

45+ UNIQUE TACTICS

— **for** —

**DRIVING TRAFFIC
TO YOUR SITE**

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TACTIC #1

ON-PAGE SEO



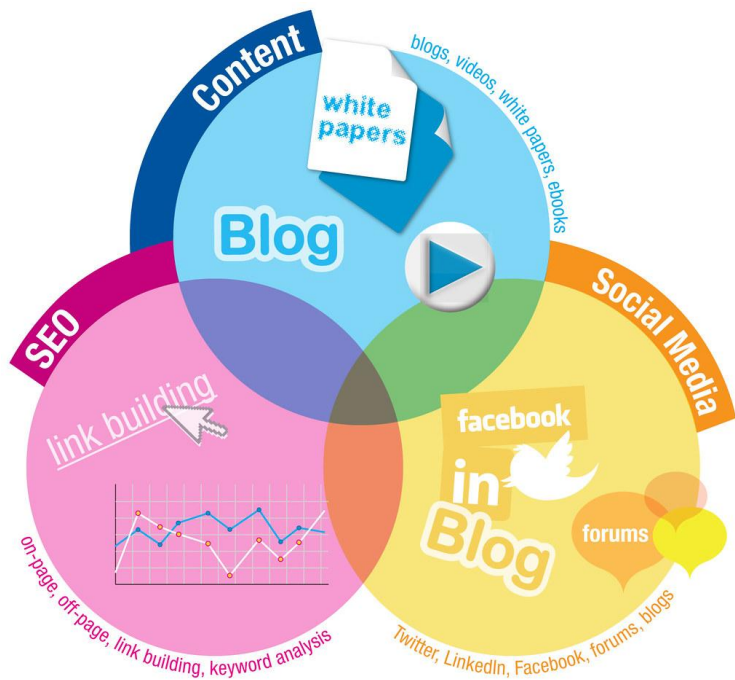
Benefit:

- Increase traffic
- Faster page speed
- Higher website engagement

How-to Highlights:

- Add Modifiers To Your Title
- Wrap Your Blog Post Title in an H1 Tag
- Sprinkle LSI Keywords
- Use Responsive Design

Source: Brian Dean from Backlinko- <https://backlinko.com/on-page-seo>



TACTIC #2

OFF-PAGE SEO

Benefit:

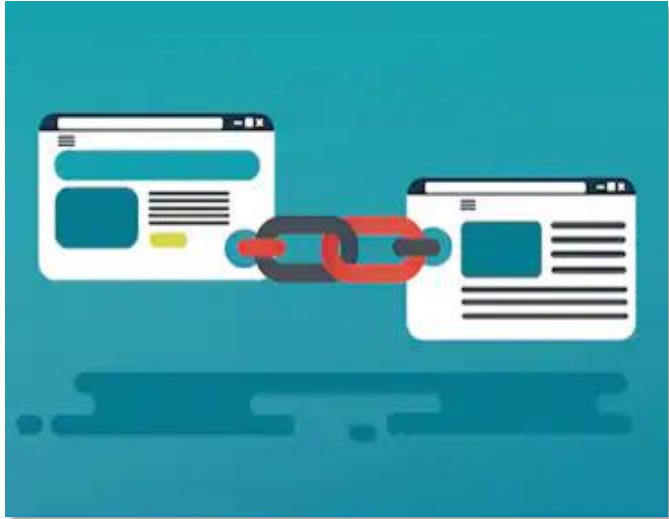
- Increase brand awareness
- Generate backlinks
- Higher website engagement

How-to Highlights:

- Measure your inbound links and their value.
- Scan your highest-authority inbound links for opportunity to get other similar links
- Have active social media accounts & link to them with share buttons from your site

Source: Kelly Stratton from Altitude Marketing-

<https://altitudemarketing.com/blog/off-site-seo-checklist/>



TACTIC #3

INTERNAL LINKING

Benefit:

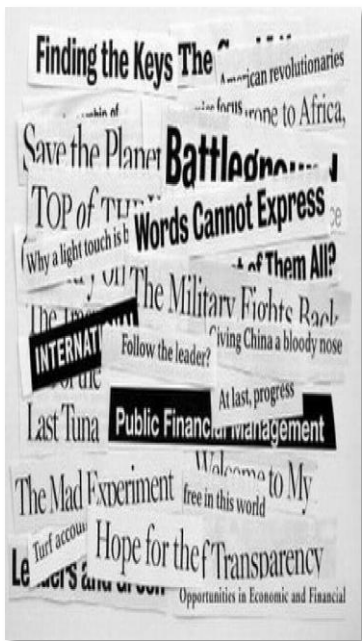
- Aid in website navigation
- Distribute page authority and ranking power throughout the site
- Drive traffic throughout your site

How-to Highlights:

- Avoid links to the top level pages on a site
- Use links that are natural for the reader
- Use relevant and follow links

Source: Neil Patel from Kissmetrics-

<https://neilpatel.com/blog/commandments-of-internal-linking/>



TACTIC #4

BUZZFEEDING HEADLINE

Benefit:

- Increase page views
- Greater potential for social shares
- Get people excited about your content

How-to Highlights:

- Use blurbs from reviews to create headlines
- Formula 1: [Take this action] + [Specific Time Period] + [End Result]
- Formula 2: [End result they want] + [Time period] + [Address the objections]

Source: Neville from Kopywriting Course-

<https://kopywritingcourse.com/copywriting-headlines-that-sell/>

TACTIC #5

INCLUDE LINK IN YOUR EMAIL SIGNATURE

John Doe

Sales & Marketing Director | Example CC

M: + 48 75 64 61 001

P: + 48 75 64 61 001

E: john.doe@examplecc.com

16 Freedom St, Deer Hill
58-500, Poland

www.codetwo.com



Benefit:

