



the future of PAID TRAFFIC

Announcer: You're listening to Perpetual Traffic with Keith Krance, Molly Pittman, and Ralph Burns.

Keith: Alright welcome to the very first episode of the Perpetual Traffic podcast. We are so excited to finally launch the show. It's been a long time in the making.

This show is all about how you can create an automated system where you are constantly bringing in a flow of new leads, customers, and traffic into your business while also creating goodwill all along the way. We're going to be going through a ton of different case studies.

Bree (recording): I remember one day I almost threw the computer across the room. I was so frustrated.

Keith: Expert panels.

Ralph (recording): You know you've had about 300 checkouts at \$12 in the last 30 days?

Bree (recording): No. That's cool. I just know that I have enough money in the bank to do a whole lot of cool stuff right now to make my business better.

Keith: And just all-around specific, cutting-edge strategies that we are going to show you how you can implement into your business. Super excited to roll this out with my co-hosts. First co-host is Molly Pittman, Vice President of Digital Marketer and Director of Paid Traffic. Molly can explain exactly what her title is and what she does because I'll never do a very good job of it. Hi, Molly. How are we doing?

Molly: Hello, doing well. Glad to have you here listening.

Keith: Awesome. Then we've got Ralph Burns, COO and Managing Partner of Dominate Web Media, DominateWebMedia.com. How are we doing, Ralph?

Ralph: We are doing great, really excited to be on here as well.

Keith: And myself, I am CEO and Founder of Dominate Web Media. Ralph and I are partners in that business. Molly is Vice President of DigitalMarketer.com, which is the company that Ryan Deiss has founded and created.

Ryan Deiss is really one of the pioneers, if not the number one pioneer, in the entire digital marketing space. He's one of the first gurus or experts that I ever followed way back when I first got into this business. Digital Marketer has helped literally millions of business owners all across the world help grow their business.

Ryan (recording): If you decided that tonight you wanted to have rice for dinner, this is probably how it would go down. You'd say, "You know what would be good for dinner tonight? Let's have rice." Okay, so what's step one if you want rice? Well, you've got to buy a rice field or a field into which rice can be planted, right? That's step one. You have to have a field.

Then you have to buy rice. Is rice seed a thing or is rice the seed? You've got to figure that out. I'm sure it's going to need irrigation. Those things, when I see them in pictures, are filled with water, people sloshing around. So you've got to figure out how to get some water. It's going to take some time to grow rice so maybe you should plan on something else for dinner tonight. You might want to push that out a squinch. That's how we all get rice, right? No. If you want rice, what do you do? You go to the store and you buy some freaking rice.

You go to the store and you buy rice. Today, if you want traffic, you go to the store and you buy traffic.

Keith: On the show, we're going to be showing you insider tips from our Facebook account manager, insight on the several million dollars spent on Facebook ads and several hundred thousand leads generated, several million dollars sold directly from our Facebook ad efforts and other social traffic in 28 different industries.

Molly, your experience alone - elaborate on your experience. And maybe Ralph, you can touch on the agency side of our business.

Molly: Absolutely. I think that's what really makes this podcast different. You guys have clients in 28 different industries, tons of case studies. You run traffic for these people. At Digital Marketer, we own 23 different businesses in different markets so that we get to run traffic in those markets and then teach people just like you what is best practice, what is the best way to create a perpetual traffic system that is going to bring in those leads, sales, and customers.

Personally, I've spent a little bit over \$3 million on Facebook in the past two years so I know that between both of us, there is a lot of experience sitting here.

Ralph: Yeah, and the best thing is that we get to try all this stuff out. The goal is to get the results that we want for our clients and obviously for our own business as well. Molly is the same way, but we get to try out lots of different, new strategies with client accounts because we're given a fair amount of creative freedom to be able to do that.

That's the kind of stuff that, as soon as we see something that might be working in one niche, we relay it over to another niche and then try it out there. If it doesn't work, we pause it and cut it. But that's the reason why I think this podcast and this show is really going to be helpful for a lot of people, because we're actually doing this stuff every single day and trying out new things.

