



9 Traffic Generation Methods

THAT WORK TODAY

WEEKEND
GROWTH 



We've brought together leading experts to reveal strategies for leveraging alternative traffic sources like Pinterest, Flipboard, Medium, and more. This aims to help content creators thrive despite Google's algorithm changes favoring big brands and UGC platforms.

In this ebook, we'll share the expert insights & strategies that were shared by:

- **Jon Dykstra:** Email newsletters for niche content.
- **Anne Moss:** Driving traffic from Facebook.
- **Michael Dinich:** Harnessing Flipboard for traffic.
- **Tony Hill:** Generating massive traffic from Pinterest.
- **Thomas Smith:** Utilizing Google Discover and Medium.
- **Spencer Haws:** Scaling an Amazon Influencer business.
- **Sammie Ellard-King:** Growing through Instagram.
- **Doug Cunnington:** Creating and monetizing podcasts.
- **Jared Bauman:** Navigating the Amazon Influencer program.

By mastering alternative traffic sources, you can ensure your content reaches its intended audience and builds a robust, engaging, and profitable online presence.

Facebook

[Anne Moss](#), with over 25 years of web publishing experience, pivoted from relying solely on Google to using Facebook as one of her primary traffic sources. She highlighted the importance of diversification and provided a step-by-step guide to leveraging Facebook effectively.



Key Takeaways:

- Diversification Strategy:
 - Combine traffic from Facebook, Pinterest, and email.
 - Create a solid plan to avoid relying on a single source.
- Sustainable Facebook Traffic:
 - Focus on creating valuable content rather than just viral posts.
 - Use engaging, emotional content to connect with your audience.
- Engagement Tactics:
 - Use humor, surprise, and controversy to drive interaction.
 - Ask questions, create polls, and encourage shares to boost engagement.
- Quality Over Quantity:
 - Viral posts can bring high traffic, but the key is to convert this into quality traffic.
 - Ensure the linked content provides value related to the post to reduce bounce rates and increase RPMs.
- Community Building:
 - Gradually build a community of engaged followers.
 - Provide consistent value through tips, insights, and motivational content.
 - Interact with your audience to foster loyalty and repeated visits.
- Practical Tips:
 - Use Facebook Ads to buy targeted followers and grow your page.
 - Keep experimenting with different types of posts to see what resonates best.

Anne's strategies emphasize the need for a long-term approach to Facebook traffic. By consistently providing valuable content and building a community, you can create a stable and loyal audience. Ready to implement these tactics and transform your Facebook strategy? Let me know your thoughts!

If you're ready to boost your site traffic and revenue through FB, be sure to check out, [The Facebook Traffic Blueprint Course](#), created by Andy Skraga. I [interviewed him](#) on the Niche Pursuits Podcast, and he's made over \$500k from FB traffic. DON'T sleep on this method!

[Tony Hill](#), who transitioned to Pinterest after being hit by Google's algorithm updates, shared his proven strategies to generate about a million clicks per month from Pinterest. His approach focuses on understanding Pinterest's unique algorithm, targeting female demographics, and creating engaging, action-oriented content.



Key Takeaways:

- Why Pinterest?:
 - Higher RPMs and less volatile algorithm than Google.
 - Pinterest supports content creators more effectively.
- Targeting Content:
 - Best for categories like fashion, beauty, home, food, health, travel, gardening, crafts, and weddings.
 - Content must inspire action (create, buy, wear, say, visit, move).
- Setting Up Pinterest:
 - Create a business account with multiple boards for each topic.
 - Use simple, clear board names and pin images to multiple relevant boards.
- Optimizing for Pinterest:
 - Home Feed: Use Audience Insights to target interests.
 - Search Results: Utilize Pinterest Trends for high-volume keywords.
- Creating Engaging Pins:
 - Three styles: Text overlay, collage, pure image.
 - Use tools like MidJourney for images and ChatGPT for descriptions.
- Scaling Strategy:
 - Pin at least 10 images per day.
 - Start wide with various boards, then focus on high-performing ones.

Tony's insights offer a robust framework for leveraging Pinterest to drive significant traffic. By targeting the right categories, creating engaging content, and optimizing your pins and boards, you can replicate his success. Excited to start using Pinterest for traffic generation? Let me know your thoughts!

Tony Hill's tool [PinClicks](#) makes finding good content to create super simple. I like that his tool is 100% data-driven. You can [get a free trial HERE](#) if you want to try it out!