- Increase thought leadership
- Drive traffic to specific page
- Relationship building

How-to Highlights:

Links can go to:

- Your blog, social media channel, homepage of your site
- Landing page, offer, free tool

Source: Sophia Bernazani from Hubsot-

<https://blog.hubspot.com/blog/tabid/6307/bid/31054/10-clever-ways-your-email-signature-can-support-your-marketing.aspx>



TACTIC #6

INCLUDE A LINK IN YOUR OFFERS

Benefit:

- Increase the amount of targeted traffic to a specific page
- Build your thought leadership
- Aid in website navigation

How-to Highlights:

- Generate a list of webpages you want to send targeted traffic to
- Find your best performing articles, offers, etc., and match add links
- Track via UTM tags in the URL

Source: Rhonda Bradley from **The Manifest-**

<https://themanifest.com/digital-marketing/how-use-internal-linking-boost-seo-conversions-your-website>



TACTIC #7

EMAIL YOUR EXISTING LIST

Benefit:

- Immediate boost of traffic
- Develop trust by providing insight
- Push list through specific funnel

How-to Highlights:

- Create an exclusive club (your email subscribers)
- Use buttons and CTAs
- Send emails in the right time zone

Source: Jimmy Daly from Vero-

<https://www.getvero.com/resources/guides/email-marketing-best-practices/>

TACTIC #8

POSTING ORGANICALLY ON FB

Benefit:

- Reach you engaged audience directly on Facebook
- Encourage readers to share via Facebook
- Pin post to your Facebook Page so it's easily viewable

How-to Highlights:

- Establish your unique selling proposition
- Interact and engage with fans
- Target your messages to reach the right customers

Source: Ian Dodson from Independent.ie-

<https://www.independent.ie/business/small-business/the-beginners-guide-to-facebook-marketing-master-organic-paid-reach-31258853.html>



TACTIC #9

FACEBOOK BOOST

Benefit:

- Increase post visibility
- Generate Facebook engagement
- Expose your business to new audience

How-to Highlights:

- Click the blue 'Boost Post' button on a published post
- Select the audience you'd like to reach
- Select a budget and length of your ad

Source: Facebook Business -

https://www.facebook.com/business/help/347839548598012?helpref=faq_content

TACTIC #10

FACEBOOK DARK POST

Benefit:

- Hyper-targeted ads for every segment of your audience
- A/B testing via Facebook Ads
- Use this A/B insight across all marketing channels

How-to Highlights:

- Dark posts are created using the Power Editor
- Hit 'Create Post' - be sure to click – unpublished post
- Switch to Ad Manager and start creating ads

Source: John Jantsch from Duct Tape Marketing-

<https://ducttapemarketing.com/facebook-dark-posts/>



TACTIC #11

FACEBOOK GROUP SHARE

Benefit:

- Provides more personal engagement.
- Announce blog posts, offers, products, etc.
- Build trust by immediately providing value

How-to Highlights:

- Join appropriate Facebook groups (make sure to read the requirements)
- Engage with Group owner(s) and other members
- Read the Group's rules and post your link on appropriate dates/places

https://docs.google.com/spreadsheets/d/1W_bZhWNidOeEihABQ7IEruk6XseVoQSnXvbMz4wvlr8/edit#gid=0



TACTIC #12

RUNNING FACEBOOK ADS



Benefit:

- Facebook advertising is the most targeted form of advertising
- Facebook advertising is fast
- Advertising is measurable. Learn which ad sets work the best

How-to Highlights:

- Create an objective (views, clicks, likes, etc.)
- Create a targeted audience and set your budget and run ad
- Measure results - refine and repeat if applicable

Source: Kim from KimTV-

https://www.youtube.com/watch?v=OZH7X6_iFlk



TACTIC #13

FACEBOOK CONTEST

Benefit:

- Engage with a targeted group of Facebook users
- Gamification encourages shares and more visibility to your page
- Ability to generate partners and relationship build with other businesses

How-to Highlights:

- Decide the goal of the contest
- Determine the contest prize
- Promote contest and measure results

Source: Emily Weisberg from Thrive Hive <https://thrivehive.com/how-to-run-a-facebook-contest/>



TACTIC #14

POSTING ORGANICALLY ON TWITTER

Benefit:

- Drive traffic to your web pages
- Communicate your brand
- Stimulate SEO

How-to Highlights:

- Create an objective (views, clicks, likes, etc.)
- Create a targeted audience and set your budget and run ad
- Measure results - refine and repeat if applicable

Source: Saige Driver from Business News Daily-

<https://www.businessnewsdaily.com/7488-twitter-for-business.html>

TACTIC #15

RETWEETING YOUR OWN TWITTER POST



Benefit:

- Automatically boosts an older post to the top
- Use this to drive more views to your tweet
- Boost your Twitter engagement

How-to Highlights:

- Find a published Tweet you want to promote
- Simply retweet your own Tweet - if you can repeat this as many times
- Tweet is published to the top of your followers' feed

Source: Nicholas Dimitriadis from The Social Fusion Group-
<https://blog.socialfusion.com/improve-your-twitter-marketing-with-these-7-tips>

TACTIC #16

PINNING YOUR OWN TWITTER POST

PINNED
TWEET



Benefit:

- Get immediate visibility to your tweet
- Drive traffic to a specific webpage
- Pin a landing page to generate more leads

