

— The Top 12 Tactics to —

GETTING YOUR FIRST 100,000 WEBSITE VISITORS



1. SEARCH ENGINE OPTIMISATION



In our eyes, search engine optimisation is the most cost effective way to sustainably grow a business in the long run. Granted it does take at least 30 days to really kick in but good search engine optimization (SEO) means free traffic for your keywords, which in turn can mean a customer acquisition cost of zero or near zero.

To do this, you need to figure out what types of things your ideal customers would be searching for. If you run a site selling products to help owners of small dogs keep their coat well kept, then maybe your customers are searching for “small dog brushing,” “how do I keep my dog’s coat soft,” or even dog-specific searches such as “Shi-tzu hair maintenance.”

Once you have an idea of what terms you want to rank for, you need to create content related to those terms. So in this case you could have separate pages of your site with information about each of these problems, and how someone can best care for their small dog’s coat at home.

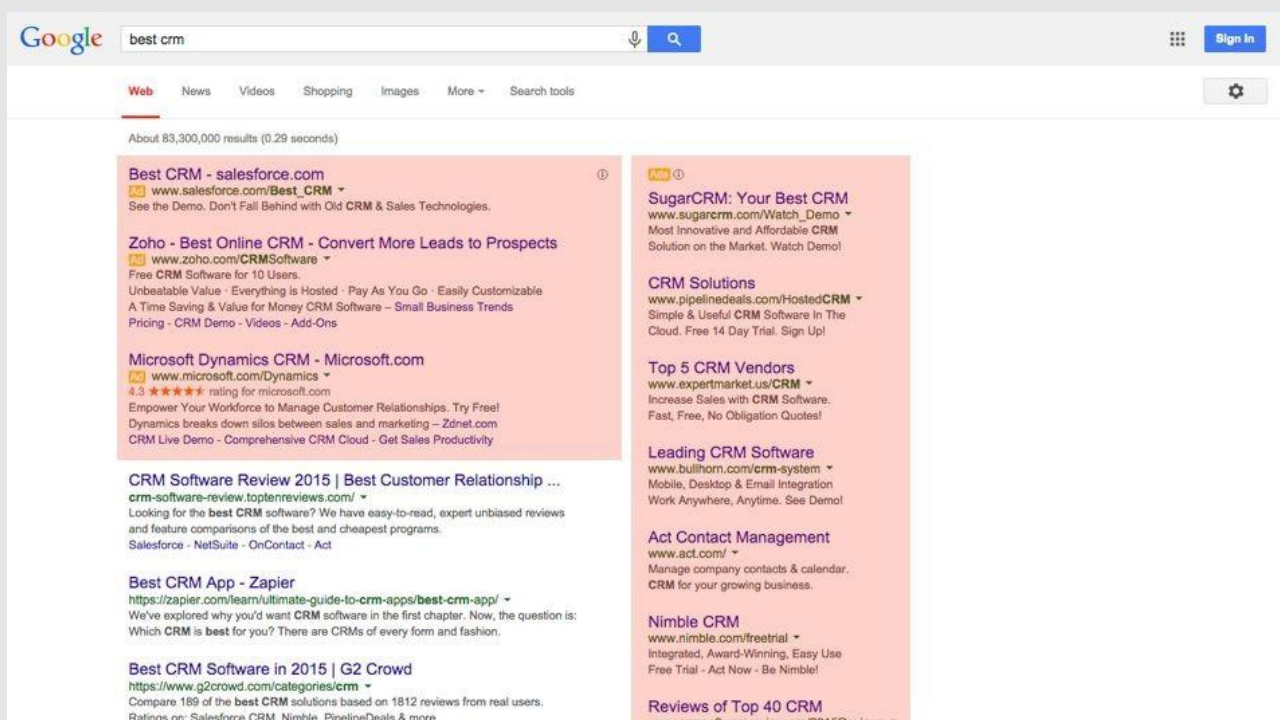
To make sure your page ranks for those keywords, you should use the keywords in the URL “slug” (everything after the .com/) as well as in the title or Heading 1 of the page. Also, whenever possible, get other sites to link to those pages as resources on their specified topics, which will tell Google that your pages are good sources of information and that they should rank highly.

In New Zealand SEO is even more powerful than what you’ll read about on American blogs since the market isn’t so crowded. This means you can quickly rank for terms and start generating amazing results in a matter of weeks, not months.

You can find out more about [some of the services we offer](#) including SEO on our website.

If you’re interested in learning SEO for yourself, [get in touch with us](#) for a free guide!