Instagram

[Sammie Ellard-King](#), the founder of Up the Gains, shared his journey from 5K to 110K followers on Instagram in just 81 days. He emphasized leveraging viral content and optimizing Instagram to generate five figures monthly.



Key Takeaways:

- Rapid Growth:
 - Achieved 110K followers in 81 days.
 - Key to growth: viral content and consistent posting.
- Content Creation:
 - Focus on attention-grabbing hooks and visually appealing setups.
 - Utilize basic editing tools like DaVinci Resolve and CapCut.
- Monetization Strategies:
 - Revenue sources: digital products, courses, affiliate marketing, sponsorships, and coaching.
 - Use ManyChat to automate interactions and drive traffic to landing pages.
- Targeted Audience Engagement:
 - Create a detailed avatar of your target audience.
 - Tailor content to invoke emotions and solve problems for this specific audience.
- Practical Tips:
 - Repurpose existing content into engaging videos.
 - Use Instagram's Explore section to reach non-followers and boost engagement.

Sammie's tactics are highly actionable and can transform your Instagram into a powerful revenue generator. By focusing on viral content, leveraging your existing resources, and engaging deeply with your audience, you can replicate his success. Ready to dive into Instagram and start growing your audience? Let me know your thoughts!

Flipboard

[Michael Dinich](#), founder of Wealth of Geeks, shared his expertise on leveraging Flipboard to generate consistent and substantial website traffic. He emphasized the unique strengths of Flipboard, particularly its friendliness to bloggers and content creators.



Key Takeaways:

- Understanding Flipboard:
 - Flipboard is a social media app similar to Pinterest, focusing on curating news articles, blog posts, and videos.
 - It is highly blogger-friendly and can drive significant traffic when used effectively.
- Setting Up and Optimizing Your Profile:
 - Create a profile and add a clear description and relevant profile photo.
 - Apply for publisher status but don't wait for approval to start using Flipboard.
- Creating and Managing Magazines:
 - Magazines are collections of related content. Start with around 10 magazines covering broad topics.
 - Regularly update magazines with relevant content from your site and other sources.
- Group Magazines and Community Engagement:
 - Join group magazines and invite others to contribute to yours. This increases visibility and traffic.
 - Be an active community member by sharing and flipping others' content, not just your own.
- Content Strategy:
 - Use compelling headlines and high-quality images to attract attention.
 - Repurpose and syndicate content to keep it fresh and engaging.
 - Monitor analytics to understand what works and adjust your strategy accordingly.

Michael's strategies highlight the immense potential of Flipboard as an alternative traffic source. By setting up a well-optimized profile, actively engaging with the community, and creating compelling content, you can significantly boost your website traffic.

Google Discover

[Thomas Smith](#), from the Bay Area Telegraph, shared his insights on using Google Discover to achieve impressive traffic results. With over 237,000 clicks from Discover in 2023 to site that many would consider “small”, Thomas emphasized the importance of understanding Discover’s unique nature and how to tailor your content to maximize traffic.



Key Takeaways:

- Understanding Google Discover:
 - Google Discover is a mobile-first content feed, similar to a social media feed, tailored to user interests based on their online activity.
 - Primarily accessed through the Google app on Android devices.
- Getting Started:
 - Ensure your site meets basic technical requirements, including good site speed and large, high-quality images (at least 1200 pixels wide).
 - Maintain a clean, user-friendly ad experience without disruptive ads.
 - Ensure your site has some history with Google and a level of authority in your niche.
- Content Optimization:
 - Create compelling, emotionally engaging headlines that provoke curiosity and encourage clicks.
 - Use interesting, eye-catching images to accompany your content.
 - Tie your content to newsworthy or timely events and popular entities to increase relevance.
 - Use Google Trends and other platforms to identify trending topics and interests.
- Leveraging Social Traffic:
 - Promote your content on platforms like Reddit and Facebook to generate initial traffic and signal engagement to Google.
 - Consistently publish engaging content to maintain and grow your presence on Discover.
- Advanced Techniques:
 - Utilize Google Web Stories to create visually appealing, short-form content that can rank independently in Discover.
 - Focus on creating content that aligns with specific entities and interests identified in Discover.

Thomas's strategies highlight the immense potential of Google Discover as an alternative traffic source. By focusing on engaging headlines, high-quality images, and timely topics, you can significantly boost your website traffic.