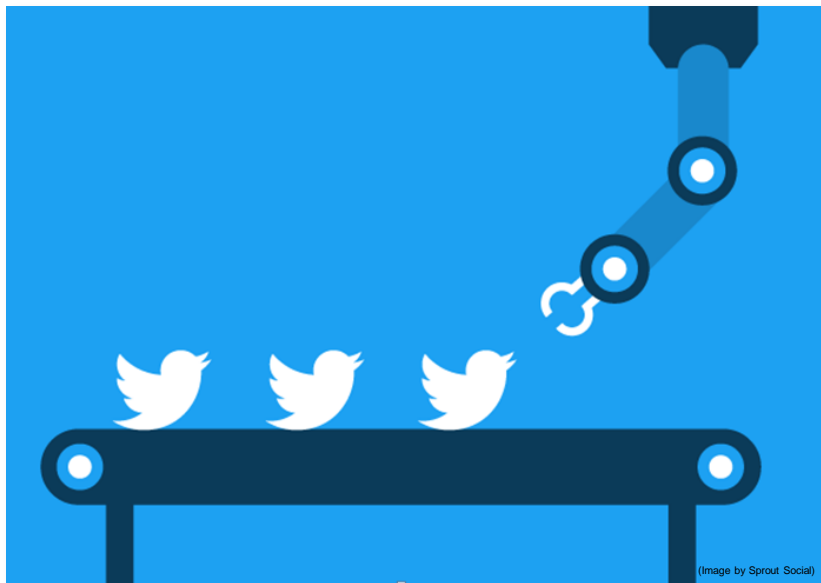
How-to Highlights:

- Create a Tweet that drives traffic to your site or lead magnet
- Include relevant images/videos and the proper link
- Publish Tweet, then Pin to profile

Source: Hootsuite via #TwitterSmarter chat with Madalyn Sklar-
<https://twitter.com/MadalynSklar/status/981942729193197569>

TACTIC #17

AUTOMATED TWITTER BOT MESSAGE



Benefit:

- This tactic is looked down upon
- If used, can generate relationships 'automatically'
- Link back to a webpage to drive traffic

How-to Highlights:

- Use a tool like Social Oomph
- Create an evergreen message and check the box for 'Send to new followers'
- Actively engage with those who reply/comment/engage back

Source: Kristi Hines From Social Media Examiner-

<https://www.socialmediaexaminer.com/4-useful-twitter-automation-tools-and-how-to-use-them/>

TACTIC #18

REPLYING FEATURE ON TWITTER

Benefit:

- Reply to Tweets that you can link back to a web page
- Boost your thought leadership
- Develop trust with your followers

How-to Highlights:

- Look for users Tweeting about a problem you can help solve via your blog
- Simply reply without being pushy; generate engagement and build trust
- Offer to help with their problem using content on your site

Source: Taha Aziz from The Social Fusion Group-

<https://blog.socialfusion.com/business-use-of-twitter>

Reply to Better Make Room

Michelle Obama Retweeted

Better Make Room @BetterMakeRoom · 19h

On May 1, we celebrated #CollegeSigningDay with @UofCalifornia and over 10,000 college-bound students at @UCLA.

Congrats to students across the country who are making a plan to pursue higher education or join the military. We're so proud of you! #BetterMakeRoom pic.twitter.com/mbxOp5jUGG

Replying to @BetterMakeRoom @MichelleObama and 2

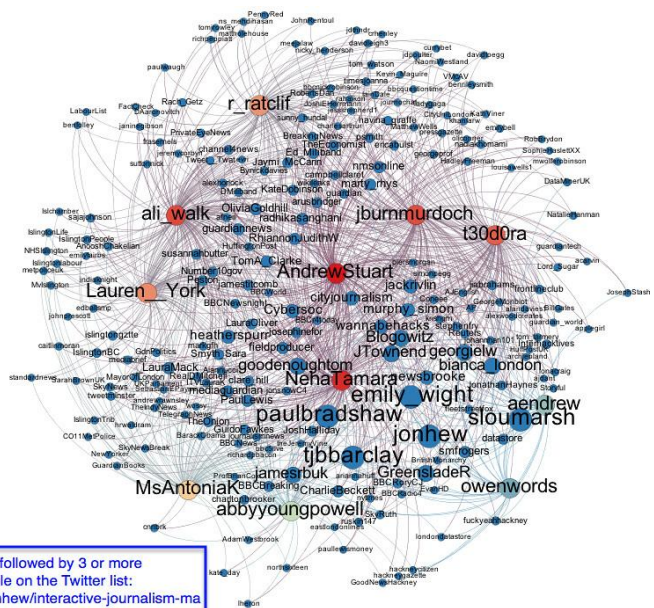
What a great program. Thank you @MichelleObama

Reply

Reply

TACTIC #19

CREATING AND ENGAGING WITH TWITTER LIST



Benefit:

- Connect with influencers
- Engage with a specific audience/list
- Boost thought leadership

How-to Highlights:

- Create a category for your list (ex: your most engaged followers)
- Add users to your Twitter list
- Comment, engage, reply, etc. with your list. In return, they'll engage with you and your content

Source: Aaron Lee from PostPlanner- <https://www.postplanner.com/how-to-use-twitter-lists-to-always-be-engaging/>

TACTIC #20

MENTION INFLUENCER ON TWITTER



Bernadine L
@BernadineL

@mikeindustries thank you for making the studio what it is today so I can be a part of it! Enjoy your year long vacation!!