2. SEARCH ENGINE MARKETING



Google's Adwords is still the largest advertising network online, and if you can afford it, it's worth testing out. These are the ads that you see above and alongside search results, suggesting certain sites related to the keywords you plugged in that might not be the top ranked sites.

This is especially useful if there are keywords you want to be associated with, but that you don't have the clout to show up for (yet). By buying ads on search engines, you can show up for those keywords now instead of having to wait until you've developed the credibility.

If you're interested in getting started on Google, you can go to the [Google Adwords](https://www.google.com/adwords/) site and sign up, and look at [Bing Ads](https://www.bing.com/ads/) and [Yahoo](https://www.yahoo.com/ads/), as well.

Search Engine Marketing (SEM) is a fantastic way to get traffic on your website instantly but unlike SEO, you'll be paying for every click. We recommend testing with a small budget before committing to this strategy completely.

To find out more about Search Engine Marketing [click here](#) to see what we offer. We're more than happy to have an honest conversation about Search Engine Marketing and Google Adwords as well to see if it's the right solution for your business and even help you set up a test for free.

If you're interested in seeing the results we can deliver, [click here](#) to see how we improved our clients sales through Search Engine Marketing and Google Adwords by 440% in 30 days.

3. PAID ADVERTISING (FACEBOOK, GOOGLE AND LINKEDIN)



Google and the other search engines have competition though. Last year, the total spending on social advertising (such as on sites like Facebook and Twitter) [grew 40% to over 8 billion dollars](#).

The benefit of advertising on social networks is that it will let you target your ads with greater specificity than on Google or another search engine. You can refine your ads by certain demographics, interests, pages people have liked, and more, which you can't do on a search engine.

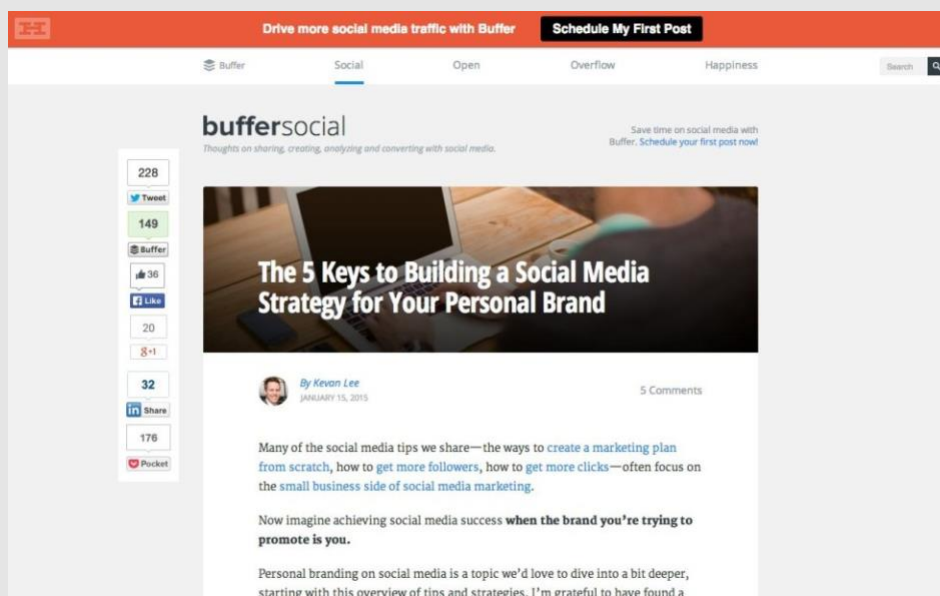
Social ads are also a great opportunity for “retargeting,” or showing ads to someone based on their activity on your site. Have you ever looked at a piece of clothing only to have it show up on Facebook? That's retargeting, and Facebook makes it easy to implement it.

If you want to get started on social advertising, check out [Facebook](#) and [Twitter's advertising hubs](#).

You can also consider display ads, which are the banner ads that you see on other websites. Many of these are done through [Google's Display Network](#).

If you're interested in social and display ads please don't hesitate to reach out and [get in touch](#). We've run a ton of campaigns on Facebook and other platforms and are happy to share our experiences and help you get the most out of your budget.

4. CONTENT MARKETING



Content marketing is the process of creating content that your users and customers would be interested in, distributing it for free or at low price, and then using that content to draw people to your site where they'll hopefully activate as new users or customers.

