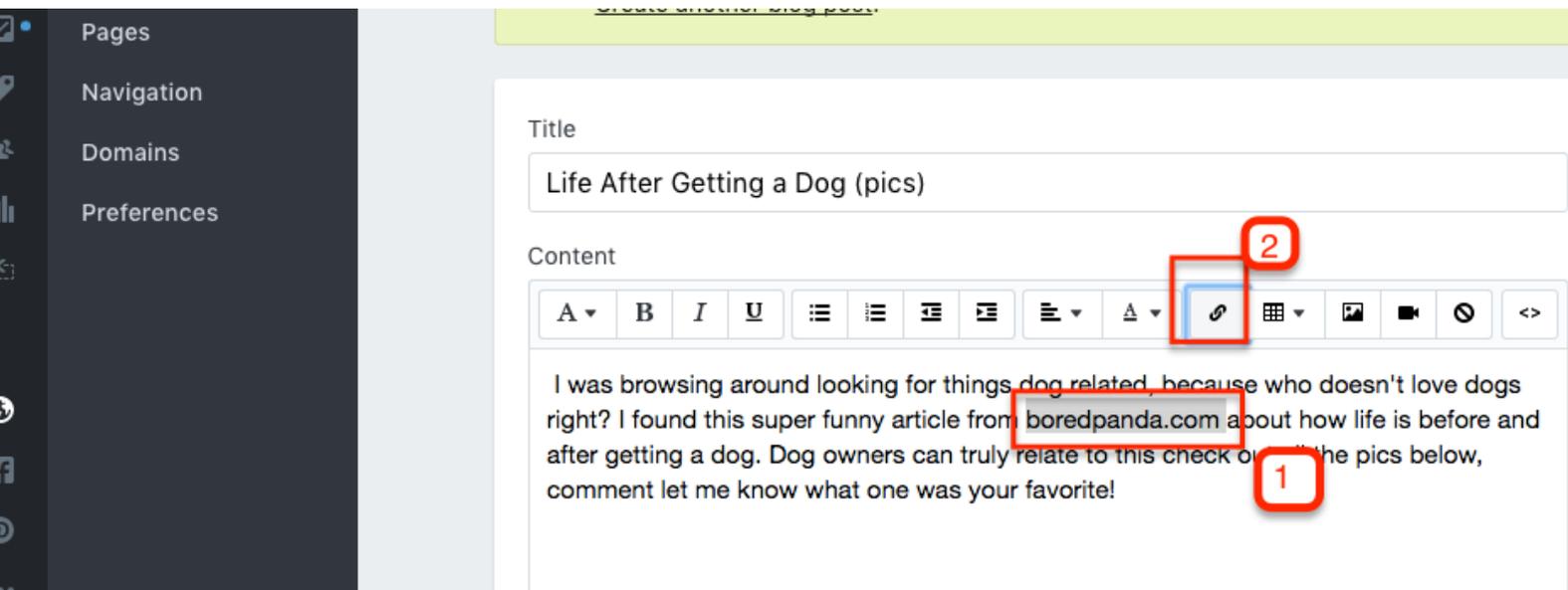


1. Click ONLINE STORE



## 2. Adding a new blog post

Click BLOG POSTS, then ADD BLOG POST

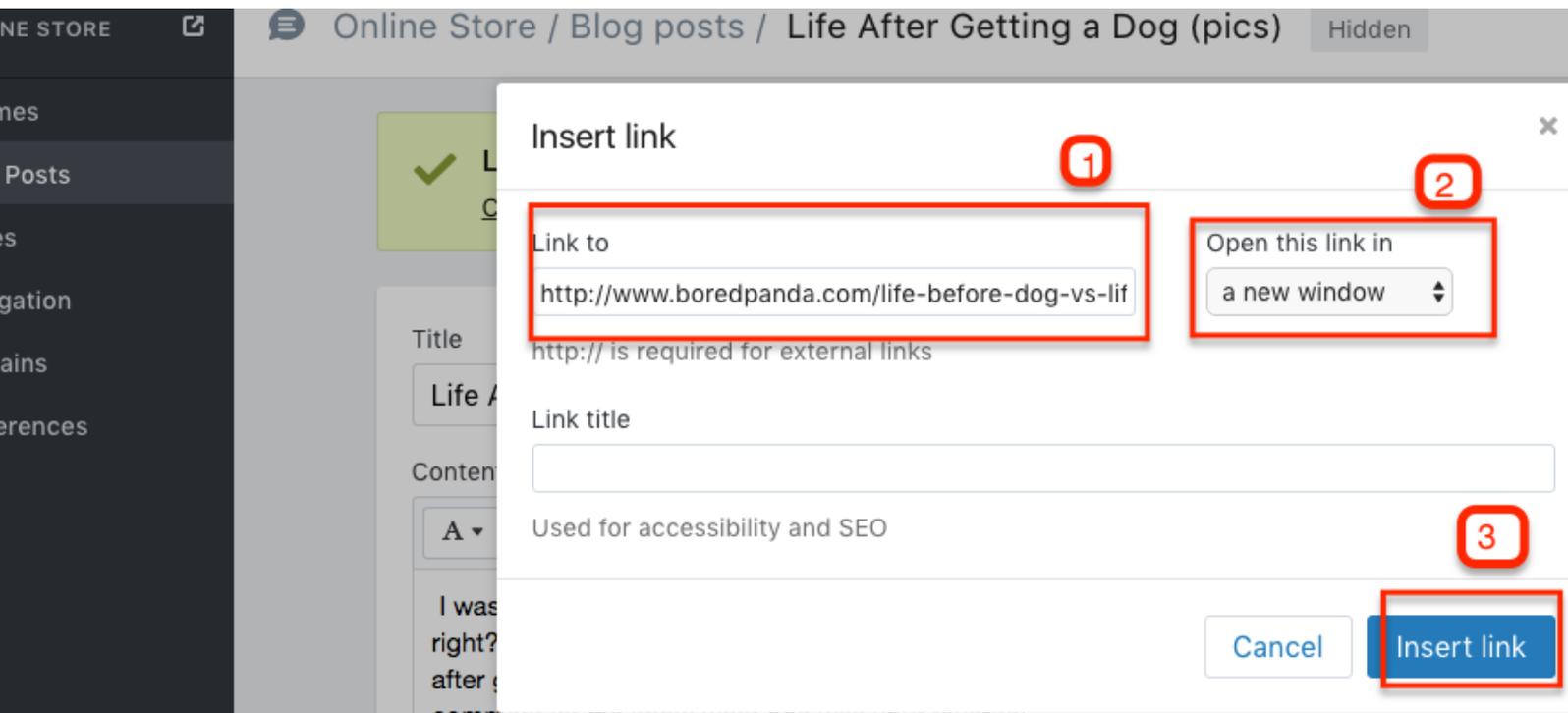


### 3. Adding your own twist

In the title, rewrite the original title of the article, do not copy what they have exactly. At the start of the article you are going to write a brief description of the article that you found, just 1-2 paragraphs is fine.

1. Credit the source: In the paragraph you are going to give credit to the original source you found it from. Simple use the url then link to it. Highlight the url, then 2. Click the link button.