12/14/15, 5:10 PM

VIEW TWEET ACTIVITY

Benefit:

- Reply to Tweets that you can link back to a web page
- Boost your thought leadership
- Develop trust with your followers

How-to Highlights:

- Look for users Tweeting about a problem you can help solve via your blog
- Simply reply without being pushy; generate engagement and build trust
- Offer to help with their problem using content on your site

Source: Insight from Shane Barker- <https://shanebarker.com/blog/guide-target-twitter-influencers/>



TACTIC #21

RUNNING TWITTER ADS

Benefit:

- Instant visibility
- Gain followers and leads
- Drive traffic to a specific web page

How-to Highlights:

- Set an objective (more views, clicks, engagement, etc.)
- Choose the type of Twitter ad you want to implement
- Run ad - then measure results to gauge your success

Source: Ana Gotter From AdEspresso-

<https://adespresso.com/blog/twitter-advertising-a-complete-guide/>

TACTIC #22

SHARING AN IMAGE/INFOGRAPH LINKING BACK TO BLOG



Benefit:

- Sharing images on Twitter generate higher engagement
- Gain a backlink when someone shares your infographic
- Increase brand awareness

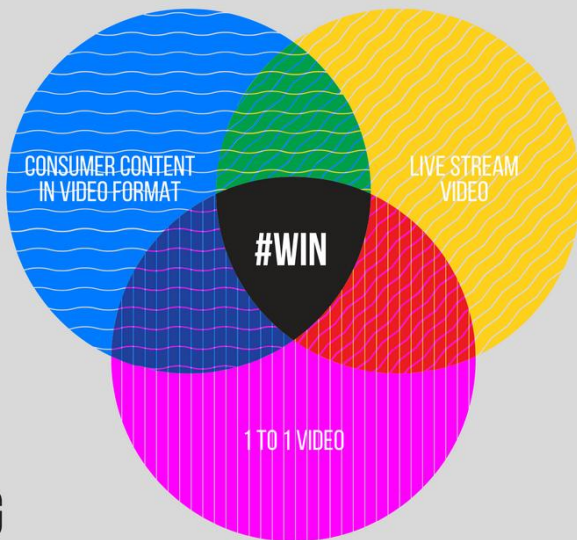
How-to Highlights:

- Create, design, and publish a value-driven infographic
- Create an embed code for your infographic
- Promote your infographic via ads, outreach, and more

Source: Justin Briggs From Moz- <https://optinmonster.com/video-marketing-statistics-what-you-must-know/>

3-PART SECRET TO VIDEO MARKETING

Best success lies at the intersection of all three video strategies.



TACTIC #23

CONVERT TO VIDEO USING FREE TOOL AND PUBLISHING
ACROSS ALL SOCIAL MEDIA CHANNELS

Benefit:

- Videos are highly engaging
- Increase your thought leadership
- Build trust with your audience

How-to Highlights:

- Connect your RSS feed to Lumen5
- Edit video to highlight key elements
- Publish video and promote across digital channels

Source: Sharon Hurley Hall From OptinMonster-

<https://www.convinceandconvert.com/content-marketing-research/video-marketing-in-2018/>

TACTIC #25

LINKEDIN ADS

LinkedIn



Benefit:

- Drive traffic back to your site
- Attract more leads and prospects on the world's largest business stage
- Ability to engage with prospects

How-to Highlights:

- Set up a Campaign Manager account
- Choose, create, and target your LinkedIn ad
- Measure and refine your LinkedIn ads

Source: Todd Clarke From Hootsuite- <https://blog.hootsuite.com/linkedin-ads-guide/>

TACTIC #26

LINKEDIN COMPANY PAGE

The screenshot shows the IBM LinkedIn company page. At the top, the IBM logo is on the left, followed by the text 'IBM Information Technology and Services • 10,001+ employees • Armonk, New York, NY'. Below this, it says '31 people from your school were hired here. See all 473,262 employees →'. There are 'See Jobs' and 'Follow' buttons, and '3,096,674 followers' is displayed. The page is divided into several sections: 'Overview' with a blue abstract image; 'Jobs' featuring Sapir Segal, Content Marketing Manager, with '1 job matches your skills'; 'Life' with a photo of a woman holding a red Elmo puppet; 'About us' with a paragraph of text; 'Recent update' with a graphic titled 'Always On. Always Ready' and a link to 'see more'; and 'Company photos' with a photo of people holding up 'IBM' signs and a link to 'Explore company life'. A 'Show details' dropdown is at the bottom.

Benefit:

- Ability to promote multiple formats of content (Youtube, Slideshare, etc.)
- Promote your company page on other social channels
- Ability to engage with prospects

How-to Highlights:

- Write a compelling summary
- Use relevant keywords to make your page easier to discover in search engines
- Use targeted updates to promote new and important content effectively

Source: Rob Steffens From BlueLeadz- <https://www.bluleadz.com/blog/20-tips-to-get-more-followers-on-your-linkedin-company-page>

TACTIC #27

RELATIONSHIP BUILDING ON LINKEDIN



Benefit:

- Generate new leads, sales, and marketing partners
- Find opportunities to collaborate with other businesses
- Build your thought leadership and credibility

How-to Highlights:

- Find a point to connect such as being part of the same LinkedIn Group, or common connection
- Engage with potential prospect and agitate their pain point
- Offer 'free' advice by sending them a PDF, article, etc. that's optimized for funneling

<https://www.linkedin.com>



TACTIC #28

PROMOTING ON LINKEDIN

Benefit:

- Generate thought leadership
- Target a highly segmented audience
- Grow your social channels