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- Ryan Deiss

The primary platform that we'll be talking about here is Facebook. It's constantly changing and you've got to stay ahead of the curve. You have to go to where the puck is going to be as opposed to where it is, like Wayne Gretzky says. Hopefully we'll be able to relay that here in the show. Between the three of us, I'm sure we'll have a lot to say.

Keith: All right, so just sit back here for a second if you're listening to this and just imagine. Have you ever been at a party, a conference, or a networking event, where you met "that" guy or "that" girl where literally after 30 seconds after shaking his hand, he's trying to pitch you whatever his business is? Maybe it's financial planning. Thirty seconds later, he's trying to pitch you his services or nail down an appointment with you.

What do you want to do to that guy? You want to run away or you want to kick him out the front door, right? I know everybody has had that experience happen to them.

Ralph: I met one this weekend.

Keith: Yeah, you want to turn them around and kick their butt out the door, right?

Ralph: I introduced them to my neighbor and then walked away.

Molly: You passed him off.

Ralph: That's right. I did. I handed him off.

Keith: Exactly. Nobody likes that guy. Just imagine if you meet a completely different guy. Let's say this guy's name is John. We shake hands and we ask each other what we do. He says, "I'm a financial planner," and maybe I make a comment like, "Geez, I've got a seven year old. His name is Kyler and I don't know how I'm going to afford to pay for college for how much college is these days. It's kind of crazy."

Maybe he says something like, "Hey, you know what? There's actually a pretty cool tax loophole. It's called a 529 and here's a website. You can go check it out for yourself. It's a pretty cool way where you can literally save a bunch of money for college, it's tax-deductible, and you can write it off against your income. What kind of sports? Do your kids do any sports or activities?"

He changes the subject, we start talking about other things and we become friends. Later on that night, I tell my wife about this guy, John, that I met and he gave me this pretty sweet tip about a way we can help pay for Kyler's college tuition in a few years.

The next day, I wake up. It's Monday morning and I've got about a 15, 20 minute drive on the way to work. About ten minutes in or so, I'm kind of sitting in traffic. Out of the corner of my eye, I see a billboard and it's a picture of the same guy. It's John, the guy who I met at the party and became friends with.

On the billboard it says something like, "Have you saved enough to pay for your kid's tuition? Go to this website or call this 1-800 number to find out if you'll be able to save enough for your kid's tuition." Do you think that I would have a high likelihood of calling that number or going to that website?

Of course I would, because John is a friend of mine. We became friends. I trust him and I like him. People like to do business with their friends, with people they like and people they trust. That's how it works in the real world offline.

The awesome thing about this show is we're going to show you a way where you can literally build a machine where you can be cloning yourself and having yourself at all these parties, networking events, and conferences. Building relationships, making friends with people, building trust, and then eventually moving some of them into your business as customers or clients. Does that make sense?

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- Keith Krance

Molly: Absolutely.

Ralph: It makes sense to me. Yeah.

Keith: We're going to be talking about the future of paid traffic the entire way, how you can not only get traffic now but how you can be building a relationship, creating goodwill with your audience all along the way and then having systems where you have traffic coming in from all these different sources - not just Facebook but some of the other cutting-edge media platforms that we are testing behind the scenes that we're not even officially teaching yet. We're going to be showing you guys what's happening, showing you our struggles, showing you our successes, those types of things, interviewing other experts who we know are highly qualified to come on this show. We're super excited about that.

Not only that, but we're going to be taking you through some case studies. In just a few episodes coming up, we've got an awesome series of three episodes with Betty Rucker.

Bree (recording): My goal is not to make a gazillion dollars. My goal is to have an awesome life, freedom, and to have that consistency.

Ralph: Bree is putting in \$8 and getting back \$47.

Bree: Really, from your guys' perspective, I feel like I'm spending a tiny amount of money and my sales have never been better.

Keith: Betty Rucker, who is just killing it right now and had never run Facebook ads before four months ago and now, she's getting nine cent clicks to her website, sub-\$2 leads and getting new customers for \$8 at a time. What does that mean? She's spending \$8 to make \$47 and then she's got other products on the back-end where there is even more profit from that. We're going to be walking you through behind the scenes of how she's able to do that.