Copy and paste the article within your Shopify post, make sure to delete any of the extra advertising or links they may have in the words, save and insert and images into your post.



#### 4. Linking the source.

1. Put a link to the full url where you found the original article.
2. Make sure you set it as “open a new window” you don’t want it to open in your page.
3. Click INSERT LINK

Title

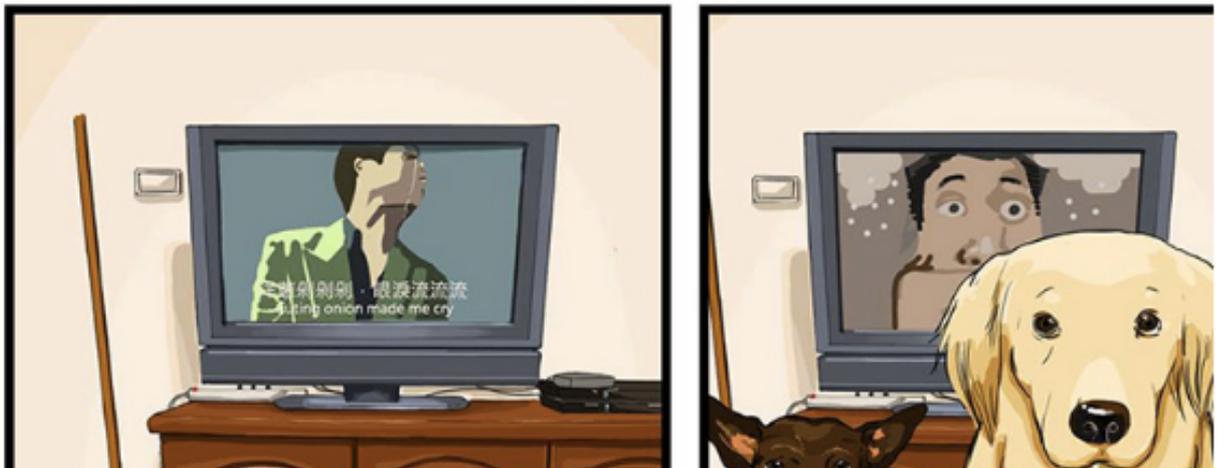
Life After Getting a Dog (pics)