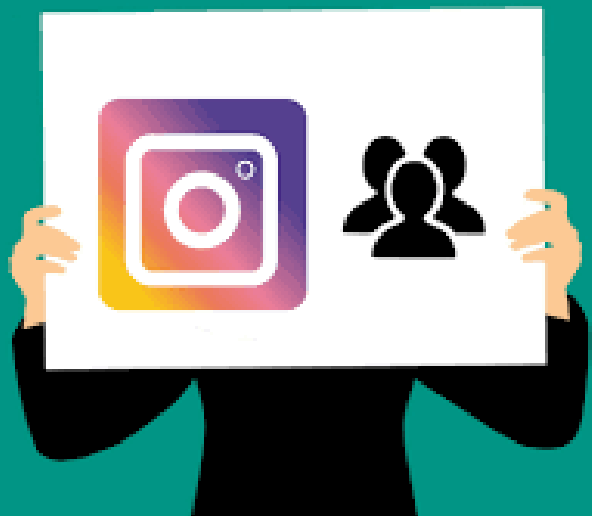
How-to Highlights:

- Avoid overly-promotional language like “free”, “discount”, “offer”, etc
- Promote your LinkedIn post to pass LinkedIn's 'Audience Test'
- Engage! Treat your post as a conversation-starter. (Ask questions, feedback, etc.)

Source: John Bonini From Databox- <https://databox.com/heres-how-we-increased-linkedin-traffic>

TACTIC #29

SHARING ON INSTAGRAM



Benefit:

- If your account is below 10k, this is your chance to link back to your site
- Build thought leadership on Instagram
- Build brand awareness

How-to Highlights:

- Find a link to your site, offer, etc. and compress using a tool like Bitly
- Click edit on your profile and paste link
- To promote multiple links, use a tool like Link.Tree

Source: Taha Aziz from The Social Fusion Group-
<https://blog.socialfusion.com/instagram-for-business-tips>



3. Blog post promotion



TACTIC #30

SHARING VIA INSTAGRAM STORY

Benefit:

- Help generate Instagram engagement
- Boost Instagram algorithm to generate the highest visibility
- Showcase your products and services

How-to Highlights:

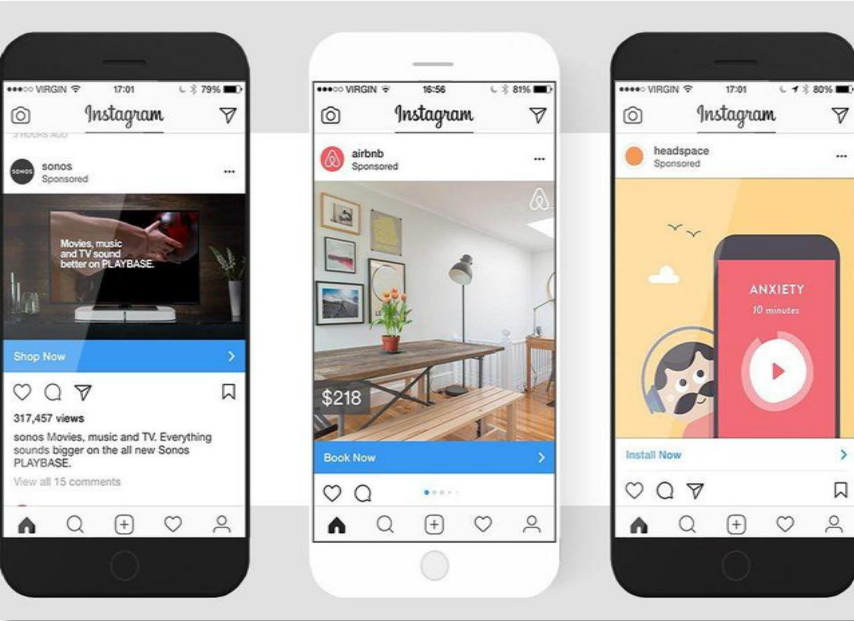
- Accounts with over 10,000 followers can promote links via Stories
- Simply add a link when posting on your IG story
- If you don't have 10,000 followers, place a link in your bio, then promote content via images/video on your IG story

Source: Taha Aziz from The Social Fusion Group-

<https://blog.socialfusion.com/instagram-for-business-get-more-followers-on-instagram>

TACTIC #31

RUNNING INSTAGRAM ADS



Benefit:

- Instagram ads are non-intrusive
- Millions of users on Instagram
- Drive traffic back to a web page

How-to Highlights:

- Create a campaign objective (brand awareness, generating traffic, or making sales)
- Create a target audience: find users that are most likely to help you achieve your objective
- Launch campaign and measure the results/impact of your advertising campaign according to the objective you set

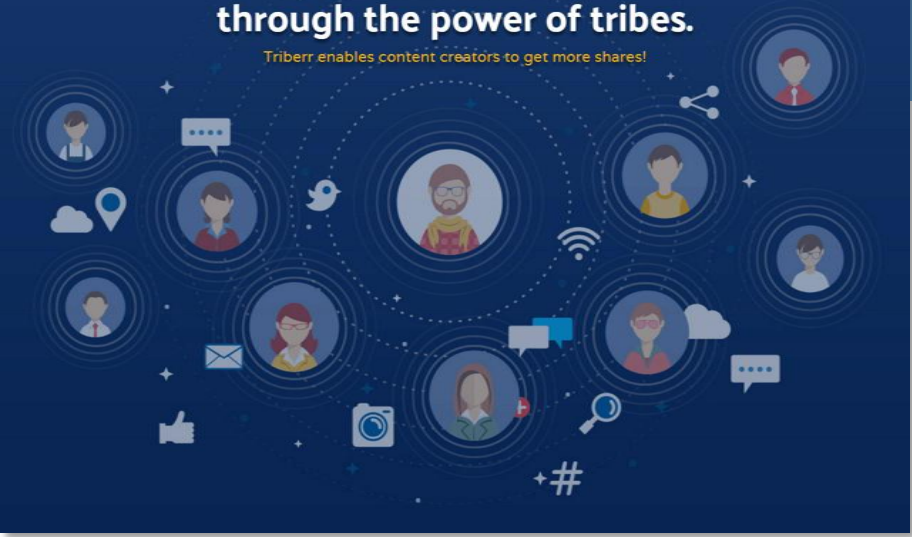
Source: Benjamin Chacon from Later Media-

<https://later.com/blog/instagram-ads/>



Get 20x more shares
through the power of tribes.

