

The 30 Days Of Website Traffic Tactics Coaching Program

Hi there and welcome back to **The 30 Days Of Website Traffic Tactics Coaching Program!** We are now on **Day 13!** Today we're going to be talking about content marketing.

Content marketing isn't just ONE strategy. It's many different strategies that you use to get your content in front of people. It's also not just **ONE** piece of content (*or ONE type of content*), but it's you consistently creating various types of content on various topics related to your niche and flooding the Internet with all of your content in different ways in the hopes of getting people to your website.

Now, the content you create should be so good and provide so much value that it leads people to want more from you or take an action that you want them to take like engaging or clicking on a link, etc.

Any ONE content marketing strategy is only as good as the content you are marketing!

Read that again and let that really sink in!

Now we've just spent days talking about social media marketing which **IS** a form of content marketing. You're creating content and posting it in hopes of getting the traffic from social media to your website and/or a specific page on your website.

We all have different goals. Some of us are wanting to build our list, some of us are directly promoting a specific link, some of us are wanting to get people in front of our blog posts, some of us are trying to sell our products/services, and the list goes on and on, but there is **MORE** to content marketing than just social media!

My top strategy for content marketing **IS** creating a blog post that has some kind of call to action in it (*get on my list, click on a link that makes me money in some way, etc.*) and posting content to social media to get my followers to come to that blog post and take the intended action.

Here's a diagram to help you wrap your mind around that...



Hot Tip: Make sure you have social media sharing buttons on your blog posts to easily allow that traffic to share your content. They're coming **FROM** social media so they are going to be a lot more apt to share that content.

What I want you to understand is there's more to content marketing than this **ONE** strategy, so today I want to give you some other strategies that you can use beyond the organic social media content marketing strategy.

Side Note: I call this **ONE** strategy, but for 12 days we talked about all of this, so it should go without saying there are **MANY** strategies within this one strategy. 😊

Let's take a look at these other strategies...

Strategy #1: Guest Blog Posting – For most people, blog posts and articles are the first thing they think of when they think of content marketing, so giving you this strategy first only made sense.

There are several blogs out there that are always looking for content and you can fulfill that need for them plus get yourself some traffic by writing content for those blogs. There's a process for it, but *USUALLY*, the blog owner will allow you to create an author bio and/or a link of your choosing within your post, which is how you get

traffic from the blog you write for. You create the content, they post it, and the hopes are their readers will read your post and click on your link, and come to your website.

You can search Google for blogs that are looking for guest bloggers, and there are also entire directories and communities dedicated to matching bloggers and content creators, so search for those too.

Strategy #2: SEO (Search Engine Optimization) – Now I'm going to do an entire lesson on SEO, but I wanted to mention it quickly here because it **IS** a form of content marketing. You're creating good content and optimizing it to be found by the search engines so that you can bring the traffic the search engines have into YOUR website/business.

There is a whole BIG strategy to using SEO, so before you dive into it I highly recommend you study how it works, the steps you need to take, etc. There's a lot of moving parts. And as I said I will be covering it with you during this coaching program so stay tuned for that!

Strategy #3: Pay To Promote – *Have content that you want to get traffic to? Did you know you can use paid advertising to get people in front of that content? **You can!*** You can do this by using PPC (*pay-per-click*) ads on search engines, the paid advertising platforms on the different social media sites, native ads, and even paying influencers to display your content.

Many people see content marketing as a "*free*" tactic, but paying to have your content promoted is a great option for content marketing. You just want to be careful with this and know what you're doing. *Don't worry...* We're going to be talking about paid advertising soon!

Strategy #4: Posting Content On Other Web Properties – There are many sites out there that already have traffic that you can post your content to. ***LinkedIn Articles, Medium, SlideShare, etc.*** are all examples of places you can post your content in hopes of getting that traffic to your website.

Do a Google search for places you can post your content and you'll see a ton of options. Pick a few to get started with, learn the best ways to use those places, post your content, and measure your results. Create a routine of creating content for the places that get you the most traffic.

Hot Tip: Infographics are content and there are many infographic directories online where you can submit your infographics to!

Strategy #5: Podcasts – Podcasts are probably the last thing you think of when it comes to content marketing, but your podcast is also content, and you can develop an entire marketing strategy for it. By creating a podcast, you can get it listed in multiple directories, run ads for it, swap mentions with other podcasters, etc.

Creating your own podcast is another **HUGE** strategy and we will be going over it in depth, so keep this strategy in the back of your mind because it's a very powerful strategy with many options within it.

Strategy #6 Quora (And Other Answer Sites) – Yahoo Answers was the first to create an “Answer Site”. People could come there, ask a question, and the people of the Internet would answer the question. Today **Quora** is the best answer site out there and is a great place to post your content.

All you need to do is search the site for questions related to your niche and then answer them with a detailed answer. You can include links in your answer, but the best thing to do is have a well filled out profile on Quora. This will get people from Quora and to your website!

Okay, so that's 6 additional strategies for content marketing and when you throw organic social media marketing in there that's a total of **7 strategies for content marketing**. As you can see there is **A LOT** to content marketing and so many ways to do it. Even more ways that I've covered here! Make sure that you thoroughly research you options to see what you can put to use.

Content marketing is one of the oldest online marketing strategies out there and there's a huge reason for it... **IT WORKS!**

Side Note: Content marketing was also used before the Internet was even available. You can see examples of it in many print publications since advertising became a thing. 😊

Okay, that's a wrap for Day 13! If content marketing is something you're going to use in your business I suggest that you pick **ONE** strategy to get started with. Fully understand how to use it in the **BEST** way. Start using it and measure your results.

Are you seeing traffic from that strategy? Then keep using it! If not, scrap it, and pick up something else. Just like with any other strategy out there it's all about doing and then testing and tracking to see what works for **YOU!**

And as always, you can post all questions in our ***LearningIM.com Discussion Group*** at <https://myimmastermind.circle.so/c/learning-im-discussion> If you haven't signed up for that you can do so at <https://www.MyIMMastermind.com>

See you tomorrow!

Liz