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5 Sniper Approaches to Getting Hyper Niche Traffic

1. Just 10 specific videos

Take, say, 10 YouTube videos to put your ad in front of - you don't even have to go to a channel, you can go to a specific video in a channel and advertise just on that. That is the perfect way to test your offer and your creative.

2. What's ranking organically?

If you've run a search on a keyword for Google ads and come up with zilch, see what's ranking organically. Who's ranking one, two, three for a keyword? Go to their websites and see if they allow Google ads. If they do, great - you can run your ads there.

3. Hyper-relevancy

Get hyper-relevant with your keywords, coming up with long tail keywords and seeing who allows Google ads for those.

4. Showing ads to your customers

Intentionally show ads to your customers. First, it makes you look big; second, customers who love you can comment on the ads, saying how awesome you are - it's a great way to get social proof.

5. Profile building

Target big business type websites and do a better placement on them, in regions where they want to get in front of a certain demographic.

Let a pro strategize your paid traffic - look up Ilana at teachtraffic.com