Content



I was browsing around looking for things dog related, because who doesn't love dogs right? I found this super funny article from [boredpanda.com](http://boredpanda.com) about how life is before and after getting a dog. Dog owners can truly relate to this check out all the pics below, comment let me know what one was your favorite!

| 1



## 5. Adding Products to promote

1. Below the initial paragraph you wrote about the article, you are going to paste an image of the product you are promoting here, above where the article first begins.
2. Click Image, then upload the image you want to use to promote back to your store.

++You are going to put several ads for your product within the article. In this one I am including three, one after my initial paragraph, one in the middle of the article and one at the end. If it's a long article you can add more, but don't over do it. Same goes if you are just using a video etc.

Title

Life After Getting a Dog (pics)

Content



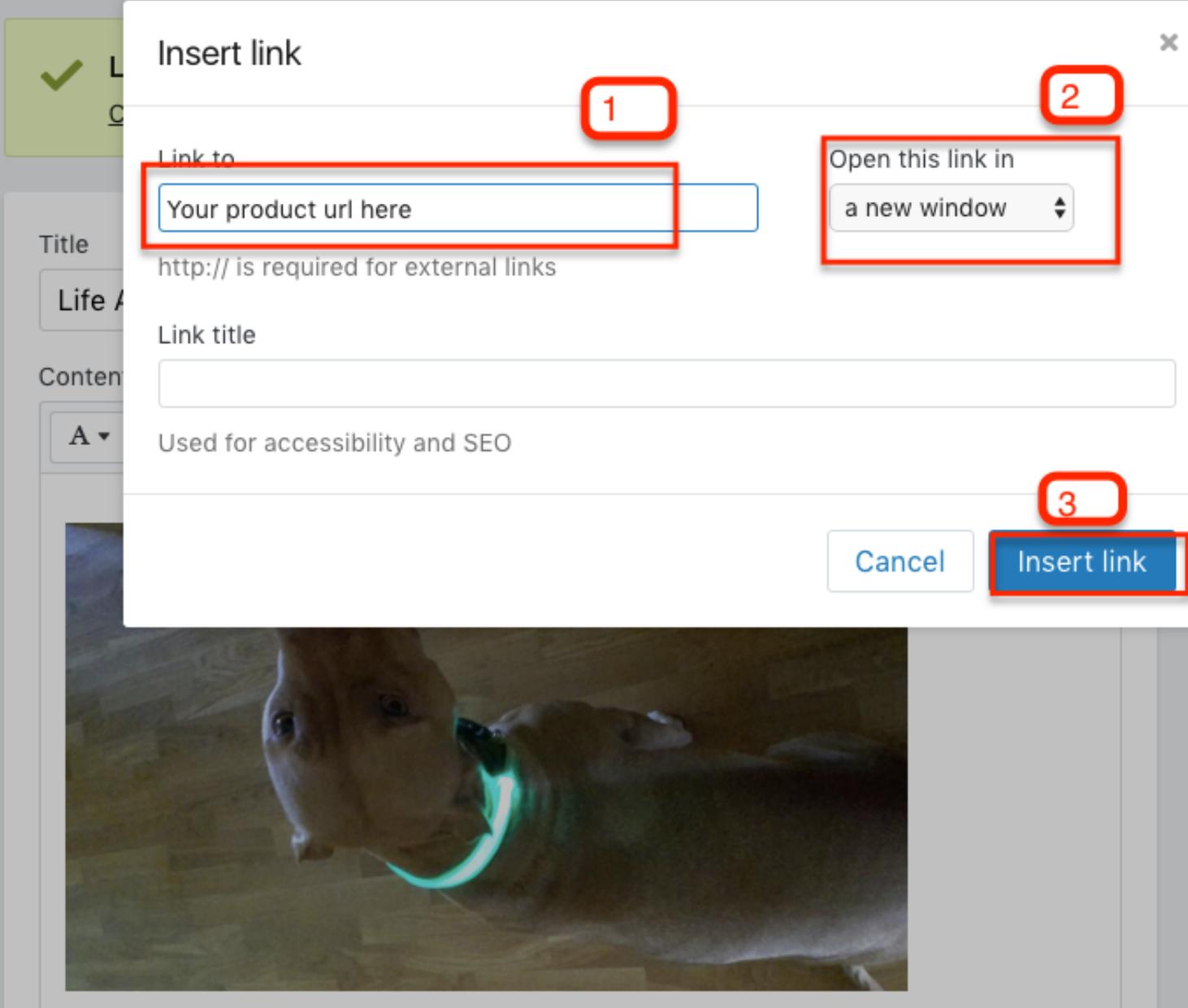
Get one of the these glow in the dark collars for your dog, keep them safe, click here