There are variety of ways you can publish content, including:

- Blog posts related to your field
- Informational guides
- Videos explaining certain concepts or answering questions
- Downloadable ebooks or PDFs

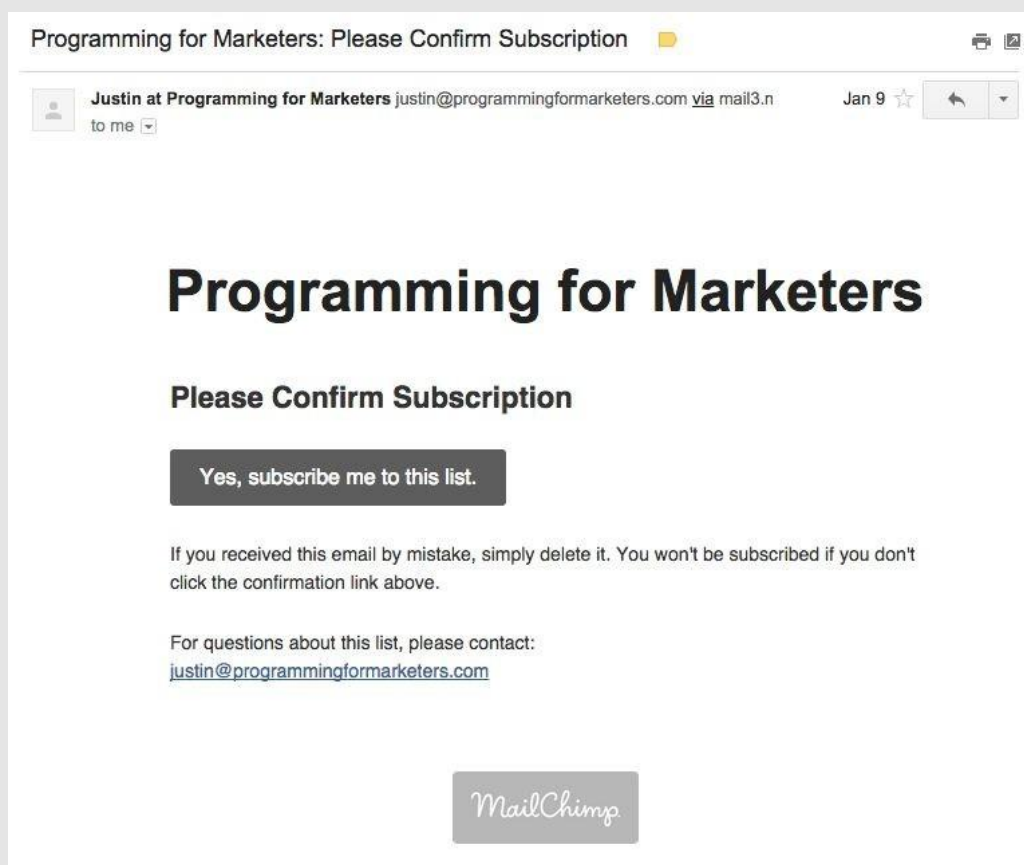
And it doesn't all have to be on your site. The fastest way to grow in the beginning is to post your content on other people's sites with links back to yours, so that you leverage their audience to grow your own.

To take advantage of this channel, you should identify what type of content will be most valuable to your target market, create a few pieces that they might be interested in, put them out in the world, and see how they perform. If one type works well, focus on that while you slowly test others, and continue optimizing as you go.

Content marketing is a core part of [Inbound Marketing](#) and is a great way to add huge value to your audience and generate a lot of leads that come to you!

In fact this guide is content marketing! If you're interested in providing huge value to your clients through content marketing [let's have a chat](#). We can help you devise a content strategy and help you research which keywords and topics will be most effective!

5. EMAIL MARKETING



The stats show it: [email is the most effective way](#) to re-engage your existing users and customers.

When someone signs up for your site or buys from you, their email address needs to be going into [email marketing software](#) like [HubSpot](#), [MailChimp](#) or [Campaign Monitor](#). Once they're there, you can let them know about new features, new products, or send them content that you've created that they might be interested in.

That also means that when possible, your blog posts should be converting readers to email list signups. These readers are the people most likely to be interested in learning more about what you have to say, so take advantage of their interest.

Don't sell too hard in your emails, balance them between useful information and calls to action. In some industries, it's fine to be more aggressive (e.g. eCommerce) since your customers expect it, but in other industries (e.g. if you sell an expensive paid course) you'll want to balance value and selling.

We love the idea of getting to know our community through email and adding a huge amount of value so look out for a few we'll be sending your way. We know you'll absolutely love them. If you need help getting this set up - [get in touch](#)!

6. PUBLIC RELATIONS (PR)



Another way to get traction is through being talked about in the media. Public relations is the practice of reaching out to magazines, newspapers, blogs, and other media outlets to have them feature a story about your company or product.

