

10 Ways to Drive Traffic to Your Landing Pages

As you walk through the tactics to help drive more traffic to your landing pages, make sure at the VERY LEAST you are “checking” one suggestion from the following 4 buckets.

Bucket 1: Calls to Action

- Calls to Action on your homepage ([learn how to create a Call to Action](#))
- Calls to Action on your blog (*either on the side of your blog, or embedded at the end of a relevant article*)
- Calls to Action on your most visited pages (*use the Visits by Page tool to sort for your busiest pages*)

Bucket 2: Email

- Email Marketing (*use [List Manager](#) to segment your leads/customers, and then [send a targeted email](#) with a link to your landing page*)
- Lead Nurturing (*create a lead nurturing campaign that includes an email with a link to your landing page*)

Bucket 3: Social Media

- Facebook Landing Page ([learn how to set this up here](#))
- Lead Nurturing (*create a [lead nurturing campaign](#) that includes an email with a link to your landing page*)
- Social Media Sharing (*share this link with your network through social media channels*)

Bucket 4: Other

- Thank you page (*set up a [thank you page](#) with a link to your landing page*)
- Guest Blogging
- Paid Search