1

## 6. Linking your product

Here we are going to link the product to your Shopify store, so that when someone clicks the image or link about it, they will go straight to your product page and be able to purchase.

1. Write a short description of what you are selling. Make sure to add a call to action like I have here, “click here”.
2. Highlight the sentence then click the LINK icon.



## 7. Insert Product link

Here you are going to use the URL on Shopify that you are promoting.

1. Place your full URL here
2. open in new window, always
3. click INSERT LINK

Title

Life After Getting a Dog (pics)

Content

1

A B I U [List Icons] [Text Color] [Link] [Table] [Image] [Video] [Fullscreen] [Code]

Paragraph  
Heading 1  
Heading 2  
Heading 3  
Heading 4  
Heading 5  
Heading 6  
Blockquote

2



**[These glow in the dark collars for your dog, keep them safe, click here](#)**

### 8. Bold Link

We want to make the text in the ad a little bigger than the article font, so bold and make the font a little bigger here.

Title

Life After Getting a Dog (pics)

Content



I was browsing around looking for things dog related, because who doesn't love dogs right? I found this super funny article from [boredpanda.com](http://boredpanda.com) about how life is before and after getting a dog. Dog owners can truly relate to this check out all the pics below, comment let me know what one was your favorite!



[Get one of these glow in the dark collars for your dog, keep them safe, click here](#)

## 9. Clickable image

We want the image of your product to be clickable as well so that when the visitor clicks on it, it will take them straight to your product page, in a new window.

1. Click on the image

2. Click on the LINK ICON, from there take the same steps as before ,enter your URL of the product you are promoting, new window, insert link.

[Preview](#)

[Save](#)

1

2

Title

Life After Getting a Dog (pics)

Content

A ▼ B I U             <>

I was browsing around looking for things dog related, because who doesn't love dogs right? I found this super funny article from [boredpanda.com](http://boredpanda.com) about how life is before and after getting a dog. Dog owners can truly relate to this check out all the pics below,

Visibility

Visible (as of 2016-08-21 4:27pm EDT)

Hidden

[Set a specific publish date](#)

## 10. Preview and Save.

Click PREVIEW to make sure everything is ok, then click SAVE.

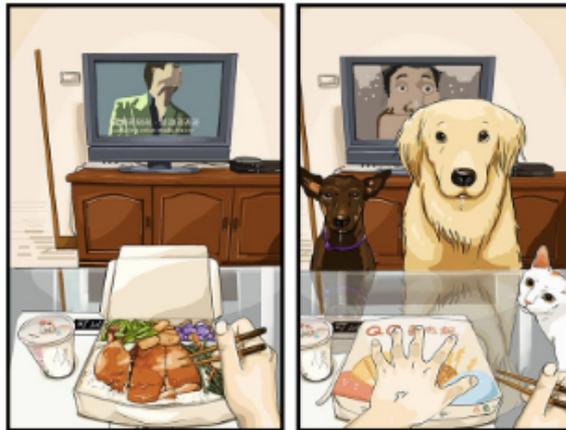
## Life After Getting a Dog (pics)

Posted on 21 Aug 16:27 , 0 comments

I was browsing around looking for things dog related, because who doesn't love dogs right? I found this super funny article from [boredpanda.com](http://boredpanda.com) about how life is before and after getting a dog. Dog owners can truly relate to this check out all the pics below, comment let me know what one was your favorite!