Email Newsletters

[Jon Dykstra](#) from Fat Stacks Blog discussed how he pivoted from relying on SEO to focusing on email newsletters after a significant drop in his site's traffic. He explored the different types of newsletters, how to monetize them, and the strategies he employed to make his high-volume newsletter successful.



Key Takeaways:

- Types of Newsletters:
 - Big Three: Health, Wealth, and Relationships - High potential revenue per subscriber.
 - B2B: Business-focused, lucrative, ideal for industry insiders and career advancement.
 - B2C: Lifestyle and home & garden niches - Effective for driving traffic back to your website.
 - Local: Focus on geographic regions, lucrative for targeted local advertising.
- Monetization Strategies:
 - Sell info products, coaching, or community access.
 - Use affiliate marketing to promote products.
 - Sell sponsored ads or use in-email ads.
 - Drive traffic to ad-supported websites.
 - Offer paid newsletter subscriptions.
- Best Practices:
 - Ensure ongoing interest in your niche to keep subscribers engaged.
 - Optimize the cost per subscriber to ensure profitability.
 - Create engaging, relevant content that resonates with your audience.
 - Test different content formats and monetization methods to find what works best.
- Challenges and Solutions:
 - Transitioning to a new traffic source can be challenging but is necessary if SEO traffic declines.
 - Align your signup messaging with the content of your newsletter to attract and retain the right subscribers.
 - Scale your efforts using paid ads once you understand your revenue per subscriber and break-even points.

Jon's experience highlights the potential of email newsletters as a sustainable traffic source. By focusing on relevant content, optimizing subscriber acquisition, and leveraging different monetization strategies, you can build a thriving newsletter that drives significant traffic and revenue.

Podcasts

[Doug Cunningham](#) from the Doug Show highlights the immense benefits of podcasting for diversifying your business and enhancing your authority. He explains how podcasting can increase profits, improve communication skills, expand your network, and build a stronger connection with your audience. Doug also provides guidance on monetization strategies and insights on who might not be the best fit for podcasting.



Key Takeaways:

- **Monetization Strategies:**
 - **Ad Revenue:** Earn through ads, especially if your niche has affluent audiences.
 - **Affiliate Marketing:** Promote products and earn commissions.
 - **Selling Your Own Products:** Highest profit margins by promoting your own courses or services.
- **Networking Opportunities:**
 - **Interview Experts:** Build relationships with industry leaders.
 - **Book Promotions:** Authors often seek podcast interviews to promote their books.
 - **Conference Speaking:** Leverage your podcast to become a sought-after speaker.
- **Audience Engagement:**
 - **Build Trust:** Regular listeners feel a strong connection with you.
 - **Higher Conversion Rates:** Trust leads to higher sales of your products and services.
 - **Feedback and Support:** Gain valuable insights and feedback from your audience.
- **Communication Skills:**
 - **Improve Speaking:** Become more aware of your speech patterns and pacing.
 - **Better Listener:** Enhance listening skills through interviews and co-hosting.
 - **Organized Thinking:** Structure your thoughts clearly for better communication.
- **Flexibility and Creativity:**
 - **Content Variety:** Choose from interviews, solo episodes, roundtable discussions, and more.
 - **Reuse Content:** Adapt popular blog posts or videos into podcast episodes.
 - **No Gatekeepers:** Freedom to experiment with different formats and styles.

Podcasting offers a unique opportunity to diversify your content, connect deeply with your audience, and enhance your business. By starting a podcast, you can increase your reach, improve your communication skills, and unlock new monetization avenues. Even if you're not ready to start your own podcast, consider guest appearances to test the waters and expand your network.

Medium

[Thomas Smith](#) discusses his success on Medium, a platform where he's been writing since 2019. He highlights how Medium can be a lucrative and engaging platform for content creators, especially those who enjoy writing. Thomas shares his strategies for making money, building an audience, and leveraging Medium's unique features to grow your brand and income.