When you reach out to a media outlet, you're doing them a favor. You're giving them something to talk about, and possibly giving them the first go at a story. Reporters are constantly on deadline so if you can package a story that's easy for them to tell, they'll appreciate it.

But how do you get to these publications? One method that's discussed in Traction is the strategy that marketer [Ryan Holiday](#) outlines in his Wall Street Journal bestselling book [Trust Me, I'm Lying](#).

The strategy is called "laddering up." You pitch some small blogs that are related to your niche, who will be most likely to write about you. Then you can take those stories, post them to popular sharing sites like Reddit or Hacker News, and if they perform there then they'll be likely to be picked up by larger blogs and media outlets who will contact you for more information (or, as Ryan points out, just re-hash the exact same article).

Although we don't provide these services, we do know a few amazing firms that could be of service! If you [get in touch](#), we'll put you in contact with them.

7. UNCONVENTIONAL PR



So the above tactics are the more proven ways to get the best results online. Below are a few bonus techniques that some companies have generated absolutely amazing results from.

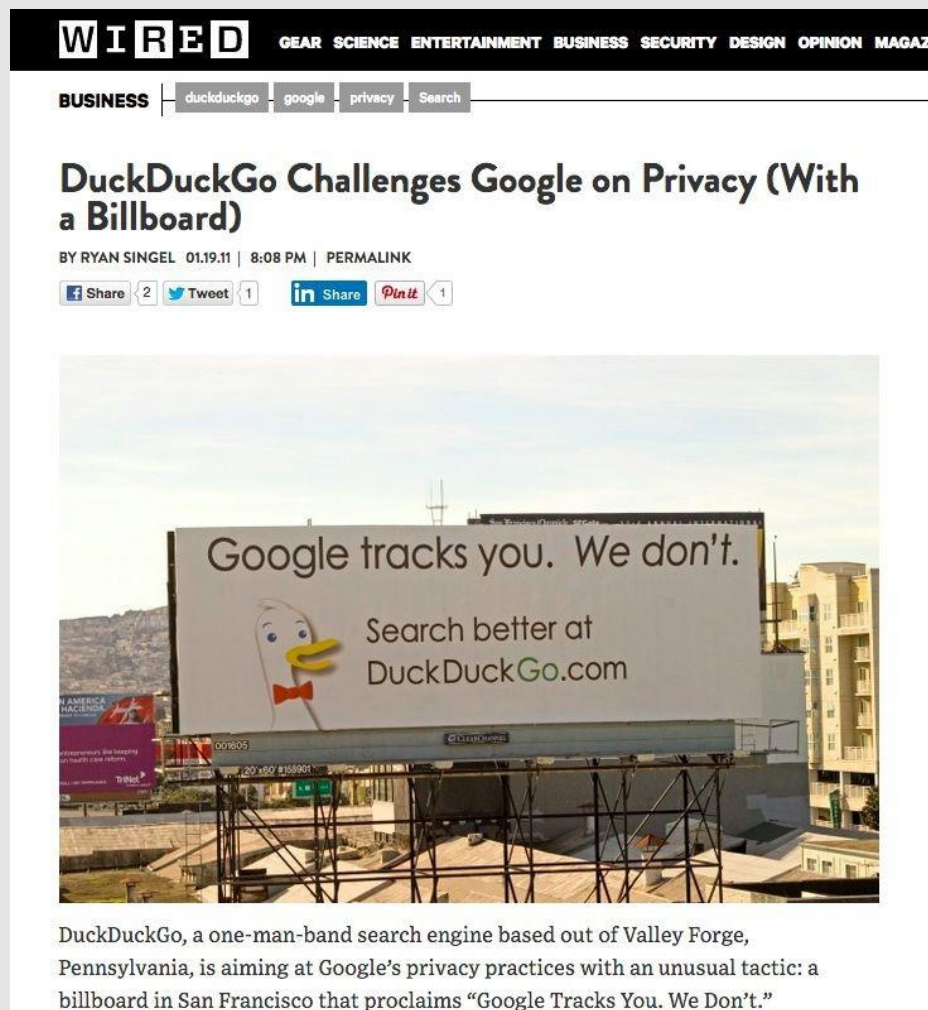
There's also the flip side of typical public relations: "unconventional" PR. By unconventional they mean anything you could do that would result in a huge amount of publicity without you having to make an effort for it to spread, even if that publicity is negative.

One example of this is the "[Will it Blend?](#)" video series run by blender manufacturer Blendtec. These short videos show a "scientist" in a lab coat holding anything from an iPad to a Nike sneaker to a video game peripheral, who then tests to see if it can be blended up in a Blendtec blender thus demonstrating how tough their product is. Spoiler: it usually can.