Get one of the these glow in the dark collars for your dog, keep them safe, click here



Before

After

#2



## 11. Verify links

Click on the source credit link, image link of your product, and link to your ad text.

Do this for all links and images on your article page, make sure they open in a new window when you click them.

## Facebook Ads

I would highly recommend using Facebook ads for this method, it works better than anything else I have tried. If you do not have a Facebook ads account [get one here](#):





**1. Click CREATE AD**

Campaign

Objective

Ad Set

- Audience
- Placements
- Budget & Schedule

New ad

- Media
- Text

What's your marketing objective?

Awareness	Consideration	Conversion
Boost your posts	Send people to your website	Increase conversions on your website
Promote your Page	Get installs of your app	Increase engagement in your app
Reach people near your business	Raise attendance at your event	Get people to claim your offer
Increase brand awareness	Get video views	Promote a product catalog
	Collect leads for your business	

## 2. Conversions ONLY

We are going to be using conversions as an objective in Facebook ads. Perhaps you have seen methods where people are telling you to use “clicks to website” or “page post engagement, boost your post etc”. This is fine if you just want to promote a post or just looking for visitors to your website, brand exposure etc. However, the main objective of this whole method is to get you sales.

If you tell Facebook you want them to promote your post, or just get clicks to your website, that is exactly what they are going to do. They will try to find anyone and everything that will just click or comment on your post to take that action. We want people who BUY, so if we tell Facebook that we want people who make purchases, they will find those people. The way you do this is using “conversions” as an objective. We want Facebook to find the buyers for use, not the clickers.





## Website Conversions

Get people to take valuable actions on your website, such as watching a demo or purchasing a product. Use the Facebook pixel to measure and optimize ads for conversions.

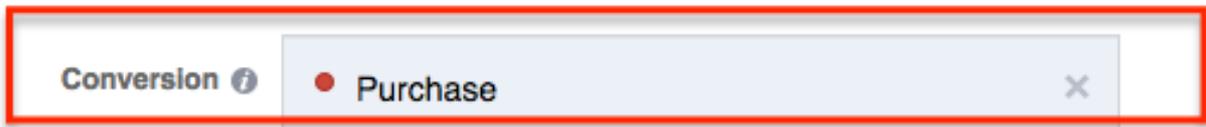
Campaign Name ⓘ Life After Getting a Dog (pics) Conversion

Continue

**3. Title the campaign** name the same as your blog post, you can also just copy and paste the end of the url in there as well. Click CONTINUE

## Conversions

Get people to take valuable actions on your website, such as watching a demo or purchasing a product. Use the Facebook pixel to measure and optimize ads for conversions.



### 4. Select **PURCHASE** as the conversion action to take.

Once you have your first sale, this red dot will turn green so don't worry about it for now.

## 5. Targeting

When targeting in Facebook, get it very broad, into the millions is fine. We want Facebook to narrow down the targeting for us, so I keep it broad. They know where their buyers are, not us, so don't drill too deep into specific audiences and it will limit Facebook's ability to narrow properly as you are using a small audience. This small audience will also run out too. Keep it broad, this method works.

1. Select country. You do not always have to use the USA, Australia, Canada and many European countries have worked very well for me also, the clicks are much cheaper with them also.
2. Keep the age range broad, again we do not know exactly who our buyers are, 21+ is what I use most of the time, let Facebook find the buyers, keep it broad so they can search and test for you.
3. Use male and female. Do NOT assume just because the product you are promoting may be a male dominated area, it does not mean that more females may buy than the males, for gifts etc. I have seen this many times with a female product, and the men gave me a much higher ROI than if I would have just targeted the men. Keep it open, FB will find them for you.
4. Interest. Again, keep it broad here. We want a huge audience for Facebook to find buyers for us, also we want a big audience that once we find what's working we can use this all year long. Not just for a few weeks and it ends. Keep it broad.

5. 15,000,000 yes, there are 15 million people in this audience.