Triberr enables content creators to get more shares!



TACTIC #32

SUBMIT TO TRIBERR

Benefit:

- Platform for like minded bloggers, marketers, and business owners
- Automatically share your content when a new blog is published
- Integrated automatic Twitter sharing tool

How-to Highlights:

- Connect your blog via RSS
- Join Tribes and share others' content
- Create your own Tribe and invite influencers who would share your content

Source: Ian Cleary from Razor Social-
<https://www.razorsocial.com/how-to-use-triberr/>

How to Use

STUMBLEUPON

for Marketing and Drive Traffic

WHAT IS STUMBLEUPON?



A Social Bookmarking Site - Similar to Delicious. Allows users to save links for future viewing. You can randomly discover a new page using their "STUMBLE" button based on your interests.



A Social Voting Site - Similar to Digg and Reddit. If you like a page UP-VOTE; if you don't like DOWN-VOTE.



The More UP-VOTES the Better Chances of Being STUMBLED.

TACTIC #33

SUBMIT TO STUMBLEUPON

Benefit:

- Immediate traffic to your specific web page
- Chance for your post to go viral
- Increase thought leadership

How-to Highlights:

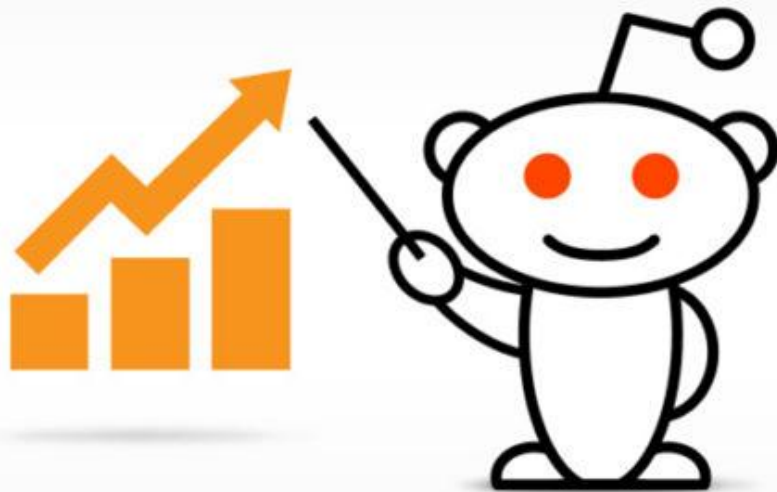
- Click "Add a Page" to add the URL to the blog or website you would like to Stumble
- Choose a category or categories for your blog post - click 'Save'
- Use social sharing buttons on your site to Stumble your own page

Source: Janice Wald from Mostly Blogging-

<https://www.mostlyblogging.com/stumbleupon-3/>

TACTIC #34

POSTING IN NICHE SPECIFIC SUBREDDITS



Benefit:

- Reach a highly engaged audience
- Develop relationship with your target audience
- Ability to generate viral traffic

How-to Highlights:

- Keep it relevant - the more that you can tailor your posts to the subreddit that you're posting in, the better
- No Double Dipping - This means that if you just posted a link in a subreddit, let it rest for a while!
- Don't Over-Promote - If you post links to the same domain name too often you run a huge risk. reddit's automatic spam filters will blacklist your domain

Source: Travis Levell from Startup Bros-
<https://startupbros.com/reddit-marketing/>



PROMOTED
u/redditads

...

Advertise with Promoted Posts in the official
Reddit App



↑ 3.2k ↓

💬 126

↪ Share

TACTIC #35

RUNNING REDDIT ADS

Benefit:

- Reach a highly engaged audience
- Develop relationship with your target audience
- Ability to generate viral traffic

How-to Highlights:

- Understand the basics - a Reddit post will instantly be at the top (you should write the ad like a Reddit post)
- Find your audience - It's on subreddits that you'll get a chance to get exposure to a very specific, involved (and often influential) audience
- Set up Your Campaign - Once you kick off your campaign, be sure to monitor, analyze, test, and repeat!