The goal of this show is to give you strategies and tactics you can implement where you can grow your business and scale your business so you can actually put some systems in place so you might be able to actually go and maybe spend a few hours doing the things you like to do like hanging out with family, going on a trip, or those types of things. That's the real, true premise of the show. Hopefully you're as excited as we are to listen in and follow along on this really cool journey with us.

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- Ralph Burns

Ralph: I think the thing that people would like and one of the things that I always liked when I was listening to shows is the fact that we're not just going to present only the success stories. We're going to show you guys the mistakes that we make as well, because there are three people on this show here that five or six years ago, weren't really even in this industry, or Molly, even less.

Molly: Yes.

Ralph: It can be learned and part of the process is making mistakes along the way and figuring out what works and what doesn't. Especially the stuff that doesn't - pause that as quickly as you possibly can. But because we've got some experience here with client accounts and our own running traffic, hopefully we'll be able to avoid a lot of the mistakes that you might make if you had not listened to some of these episodes. Definitely our goal is to be as transparent as possible.

Keith: Yep. Cool.

Molly: A look behind the kimono.

Keith: Exactly.

Ralph: You got it.

Keith: All right, cool. Check this out. In 2009, I got this stat from an awesome book called “Youtility.” It’s written by Jay Baer. It’s a great book.

In this book, he talks about a couple stats. One of them is in 2009, the average consumer consumed two to three pieces of content before making a purchasing decision. In 2010, that number jumped to 5.3, so they consumed 5.3 pieces of content before they bought something. In 2011, that number doubled again to 10.4, so the average consumer consumes 10 1/2 pieces of content before buying something.

If they’re buying a t-shirt or something like that, maybe it’s one or two. But if they’re trying to install a swimming pool, it might be, say, 25 pieces of content. It’s relative to what they’re trying to purchase. But that’s back in 2011. That doesn’t even include now. We’re talking three, four, or five years later, right?

What the stats are now, I don’t exactly know, but they’re big. What you have to do is understand this. One of the biggest reasons why people consume so much content is because people have information at their fingertips. Everybody has a mobile device. They don’t have phones anymore. They don’t have tablets. They have phablets. People have mobile devices that are huge so they have information at their fingertips.

That’s one of the biggest reasons why. And there is just so much information out there.

What you have to do as a business owner or entrepreneur is put systems in place to understand this. That’s okay and that’s what we’re going to talk about. That’s what we’re super excited about. Molly, I would love for you to explain what building a relationship with traffic really means.

Molly: Consumer behavior is alive online, right? We almost act online just as we do in person now. It’s not that you still can’t set up a Facebook campaign and drive a bunch of leads and sales in 12 hours. You might have that one-hit wonder that will help your business, and that’s great. But the reason that the system and a system for automating these relationships and the building of these relationships is so important is based just on what Keith was talking about.

The buying cycle online is almost the same as it is in person now. People are doing research, they’re looking at your competitors, and they’re really going through the funnel. They’re aware that they have a problem and then they’re in the evaluation mode of “Do I really want to solve this problem? Okay, yes or no,” and then maybe, “Does your competitor have a better-priced product?” or “Who should I actually buy from to solve this problem?” Then you have the conversion.

If you think about traffic that way and you think about traffic in the way that Keith was just talking about, not wanting to be “that” guy at a party, it’s pretty simple. You want to think about, “I’m going out to cold traffic. I’m going to people who have never met me before. What is appropriate for me to say?”

If you think about it, again, as a relationship and you go to someone who you’ve never met before and you immediately ask them for something, that might not work. The reason that it might not work is because you don’t have any relationship equity built.

If you think about your relationship as a bank and you haven’t given them anything, the bank is empty, and then you’re going and you’re asking them to give you something and you haven’t given, you haven’t put any money or any value into the bank yet, it makes it a lot harder for someone to say yes.

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- Keith Krance

But if you do come to them and you've never met before and you provide them value, you give them something that they really want or something that's useful, you build trust with them and establish yourself as an authority, when it's time to ask them for something, they know who you are. There's a little bit of trust built. There's money in the bank. They're much more likely to give you whatever you're asking for.