Perhaps this is different from most people are telling you, however looks at the ROI I have posted on the sales page, 400%+. So this works for me.

**1** United States  
Include ▾ | Add location

Add Bulk Locations...

**2** Age 21 - 65+

**3** Gender All Men Women

Languages

Detailed Targeting **4** INCLUDE people who match at least ONE of the following

Behaviors > Purchase behavior > Pet products  
**Dog products**

Add demographics, interests or behaviors

Suggestions | Browse

Exclude People or Narrow Audience

Connections

Save this audience

### Audience Definition



Your audience selection is fairly broad.

#### Audience Details:

- Location:
  - United States
- Age:
  - 21 - 65+
- People Who Match:
  - Behaviors: Dog products
- Placements:
  - Facebook Feeds, Facebook Right Column, Instagram and Audience

**5** Potential Reach: 15,000,000 people

#### Estimated Daily Reach

**2,000 - 5,200 people on Facebook**  
0 of 17,000,000

**1,500 - 3,900 people on Instagram**  
0 of 3,200,000

This is only an estimate. Numbers shown are based on the average performance of ads targeted to your selected audience.  
Ad set duration: 31 days

## AD SET: Define your audience, budget and schedule

### Placements

Show your ads to the right people in the right places.

Automatic Placements (Recommended)

Your ads will automatically be shown to your audience in the places where they're likely to perform best. [Learn more.](#)

Edit Placements

Device Types All Devices (Recommended) ▼

Platforms	Facebook	
Feeds	<input checked="" type="checkbox"/>	
Right Column	<input type="checkbox"/>	
Instagram	<input type="checkbox"/>	
Audience Network	<input type="checkbox"/>	

#### ADVANCED OPTIONS

[Specific Mobile Devices & Operating Systems](#)

[Exclude Categories for Audience Network](#)

[Apply Block Lists for Audience Network](#)

### Audience Definition



Your audience selection is fairly broad.

#### Audience Details:

- Location:
  - United States
- Age:
  - 21 - 65+
- People Who Match:
  - Behaviors: Dog products

#### PLACEMENTS

Facebook - Feeds - News Feed

#### DEVICES

- Mobile Enabled
- Desktop Enabled

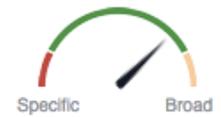
0 of 16,000,000

This is only an estimate. Numbers shown are based on the average performance of ads targeted to your selected audience.

Ad set duration: 31 days

## 5. Placements

Where to place your ad? For this type of ad we are going to place it on news feed only, Desktop and mobile only. We are not going to post in Instagram, audience network or Right column. You are welcome to try the others, but this is what has worked for me.



Your audience selection is broad.

### Budget & Schedule

Define how much you'd like to spend, and when you'd like your ads to appear. [Learn more.](#)

**Budget** ⓘ **Daily Budget** ▼ \$5.00  
\$5.00 USD

1

Actual amount spent daily may vary. ⓘ

**Schedule** ⓘ  Run my ad set continuously starting today

2

Set a start and end date

3

Optimization for Ad **Conversions** ▼

### Audience Details:

- Location:
  - United States
- Age:
  - 21 - 65+
- People Who Match:
  - Behaviors: Dog products
- Placements:
  - Facebook Feeds

Potential Reach: 15,000,000 people

### Estimated Daily Reach

## 6. Budget

You can start at \$1-5 a day per blog post that you do. Remember you want to do MANY of these posts, most of mine work very very well, but some don't. Do not just do one post and think that this doesn't work. Start with 10 and promote all 10. From \$1-5 to start is fine.

1. \$1-\$5 to start
2. Run constantly
3. Conversions as goal, always

The screenshot shows the Facebook Ad Setup interface. On the left, there are several sections: 'Conversion window' with radio buttons for '1 day' (selected) and '7 days'; 'Bid Amount' with radio buttons for 'Automatic - Let Facebook set the bid that helps you get the most results at the best price.' (selected) and 'Manual - Set your target cost per result'; 'When You Get Charged' set to 'Impression (CPM)'; 'Ad Scheduling' set to 'Run ads all the time'; and 'Delivery Type' set to 'Standard - Show your ads throughout the day - Recommended'. At the bottom left, the 'Ad Set Name' field contains 'm/d 21+ Behaviors > Purchase behavi'. On the right, the 'Audience Definition' section shows a gauge indicating 'Your audience selection is fairly broad.' Below it, 'Audience Details' lists: Location: United States; Age: 21 - 65+; People Who Match: Behaviors: Dog products; Placements: Facebook Feeds. The 'Estimated Daily Reach' section shows '240 - 630 people on Facebook' out of 16,000,000. At the bottom, there are 'Back' and 'Continue' buttons.