Source: Nate Shivar from ShivarWeb-

<https://www.shivarweb.com/3100/how-to-advertise-on-reddit/>

TACTIC #36

POSTING IN NICHE SPECIFIC FORUMS

Benefit:

- Access to get in front of a highly targeted audience
- Relationship build with relevant members and influencers
- Can lead to collaborative opportunities

How-to Highlights:

- Give Some Link Love To a Friend - Most forums won't mind you linking to someone's site as long as you provide value
- Backlog a Post - Create a post that answers a question on a thread, then backlog the post and distribute on the forum in a non spammy way
- Link to an OLD Post on Your Blog - Give people the answer they need and it helps you get the word out about your blog

Source: James from Traffic Generation Cafe-
<https://trafficgenerationcafe.com/forum-traffic/>



TACTIC #37

SYNDICATING ON GrowthHackers

Growth is a Team Sport

Helping teams work together to accelerate growth

Get Started

Benefit:

- Submit your content to members in your niche
- Gain feedback from readers and marketers
- Instant visibility

How-to Highlights:

- Create an account on GrowthHackers.com and head to the 'Community' tab
- Click 'New Post' - write a brief description of your post and add a link
- Post to Growth Hackers and encourage your audience and followers to boost your post

<https://growthhackers.com/posts>

TACTIC #38

SUGGEST ON SCOOP.IT

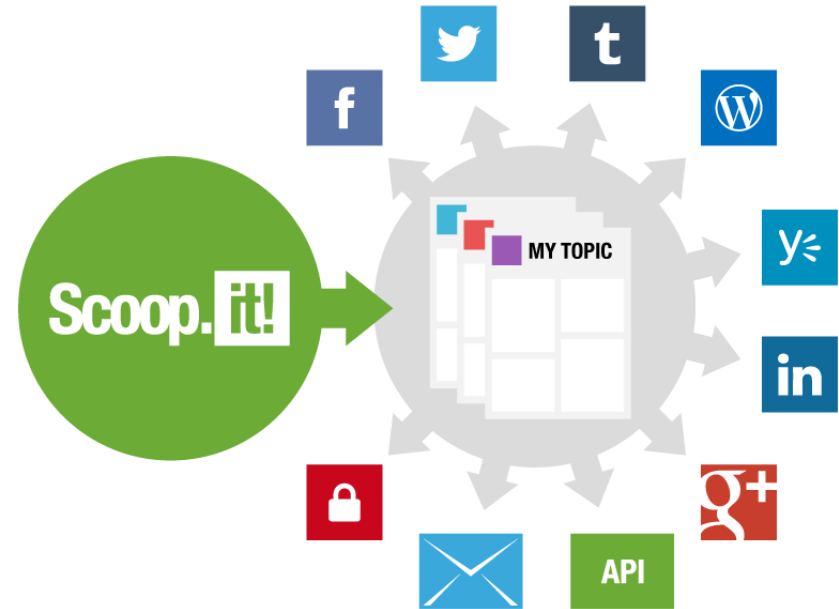
Benefit:

- Instant visibility
- Increase your thought leadership
- Develop trust with your readers

How-to Highlights:

- Sign up to Scoop.it and click 'Create a Topic' and pick a niche
- Click 'New Scoop' and add the link you want to promote
- Add appropriate tags and publish

Source: Janice Wald from Mostly Blogging-
<https://www.mostlyblogging.com/scoop-it/>



TACTIC #39

ANSWERING QUESTIONS ON QUORA



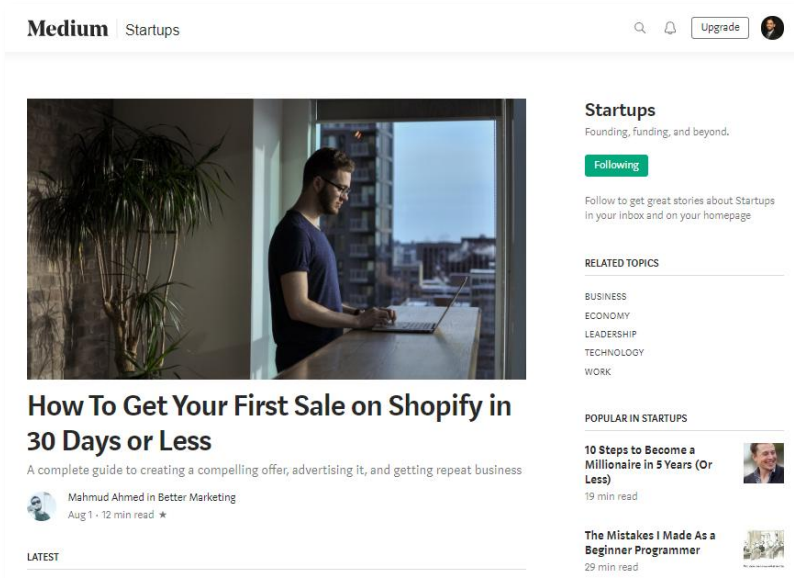
Benefit:

- Relationship build with your target audience
- Develop thought leadership
- Learn from other users, customers, experts, etc. from your market

How-to Highlights:

- Find a relevant thread and create a response - if your answer is at the top, it will get a ton of views and clicks on your link.
- Get upvotes on your answer
- Engage!

Source: Ryan Stewart from Webris- <https://webris.org/how-to-drive-10000-monthly-visits-using-quora/>



TACTIC #40

PUBLISHING ON MEDIUM AND MENTIONING INFLUENCERS MENTIONED IN THE POST

Benefit:

- Develop relationships by mentioning people in your post
- Streamline social media by automatically posting to Twitter
- Drive traffic to your site

How-to Highlights:

- Create an account on Medium and click 'New Story'
- Either create new content, or syndicate from your site - tag influencers mentioned within the post
- Let the influencer know you tagged them and encourage them to promote

<https://medium.com>



TACTIC #42

GUEST BLOGGING ON HIGH TRAFFIC SITE AND LINKING BACK TO POST

Benefit:

- Generate backlinks to your site, which help with SEO
- Increase thought leadership by guest posting on high ranked sites
- Develop relationships with experts and influencers

How-to Highlights:

- Contact the editor and wait for an approval
- Create your content and include a link to your site (backlink)
- Publish your post!