Key Takeaways:

- **Monetization Strategies:**
 - **Engagement-Based Earnings:** Medium pays writers based on reader engagement with their articles.
 - **Newsletter Signups and Lead Generation:** Use Medium to drive newsletter subscriptions and generate leads for your business.
 - **High Domain Authority:** Medium's high domain authority (DR94) helps your content rank well on search engines.
- **Platform Benefits:**
 - **Engaged Audience:** Medium has over 1 million paid subscribers who are highly engaged and value human-written content.
 - **Clean Interface:** The platform offers a distraction-free reading experience with no ads.
 - **Content Syndication:** Easily import and canonical link your existing blog posts to Medium without SEO penalties.
- **Writing and Publishing:**
 - **User-Friendly Editor:** Simple and intuitive interface for writing and publishing articles.
 - **Diverse Topics:** Popular topics include technology, AI, marketing, self-improvement, and more.
 - **Boosted Articles:** High-quality articles can get "boosted" by Medium's moderators for greater reach.
- **Publications:**
 - **Join Established Publications:** Submit your articles to popular Medium publications for wider exposure.
 - **Create Your Own Publications:** Start your own collection of articles to build a following.

Medium offers a fantastic opportunity for writers to monetize their skills, build a passionate audience, and gain significant exposure. By focusing on high-quality, engaging content, and leveraging Medium's features, you can diversify your income streams and establish a strong presence on the platform.

Amazon Influencer

[Jared Bauman](#) shared his insourcing journey and insights into the Amazon Influencer Program, which he started 10 months ago and now earns between \$2,000 to \$4,000 per month. He emphasized the importance of creating simple, informative videos about products available on Amazon and provided a step-by-step guide to qualify for and succeed in the program.



Key Takeaways:

- Program Basics:
 - Shoppable Videos: Create short, clear videos about products to be placed on Amazon product pages.
 - Simple Production: Use your phone for video and focus on clarity and helpfulness rather than high production value.
- Qualifying for the Program:
 - Social Media Requirements: Qualify with an engaged social media account on Facebook, Instagram, TikTok, or YouTube.
 - Approval Process: Submit three videos for manual review to get approved for shoppable videos.
- Getting Started:
 - Initial Videos: Make videos about products you already own and are available on Amazon.
 - Volume is Key: Focus on creating a high volume of quality videos to maximize your chances of earning.
- Earnings and Trends:
 - Immediate Earnings: Start earning within days of uploading videos.
 - Seasonal Trends: Focus on seasonal and high-demand products, especially during Q4 for higher earnings.
 - High-Price Products: Videos on higher-priced items tend to generate more revenue.
- Strategies and Insights:
 - Fast Video Production: Maintain a balance between speed and quality to maximize video output.
 - Engage with Trends: Monitor and adapt to seasonal trends and product popularity.
 - Alternative Approaches: Consider outsourcing video production or receiving products from brands to review.

Amazon Influencer

[Spencer Haws](#) discussed the **outsourcing** approach to Amazon Influencer Program, explaining how it can be an excellent alternative revenue stream. He emphasized his unique approach of outsourcing video creation and provided practical tips on getting started, maximizing earnings, and streamlining the process.



Key Takeaways:

- Program Basics:
 - Shoppable Videos: Create simple, honest product review videos to be featured on Amazon product pages.
 - Influencer Requirements: You need an engaged social media following on platforms like YouTube, TikTok, Instagram, or Facebook to qualify.
- Getting Started:
 - Initial Setup: Record and upload your first three videos for manual review by Amazon to get approved.
 - Video Quality: Focus on clear, honest reviews. Use your phone for recording; high production value is unnecessary.
- Outsourcing Strategy:
 - Hiring UGC Creators: Use Upwork and include “UGC” (User Generated Content) in your job title to attract experienced applicants.
 - Payment Structure: Pay creators based on the product price to incentivize reviews of higher-value items. Spencer used a sliding scale, paying \$14 for products \$9-\$19, \$20 for \$20-\$99, and \$25 for products over \$100.
- Earnings and Insights:
 - Initial Earnings: Spencer started earning within days and made over \$17,000 in his first year, with peak months during the holiday season.
 - Volatility: Expect earnings to fluctuate. This program is best as a side hustle rather than a primary income source.
- Product Sourcing:
 - Existing Products: Review products you already own. Use the Amazon app to identify products available on Amazon.
 - Creative Sourcing: Consider reviewing products from friends, family, or vacation rentals to expand your review base.

The Amazon Influencer Program offers a unique opportunity to generate passive income by leveraging Amazon’s vast traffic. By creating simple, honest product videos and possibly outsourcing the work, you can build a steady revenue stream. While it’s not suitable as a primary income source due to its volatility, the program’s potential for side hustle earnings is significant.



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