1

2

3

4

## 7. More ad setup

1. 1 day conversion window
2. Auto for bid always, don't set yourself
3. Name your ad in reference to what you are targeting so you can track it. So mobile/desk age, then interest you are using.
4. click CONTINUE

**Create New Ad** | Use Existing Post

**Campaign**

- Objective

**Ad Set**

- Conversions
- Audience
- Placements
- Budget & Schedule

**Ad**

- Format**
- Media
- Page & Links

**Format**  
Choose how you'd like your ad to look.

**A single image or video**  
Show only one image or video

**Multiple images and video**  
Show up to 5 images at a time

**Media**  
Choose the image or video you'd like to use in your ads.

**Images**  
Upload your own images, choose images from your Facebook Page or use stock images

Close

## 8. Ad image

Add the image of your ad here.

**AD:** Select media, text and links to create one or multiple ads

The screenshot displays the Facebook Ad creation interface. On the left, there are several form fields for configuring the ad:

- Connect Facebook Page:** A dropdown menu with the text "select your fan page" highlighted in a red box.
- Website URL:** A text input field with "https: Enter your blog url here" and a red box around the text.
- Headline:** A text input field containing "Life, Before and After you get a dog (pics)" with a red box around it.
- Text:** A text input field containing "How drastic our lives can change once we get a dog, can your relate to any of the pics? Click here to see the rest..." with a red box around it.
- Call To Action (optional):** A dropdown menu with "Watch More" selected, highlighted in a red box.
- News Feed Link Description:** A text input field containing "Dog owners can truly relate to this check out all the pics..." with a red box around it.

On the right, the **Ad Preview** section shows a preview of the ad. The ad text reads: "How drastic our lives can change once we get a dog, can your relate to any of the pics? Click here to see the rest...". Below the text are two images: "Before" (a hand holding a leash) and "After" (a happy dog). The ad title is "Life, Before and After you get a dog (pics)" with a "Watch More" button. Below the ad are "Like", "Comment", and "Share" buttons. At the bottom, there are three platform selection buttons: "Facebook Right Column", "Instagram", and "Audience Network", each with an 'X' icon.

## 9. Ad details

Here you are going to make the ad your visitors are going to see. Select your fan page, if you don't have one you can add it in your business manager. Enter the direct URL of the blog post you are using.

Add a catchy headline, this will be similar to the title of the blog post.

Text: Add something that will make people want to click, add a call to action like, "click here to read more".

Call to action: there are a few to choose from use/watch now or learn more etc.



A rectangular button with a light gray background and a thin border, containing the text "Review Order" in a dark gray font.A rectangular button with a green background and a thin border, containing the text "Place Order" in a white font.

**10. Click Place order, you're finished**

## Monitoring Ads

Link Cli... ?	CPC (... ?)	Checko... ?	Total ... ?	Amount Spent ?	Cost ?	Budget ?		
8,149	\$0.02	37	\$726.18	\$159.68	\$4.32 Per Conve...	\$5.00 Daily		
▶ Results from 10 Ad Sets			12,590 Total	\$0.02 Per Action	43 Total	\$840.06 Total	\$298.25 Total Spent	\$6.94 Per Conve...
People ... ?	Post Likes ?	Post Com... ?	Post Shares ?	Link Clicks ?	Page Li... ?			
7,568	1,185	82	1,314	8,135	196			
<b>16,150</b> Total	<b>\$0.03</b> Per Action	<b>\$1,938.63</b> Total	<b>\$523.02</b> Total Spent					
Click... ? ▾	CT... ?	CPC (... ?)	Impress... ?	CPM (... ?)	Link Cli... ?	CPC (Link) ?	CT... ?	
1,450	10.62%	\$0.01	13,652	\$1.48	1,024	\$0.02	7.50%	
Relevance Score ?	Clicks (... ?)	CTR (All) ?	CPC (... ?)	Impress... ?	CPM (... ?)	Lin... ?	CPC (Link) ? ▾	CT... ?
10	1,052	11.42%	\$0.01	9,210	\$1.11	763	\$0.01	8.28%

After the ad is placed it will redirect you to where you will monitor your ads performance. No matter what people tell you, ROI is what we care about the most here. Sure it's great if you can get clicks for .02 each here like I have, but the most important thing is how much money you are making, not the cost per each click.