Source: Jessica Knapp from Blogging Basics 101-

<https://www.bloggingbasics101.com/guest-posting-right-way/>



TACTIC #43

BACKLINKS OUTREACH

Benefit:

- Stimulate and boost SEO
- Relationship build with higher ranked sites
- Increase traffic to your site

How-to Highlights:

- Tactic 1: Expert roundups - key to a good roundup is taking what the experts have said and summarizing it in a way that gives the reader a valuable overview of the topic
- Tactic 2: Top Lists - Simply compile a list of 20 or 30 top Influencers in your niche and let them know you've mentioned them
- Tactic 3: Interviews - Increase your credibility, drive traffic to your blog, & help your audience solve specific problems

Source: David Schneider from NinjaOutreach-
<https://ninjaoutreach.com/outreach-traffic-backlinks/>



TACTIC #44

CROSS PROMOTING ACROSS VARIOUS OWNED CHANNELS

Benefit:

- Stimulate and boost SEO
- Relationship build with higher ranked sites
- Increase traffic to your site

How-to Highlights:

- Tactic 1: Expert roundups - key to a good roundup is taking what the experts have said and summarizing it in a way that gives the reader a valuable overview of the topic
- Tactic 2: Top Lists - Simply compile a list of 20 or 30 top Influencers in your niche and let them know you've mentioned them
- Tactic 3: Interviews - Increase your credibility, drive traffic to your blog, & help your audience solve specific problems

Source: Robert Mening from WebsiteSetup-
<https://websitesetup.org/increase-website-traffic/>



TACTIC #45

BLOG COMMENTING

Benefit:

- Relationship build with your target audience
- Develop thought leadership
- Learn from other users, customers, experts, etc. from your market

How-to Highlights:

- Get personal - If you want people to go from your comment to your website, it's important that they know who you are
- Get your comments noticed by the right people - search for relevant keywords with the search operator "inurl:blog" to see which blog post come up.
- Say something worthwhile and relevant - If you're commenting on popular, authority websites, you'll be one in a sea of comments that follow.

Source: Amy Copadis from monitorbacklinks-

<https://blog.monitorbacklinks.com/seo/blog-commenting-seo/>



TACTIC #46

CREATE A SLIDESHARE AND SHARE ACROSS SOCIAL

Benefit:

- Easily repurpose content
- Drive traffic and leads back to your site
- Analytics – measure performance & find out what resonates with viewers

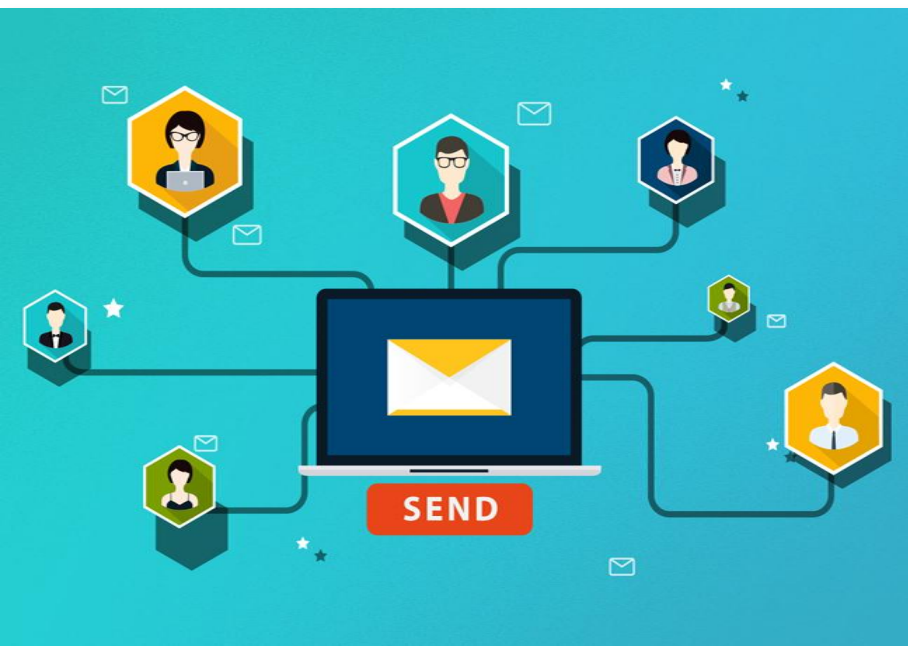
How-to Highlights:

- Use PowerPoint or Google Slides to create a presentation
- Add strategic links within your SlideShare
- Upload your presentation to SlideShare and promote!

Source: Eugene Cheng from Smart Blogger-
<https://smartblogger.com/slideshare-traffic/>

TACTIC #47

EMAIL OUTREACH



Benefit:

- Develop relationships with others in your niche
- Open the door to collaborative opportunities
- Boost thought leadership

How-to Highlights:

- Find influencers you want to target and provide value (backlink, social share, etc.)
- Reach out to influencer via email or social media - DO NOT AUTOMATE!!
- Engage and interact with influencer

Source: Jason Acidre from kaiserthesage



TACTIC #48

USING MISSINGLETR FOR AUTOMATED SOCIAL MEDIA CAMPAIGNS

Benefit:

- Save time by letting Missingletr create your social posts
- Automated - schedule and review once, then let it rip!
- Use social media to drive traffic and engagement back to your site

How-to Highlights:

- Sign up for Missingletr (Free account!)
- Link your blog and social media profiles (Twitter, Facebook, LinkedIn, Medium)
- Review and accept pre-made campaigns

Source: Ilya Pozin from Inc-

https://missingletr.com/?rc=k6rEKn7N&utm_source=referral&utm_medium=link&utm_campaign=discount_90