





4 / Traffic Sources Pros & Cons

TRAFFIC SOURCES	PROS	CONS	MY TO DO
 Organic Search (General search engine results)	<ul style="list-style-type: none">✓ Typically highest rate of visitors converting✓ Can get some quick wins by just “optimizing” the pages for Google✓ Grows over timeNot paying per visitor	<ul style="list-style-type: none">✗ Takes time to build reputation✗ Takes time and effort to publish quality content✗ Difficult to get linked from great sites unless you really have something unique	 _____ _____ _____
 Remarketing Advertising (Ads that follow visitors around the Internet)	<ul style="list-style-type: none">✓ More effective than advertising to new people✓ ROI easy to measure✓ Lower cost	<ul style="list-style-type: none">✗ Smaller amount of traffic (depends on how big your list of people is)✗ Takes time to build a big list of people to remarket to.	 _____ _____
 Google Adwords (These are ads in the Google search engine)	<ul style="list-style-type: none">✓ Turns on traffic like a faucet✓ ROI easy to measure✓ It will grow your list of subscribers and people to remarket to	<ul style="list-style-type: none">✗ Can cost more per lead than other ways	 _____ _____
 Writing Share-worthy Blog & Social Media Posts	<ul style="list-style-type: none">✓ Bursts of traffic when you publish✓ Residual traffic for years✓ Shares grow your audience organically✓ Builds trust with your audience and positions you as an expert in your field	<ul style="list-style-type: none">✗ Takes time and creative thought to make content unique & valuable✗ Response can be hit or miss	 _____ _____



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 Deliver Your Posts through Email Marketing	<ul style="list-style-type: none"> ✓ Stay in touch with your audience so you are in front of them when they are ready to take action 	<ul style="list-style-type: none"> ✗ Some additional costs for a contact database and managing email sending 	 <hr/> <hr/>
 Local Listings	<ul style="list-style-type: none"> ✓ Mostly a one-time effort ✓ Inexpensive to setup ✓ Free traffic for a long time 	<ul style="list-style-type: none"> ✗ Amount of traffic depends on size of local population 	 <hr/> <hr/>
 Custom Web Marketing Programs for Your Dealers (If you have dealers, you want them to get plenty of leads so you both can grow)	<ul style="list-style-type: none"> ✓ Dealers and you get more leads and sales ✓ Once you work out a proven strategy with your top dealers, it's easy to replicate to other dealers 	<ul style="list-style-type: none"> ✗ Initial cost to test and shape a working strategy with your best dealers 	 <hr/> <hr/>
 Facebook Ads	<ul style="list-style-type: none"> ✓ Turn on traffic ✓ Show ads to a specific target audience by demographics 	<ul style="list-style-type: none"> ✗ Traffic conversion rate typically low, unless you've got something very unique ✗ Typically lower amounts of traffic 	 <hr/> <hr/>
 Pinterest	<ul style="list-style-type: none"> ✓ Can send lots of traffic ✓ No fees 	<ul style="list-style-type: none"> ✗ Takes payroll hours ✗ Conversion rate is low ✗ Only works if your stuff is really unique and appropriate for Pinterest 	 <hr/> <hr/>

