



Ditch Your Paid Traffic Agency and Profit Faster with Paid Traffic

Ilana Wechsler offers a hybrid approach to paid traffic - part done-with-you, part education. Hear more about how this works and why it's effective.



Ilana Wechsler

James: James Schramko here. Welcome back. This is episode 967. Welcome back [Ilana Wechsler](#) from [TeachTraffic.com](#).

Ilana: Thank you so much, James, it's always a pleasure to be on your show.

James: I always learn so much when I have you on the show. But also, more importantly, I get so much feedback - people out there trying to navigate the traffic jungle, trying to figure it out. In the past, you've given so many insights, we've learned things like that, we can put pieces of the [traffic puzzle](#) together, and get all the different platforms playing friendly, and maximizing and leveraging one platform to the other.

We've learned about the importance of setting up tracking and conversion data, we've talked about strategies, how you would approach a brand new account, those sort of things. So [we've had lots of amazing episodes](#).

What I thought would be good is to sort of get a state of the industry and get a snapshot of what the traffic is looking like, at the moment, because there's been some changes.

We had the big iOS change where we had privacy situations where the advertising platforms, in some cases, have restricted or changed what's available to us. We've also had a progression in artificial intelligence. And the last episode we recorded, [we talked about Performance Max](#), I think it was.

Ilana: Good memory.

James: You know, where they switched it on automatically, and you need to go and check your settings.

The perspective of an agency owner and educator

How is this affecting you as someone who has a foot in the agency camp, although a small foot, and a foot in the education camp, where you're teaching the business owners how to run their accounts?

And what are people needing and what are they looking for? Because the way I see it is you've been able to sort of come up with some kind of a hybrid way of approaching this. And that's what I think would be really interesting for us to learn about today.

Ilana: Yeah, I think I have a, I guess, a unique insight into the industry, as you say, still having my, I guess, rather than a foot, I'd say it's more of a toe in the agency world. And very intentionally so, I made this, I guess, big decision a while ago not to grow a big agency, it's just like you, it's not part of my life goals, I've got three children and growing an agency is just something I just don't really want.

But I genuinely do love traffic. And in order to teach traffic, hence the name, but in order to really teach it, I feel effectively, I still need to do it. So I feel ethically, I can't teach if I don't still do, which is why I have retained a selection of clients that gives me the exposure to all the different industries and strategies.

So I feel then I can keep up to date with industry best practice. And I can discern what Google says, or and Facebook, in terms of like, you know, people get calls from Google directly and to be able to decipher good strategy advice from bad strategy advice. And, as you said, like, the industry is really, really changing dramatically, and there's a massive shift towards AI.

And so there's new, as you said, Performance Max campaign sounds great in theory. And they are, they can be, they can actually work really well, when you've set it up correctly. And that's the big caveat. So, in my experience, in the education space and teaching people, you know, it's funny, like, what I've noticed is, unfortunately, there are so many elements that you need to get right in order to give yourself the best chance of success.

And invariably, I can have the best training in the world and just some people slip up somewhere along the way, kind of not their fault, like, I've done it myself when I was learning traffic, right? That you inevitably might not get the strategy right, or you might not get the tracking right, or you might not get the structure of how you meant to build your account right. And if you've got one of those pieces wrong, the whole thing falls apart, right?

So it kind of dawned on me actually, I think probably like six months ago of like, what if I could just like, set everything up for people and then hand them their account to them?

It's a lot like flying a kite...

So the analogy of like, getting, you know, I was flying a kite with my kids probably six months ago, and we were struggling to get it off the ground, like, we couldn't, you know, and they were getting frustrated and I was getting frustrated.

I'm like, Look, let me just get it in the air for you. And then I'm going to hand you the strings when it's in the air. And that's exactly what we did. And so then they kind of got all the benefits of flying that kite and the experience of it, and they could keep it in the air without having to - and then maybe later, once they're a bit more experienced in keeping the kite in the air, then they can learn the process of getting it up, you know, which is a completely different skill set, a much harder skill set. Right?

So it was kind of setting them up for the best chance of success. So I thought, what if I did that for traffic accounts for people? You know, like I don't want the agency work. I don't want to manage it ongoing. But I've got a team who are really skilled, they know exactly what to do, they know how to do it. I mean, they just pump out this stuff all day, every day. This is all we do, you know? And so, yeah, I find that's, I guess, a good hybrid model in the market.

James: That makes a lot of sense. And of course, you're still getting a lot of data, you've got all these clients flying kites now, and you're just going around with your team. So the same team who would be running the agency would be doing a lot of the same features that you would have done as the agency,

The main difference being that you're collaborating more with the client in the education process. You're not just doing it for them anymore. You're saying, Right, tell me what it is you're trying to achieve. So you have that strategy session, which I imagine most agencies would have.