Starting to think about paid traffic that way and automating the relationship, how can I, as a business, really introduce myself to all of these people online who may not know who I am? How can I give them value, and then how do I turn them into a lead? What are the appropriate offers? What kind of ads should I run? Then how do I turn them from a lead to a buyer?

All of this is very, very important to keep in mind, but it's also very important to automate. It's why we would never take a \$5,000 product out to cold traffic. "Hey, you've never met me before but don't you want to give me \$5,000?" It's not that this is just the right way to go and it's what's best for the customer; it also works, which is the most important part.

You can actually make more money for your business running traffic this way. Not only is it the right thing to do - you're providing goodwill - but you're also going to create an automated stream of leads, sales, and new customers to really keep your business alive.

Ralph: I think in social networks now, what Molly's saying is you're really just mimicking the actions in the outside world, the offline world. If you think about how we do business, "that" guy at the party is a perfect example of that. I think when people look to online marketing, they look at it like, "All right, well, what can I get out of it before I actually give something?"

I think that give used to be a certain way, maybe a few years ago, and it worked really well. But now things are evolving. Especially in some of the biggest traffic sources that are out there right now and the one that we have a lot of experience with, their algorithm and the way that they've changed how they actually show ads and who gets the better quality score or relevance score and who gets the most impressions are the ones who actually give the most. Then you develop that relationship and sort of take it down the line.

I think that's a really important thing to remember because that's a huge shift in digital marketing and marketing yourself online in general in just the last less than six months. I think a lot of marketers have been kicking and screaming, trying to resist this change, whereas if you do it right, you can actually get more value, give more value, and actually make more on the back-end if you do it right.

I think that the social networks that we're all a part of, we don't really think of them as mirroring the real world, but in fact, they really are. Facebook and other social networks are really the party. You just don't want to be "that" guy.

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- Ralph Burns

Molly: Exactly. That might be a reason that you're listening, right? Over the past three years, even on Facebook, running one of the one-hit wonder ads that I was just talking about, straight to a sales page or to a landing page and generating a ton of leads and sales - that was viable. It worked, and a lot of people had success. That's just not the case any longer.

This sort of system that Keith, Ralph, and I have been talking about for a while, we've seen it coming. It's really being forced upon a lot of people because it's the way that the traffic platforms want it to run. They want it to run that way because it's what's best for the end user and that's really what's most important. It's best for your prospects, your customers, and anyone who is on a traffic platform where you're buying traffic.

Keith: If you're listening right now and you're a little bit nervous, and you're like, "Wow, this is a lot to learn," I want to give you a couple of different things.

Number one, we gave our little intros and Molly is the Vice President of Digital Marketer. I don't know if you realize this right now if you're listening, but not too long ago, Molly – yes, she sounds very, very smart right now, doesn't she? Like she's been doing this for 25 years. Molly, just a couple of years ago, you were an intern at Digital Marketer with zero experience in marketing, digital marketing, anything like this.

Molly: Yeah, I moved to Austin from Kentucky and I was looking for a job. DM and our parent company, Idea Incubator – who owns the 23 different companies I was talking about – and Ryan and Perry were looking to hire 10 to 12 interns. They put us through this internship program.

We created new business plans for properties like Survival Life if you've ever heard of SurvivalLife.com. That's one of our companies. It started from this internship project, which was really cool.

I went through the internship project and realized that I really liked running traffic. That's really the realm where I stuck. Over the past year, things progressed and I learned the business outside of traffic. That's sort of how I came to the position that I'm in. But traffic really is what excites me and it's definitely the part of the business that I like the most.

The moral of the story is if you are nervous or you feel like you don't know this stuff, you absolutely can learn it. Just listening to people who know what they're doing and implementing, that's the most important part.

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Keith: Betty Rocker went through the same experience and frustrations, as you'll see in a few episodes coming up. At the beginning, she was so frustrated. I think she said she felt like throwing her computer against the wall because it just felt like this Facebook ads talk or e-mails from Ralph or me were like Spanish to her. But she implemented.