These videos are relatively inexpensive to make, but they have a large following for their entertainment value. [Their YouTube channel](#) has over 850,000 subscribers, and some of their videos, like the one on the initial [iPad](#), have millions of views.

Which raises the question: how can you do something outlandish that fits with your product to draw attention to it? How can you entertain, shock, or amuse while advertising at the same time?

8. OFFLINE ADVERTISING



Offline advertising isn't dead yet, and with how much advertising has moved online, the offline options have gotten cheaper by comparison. The bad part about them is that it's harder to track exactly how well they're performing, but the good part is that if you know a few tricks you can get them really cheap.

To take full advantage of this, look into "remnant advertising." This is ad space that is currently not being used or filled, such as ad space in a magazine close to its print date or an empty billboard. [Novus Media](#), as Weinberg and Mares point out, is one example of a company that can help you find this unused ad space.

Tracking is a little different in offline media. Instead of being able to use something like Google Analytics, you'll want to set up special URLs, coupon codes, or even phone numbers for the advertisements so you know where the traffic is coming from and you're able to measure it. Another simple option is to just ask your users or customers after they sign up how they found you.

9. BUSINESS DEVELOPMENT



Business development is the process of establishing partnerships and agreements with other companies or startups to promote each other's products or services.

It's a partnership where both parties benefit without having to incur any major costs. When possible, you should look at other companies in your space or a tangential space to see if a similar agreement could be made.

10. SALES



If you have a high cost product, or a piece of enterprise software, then direct sales may be a strong traction channel for you.

Sales is the process of directly reaching out to potential customers or answering incoming inquiries, in order to convince them to buy your product either now or in the future. It's based on a three-step process:

- Generate leads, which you do by looking for people who are decision makers in a company that might be interested in buying your product or service, or giving people the opportunity to opt in to your sales funnel through a free trial on your site.
- Qualify leads, which you can do by assessing how much they're using a trial version of your product, how interested they seem in an initial conversation, and how strong of a fit your offering is for their problem.
- Close leads, which is when you finally convince them to make the purchase.

If you pursue this channel, one thing to keep in mind is to always be looking for parts of your funnel that are slowing down the sales process. Are there any inefficiencies, or things that the potential customers could get caught up on that you can smooth out to make the purchasing decision as easy as possible? The fact that you're calling people directly doesn't mean that you can't spend time optimizing your funnel as well.

11. TRADE SHOWS & INDUSTRY EVENTS



The trade show is a classic example of old-school ways to gain early users, but it's still viable today.

If you've never heard of one, a trade show is similar to a college career fair, but instead of booths for companies looking to hire there are booths for companies showing off their products to buyers and other companies.

Trade shows are not only a good way to impress potential wholesale buyers of your product, but they're an opportunity to impress the media as well. If you can stand out by having a great booth, cool giveaway, or amazing product, the media that's attending will take notice and likely run a story on you. You can then use that story to "trade up" to larger stories, as we discussed in the public relations section.

12. OFFLINE EVENTS



An alternative to the trade show if you don't want to wait for the next one, or don't want to risk being lost in the sea of people, is to host your own event entirely.

The most popular example of this right now is to bring people together through Zoom, Microsoft Teams or Google Hangouts. You can host your own group on any topic you want, and in doing so create a community of people who represent some of your target market and could be early test users or early customers. You just have to be careful to balance making sure it's a valuable event or meetup for everyone, and not just a long sales pitch for you.

Another example is to host a conference related to the field your company works in, where you fly out experts on the subject to give talks about the field and provide advice to people who would also be good customers for you. To make it even more valuable, make sure you record everything and put it online afterwards.

LOOKING FOR MORE INSPIRATION?

We're here to help!

Hopefully you've enjoyed our 12 tactics to get more traffic to your website. Here at INBOUND we help businesses like yours generate more growth to deploying techniques like you have read about above.

No two businesses are the same, so why not [schedule a chat with us](#) and we'll organize a free strategy session with you to help figure out which technique is the most effective for your business. During this chat we'll also work beside you to create a plan to achieve the best results as fast as possible for your company.

GET IN TOUCH



"With a partnership approach from day 1, the team has demonstrated the ability to adjust to our increasing needs with quality. I am a happy INBOUND customer and would recommend them to anyone wanting a refreshing approach to inbound marketing."

Priscila Bernardes | Head of Sales and Marketing | Lancom

A huge thanks to Zapier for sharing their content with us:
<https://zapier.com/blog/acquire-customers/>