In this screenshots here, I did the exact same thing I have shown you in this guide. I made a blog, post (actually had my virtual online assistant do them, highly recommend you get one) so she went and made a bunch of blog posts then sent traffic to them. Almost all of them worked, it's a great method that has always worked for me. You will notice there are TONS of shares and comments, and I always have a high relevance score with Facebook making my clicks

even cheaper. It is common for me to have a 10 out of 10 score with FB doing this. So, yes they love them.

Facebook loves anything that is not a typical ad. They love when you promote content. You will have the customer already engaged on your site, reading or watching the video you are talking about, then your ads will be in there, they will be high more likely to be doing this.

### **Get a Virtual assistant:**

See how you can get someone to set up your entire store and do this entire method for you

[Check it out here](#)

## Final thoughts...

As I mentioned before, this is an extremely simple method to get quality cheap traffic from Facebook, all by leveraging other people's content. This is 100% legit as you see major news networks doing this all the time, just make sure you link the source to any article or pics, video etc that you may use.

You can get 10,'s of thousands of visitors very rapidly to your site and converting, just make sure to keep the products relevant always. The above article is just an example, though it works, you can use ANY article you want. You can do anything from cooking methods to keeping your car tuned tips and link to cooking supplies, books or car parts etc.

This works so well because you are engaging the audience in an article that people are highly interested in. You have their emotions flooding due to the article and then your image ad is right there. Something very relevant to the article they are on already.

You will notice when people click from your blog into your store, the conversion rate will be very high vs. if you just took the ad image

and placed it on Facebook and ran people straight to the product. Both work, it's just this one will often have a higher ROI.

You can also retarget that traffic. Use your Facebook pixel and track everyone that has clicked and landed on the blog, or you can just track people that landed on the product page and didn't buy. Either way 100% make sure you set retargeting up with your Facebook ads. When I do retargeting I get almost 1,000% ROI on every campaign I do. In Shopify there is an app I use called Vantage. Works very well.

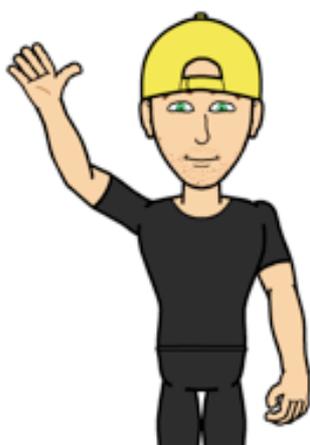
Also make sure you get an upsell app within Shopify. Let's say someone goes from Facebook, clicks on your blog ad, then clicks on the product ad you have and is going to buy your product. When checking out for example a dog collar, a screen pops up showing them a dog toy or dog shirt. In my store around 20-30% of the people are going to buy the upsell as well. So let's say your store is doing around \$50,000 monthly just from this blog method. Just by adding a simple automated upsell app in your Shopify store you could be adding on \$10,000-\$15,000 monthly.

The upsell and retargeting app are a MUST have in your store, make sure you add those in.

As mentioned before in the Facebook ads section, keep it broad, get very large audiences. Do not think you can find buyers than Facebooks algorithm can. Keep it wide so Facebook can find the buyers for you.

Your CPC is going to be very, very cheap with this method, don't be too concerned about having X CPC costs or the ad doesn't work etc. Though I am always getting .01-.05 CPC on this type of blog ad, it doesn't mean I will kill an ad if it is getting .30 cpc. As long as the ROI is high I will keep it going, as you should as well.

This is a super effective and simple method make sure you or your VA get it implemented right away. Make sure that you do many blog posts, and run ads to all of them. You will find the winners very fast.



**Lyfe Lyte**

Have at it!

Lyfe

Any problems or questions about this course email support here:

[work1hourhelp@gmail.com](mailto:work1hourhelp@gmail.com)

