

TRAFFIC GENERATION CHEAT SHEET

81. Format for Easy Readability

SHORT SENTENCES - SHORT PARAGRAPHS
LOTS OF WHITE SPACE - RELEVANT GRAPHICS
BULLETED LISTS

82. TAKE TIME TO LEARN NEW METHODS

FOCUS ON ONE NEW TRAFFIC
METHOD -

IMPLEMENT IT

83. DO SOMETHING EVERY DAY TO DRIVE TRAFFIC

TRAFFIC NOT SET IT &
FORGET IT -

DO MICRO STEPS EACH DAY

84. BUILD YOUR BRAND

EMBED YOUR BRAND IN
EVERYTHING YOU DO

85. THINK IN TERMS OF "MULTIPLE EXPOSURE"

THE MORE THE BETTER -
EXPOSURE IN EVERYTHING

86. PROVIDE A REASON TO CLICK THROUGH NOW

CREATE SOME URGENCY
OFFER LIMITED TIME
DISCOUNT -
LIMITED TIME BONUS
QUANTITY BONUS

87. USE CTA BUTTONS

SIMPLE CTA TEXT

88. START A SWIPE FILE

FOR ADS & CONTENT
USE FOR INSPIRATION ONLY