Bree (recording): But also, I feel like all this blowing it up and stuff, for me, the heart of that, why I wanted to do it was really because I feel like what I have is really important for people to hear my message. They need to hear it. So it was my duty almost to learn this stuff and get the message out there wider than I could do on my own. I was just so glad I found this way to do it.

Keith: You have to use these strategies if you want to keep your account safe or if you want to get good strategies. We started talking about some of these things as just additional strategies to implement. We've always tried to really stay on the cutting edge of, like Ralph said, where the puck is going.

Ralph: We're going to do our best to avoid the bright shiny object syndrome. It was only five years ago that I got fired from the corporate world and started my own online business. I know when I was first starting with this, you would always chase all these little things and you were never really sure which one would end up being the one.

But for me, it was traffic and it was pay-per-click advertising and then, obviously, it's paid media. I've been doing it now for a while, but the point is that anyone can do it because I think the strategies that we're going to talk about, especially in the next episode and the episode after that, are really pretty straightforward. If you always think back to how to best engage somebody, how somebody becomes your friend and then you eventually get deep in that relationship with the next step and the next step after that, and maybe the step after that is when they actually buy that \$5,000 product. Think about it that way, it really is simple. We're going to try and help you as much as we possibly can to make sure we simplify it but also give you some tips and things that we've learned so that it speeds up that learning curve as well.

Keith: There are always some cases. Yes, we talk about this process that has to happen. You have to build relationships. But we're always looking for shortcuts, to be able to speed up that process. That's why we've

taken the stuff they talk about in the book “Youtility” – which I recommend reading – that can sometimes take two or three years to build or more. We’ve figured out a way to take that process, take a massive shortcut, use one piece of anchor content and then amplify it with Facebook.

But there are some other strategies that you’ll hear about. For example, on the third episode with Betty Rocker, we talk about using a mini sales video in Facebook in the news feed, driving them right to an order form. I’ve got a client killing it on that right now, skipping the entire process, kind of like this whole warm-up process. But there are a few subtle things in play there for us even to be able to do that, so you’ve got to understand the foundation.

I don’t want you to think that, oh my gosh, everything has to be this long, huge, massive, complex system, because it doesn’t necessarily. But you have to understand how the process works.

Molly: Absolutely, Keith. I agree that the system doesn’t have to be complex. You just have to think about it as a relationship. In the next episode, we’ll talk about those three steps in the relationship. As long as you keep that in mind, the miniscule parts of it, what button do I click in Facebook or what does this mean, the parts that seem so big, they won’t matter if you understand the bigger picture.

Ralph: Oftentimes, you can get these kinds of results without even really knowing what you’re doing.

Molly: Absolutely. You’re like, “Thanks guys.”

Ralph: Yeah, I know. One of our coaching clients specifically, she didn’t know what she was doing and she got a three-to-one return on Facebook ads without really much help at all just because she implemented and she took action on something that she thought was going to work. It ended up really working. Of course, she’s got a great product at the end of the line so that always helps as well.

But the point is that you have to be able to take action and not be so fearful that you never even take that first step. Hopefully we’ll be able to overcome some of those fears, get you going and get you taking action as soon as you listen to these episodes.

Keith: Exactly. We’re going to go ahead and wrap this episode up. We’re running out of time now. I’d love to go deeper and deeper into this stuff but we are just out of time so make sure you hop on the next episode and we’re really going to go deep. Molly’s going to go deep into this whole process of really how to build relationships one pixel at a time and put these systems together for your business so you can have a perpetual traffic machine.

All right, guys. This was fun. Awesome first episode. I’m super excited to keep going and bring lots of really cool stuff to people. I hope you guys are, too.

Molly: Okay!

Ralph: Yeah, we’re psyched.

Keith: Cool.

Ralph: See you guys.

Keith: Talk to you soon.

Announcer: You’ve been listening to Perpetual Traffic with Keith Krance, Molly Pittman, and Ralph Burns.

If you’d like to get all of the resources that we mentioned in this show and check out all the show notes, click below or go to:

[Dominatedwebmedia.com/ep-01-the-future-of-paid-traffic-2](https://dominatewebmedia.com/ep-01-the-future-of-paid-traffic-2)