Traffic Temperature: The Start of Getting it Right.

By Simon Harries
Traffic Temperature: The Start of getting it right.

You must look at traffic and treat it as a system, A Simple system but a system.

The system, like most are made up of multiple components that make it work for your business.

When it comes to traffic they must work hand in hand with adverts, content and campaigns to really get the best out of it.

If I could guess you might have already or thinking about the different objectives you have for your business traffic:

- Introduce your business to people in your market who have never heard of you
- Convert visitors into leads/subscribers
- Make a sale of some sort either low or high

These are the 3 main campaign objectives that all businesses use, including myself.

These 3 objectives work together to create what I call the “bond” The relationship. How it would work in the real-world strangers into friends, friends into customers and customers into repeat buyers, repeat buyers into your fans.

If you’re not already doing what I’m about to say then you really need to start. You need to start treating your marketing as a relationship, a real-life relationship and not just “Somebody out there” kind of deal. You need to treat them like you’re going to ask this person to be your best man or your maid of honour. They need to become real, because they are real.
Now I Have your Attention- I want to let you in on a secret. It’s Simple to do.

All you must do is open your eyes and know WHO you’re talking too, and at WHAT stage you’re at in the relationship.

Think of it as a real case scenario, you wouldn’t just ask some guy or some woman you met to be your best man or maid of honour on your biggest day of your life, right?

The same works with traffic you don’t ask someone who’s just discovered you exist to give you $5,000 and the next 6 months of their revenue to you...

This is where most people go terribly wrong.

Have you done this? Or witnessed this?
Okay the GREAT news is that unlike a real relationship, you can automate this one pretty much all the way through the relationship.

You can set up advertising campaign, follow up sequences pretty much to automate this whole process.

And before we jump into those campaigns and what they look like at each stage of the relationship let’s talk about traffic temperature.

Cold, Warm, Hot – Let’s Keep it simple right.

Cold traffic = people that have never heard, seen or recognise your business.

As scary as it sounds these people are crucial to the growth of your business and if you look back all your fans would have been at this stage of the relationship at some point.
If you have a new business, well this is where you start, if you have an existing business with relationships already then you need to make sure you regularly drive cold traffic to your business or you’re just going to find that your business goes nowhere fast swimming in the same pool over and over.

So how should you treat the cold traffic?

Well see it like this, you’re at a bar and you see someone that you think might be interested in what you’re interested in. they hang out in the same places, own something like your niche etc. You go up to them and say Hey, my names Simon and here’s a little about what I do.

This is the introductions stage, this is where you must give the most value and show them that you really know what you’re talking about. First impressions count more than ever online.

So, the let’s break down the main goals of COLD traffic.

- Introduction/awareness – Introduce your business
- Pixelling – make sure we can retarget our next stage of campaigns to these visitors (if we haven’t captured email data)
- Segmentation – What did they visit, what did they stop to read or watch, was it a certain topic etc.

Warm traffic: Your Acquaintances

These are the people you’ve introduced yourself too, and they’ve introduced themselves back, shown a little interest,

So, what do they look like in a business sense?

- Subscribers: Opted-in for more information or some sort of freebie.
- Your pixel audience: they’ve visited your page and you cookied them
- Social media followers: FB fans, Twitter followers, Instagram Followers, YT subs
These people know your business, familiar with your market, interested enough to hang around and see what’s going on but not interested enough to part with cash for your products YET. They need a little convincing.

So, what needs to be down. Well you need to heat them up a little. You’re going to run some ads to encourage them to convert it a minimum of a lead with the hope they buy something.

This is the time not to be shy. You’ve done the introductions time to make your move now ;)

The Goals of Warm traffic

- Generate leads – capture data, own the traffic so you can control it.
- Low dollar sales, generate micro commitment

Hot traffic: Your buyers

These people are your friends, they know you well and already committed to you with whipping out their credit card and buying something from you.

So, there’s two things that you want to happen here.

1. Increasing their customer, a value (Repeated sales)
2. Remind them you exist and reactivate them.

The way your campaign will work with these ads will be Email marketing, private FB groups or Retargeted ads.

The main reason for paid traffic is to acquire a lead or a new customer, but you can still use paid traffic to target your buyers to help generate that repeat sale.
Goals of hot Traffic

- Higher Dollar Sale – they buy more at a more expensive price.
- Activation – Remind them you’re there and your products rock.

And that brings us to the end of Traffic Temperature. Now all we need to do is fit the right Ad, Offer to Each Traffic Temperature.

All will be revealed in tomorrow email. Hope you enjoyed this.

Need for help? Hit me up on support: thelaunchexpress.zendesk.com or join our private Facebook group here