What a traffic expert's got to do

But from then on, you're going through all of the parts that you would have done with the agency. I imagine you're going to be auditing their account and seeing what they've got.

I know you'll probably have to rebuild their accounts.

Ilana: Yes. Absolutely.

James: Because the chances of it being built correctly, would they be zero? Like, have you ever seen an account - have you ever taken over an account where it was perfect?

Ilana: No. And in fact, it's almost like, to rebuild campaigns is actually way easier, because we know then that we've eliminated all the sneaky settings, there might be some bit adjustment that's buried deep in some, you know, like, hidden ad group or something. So this way, at least it's clean. You know, it's from the outset, we've built it correctly.

And yeah, I guess the benefit of this is that, like, I've run traffic for a decade now, right? Like, I guess that's the benefit of agents running an agency for so long is like, I have done every industry under the sun. I've done every sales funnel. I mean, one day, you know, if you ever meet me in person, ask me the weirdest niche that I've ever done, I've done some weird and wonderful ones. And it's usually dinner party conversation, for the latest and weirdest niches (or niches I should say for American listeners) that I've done.

So I've seen, like, what works and also what doesn't work. And so when someone comes to me with a certain industry, I'm like, Oh, I've done this before. Here's what worked really well. Here's what didn't work. And so they can bypass a lot of those failures that people have had in the past.

James: I'd be like, Yeah, I mean, it sucks having to build the kite and then get it off the ground. It sort of reminds me of buying flat pack furniture. It's awesome if someone could just help you choose it, and then come around and assemble it, and then you get to use the furniture. I mean that's pretty much what it sounds like.

So you've done your strategy session, you've checked out what they've got in place, you have to fix it all, change all the little settings, get it all right. That reminds me of every time I go on a boat trip or surf trip, I notice a lot of the other people have the wrong fins in their board. And I've tried all the fins, I've tried all the settings. And when I help them with different settings, they're like, Oh my god, this has just unlocked the performance.

There's this saying in surfing, change your fins, change your board. Right? And so if you know, you know. Of course, having this TeachTraffic.com education center, you've got all these tests happening simultaneously. So you're absolutely a practitioner, even if via proxy via your clients, as I am with the businesses that I'm helping.

The sweet spot for Ilana and team

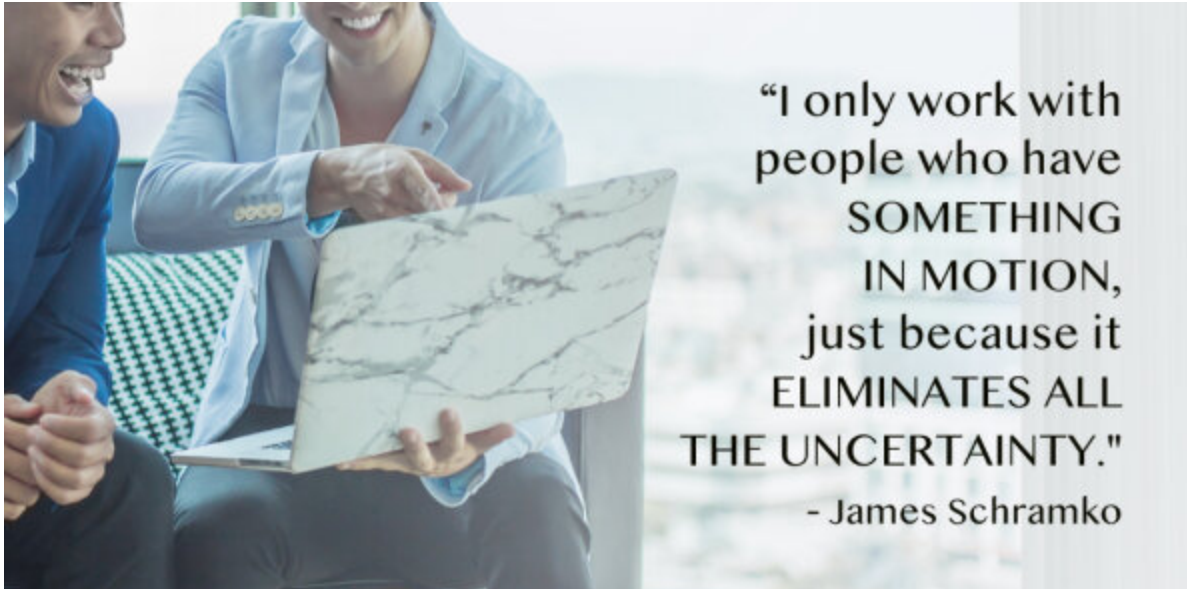
And then of course, I bet you're setting up all the tracking and the data, because I couldn't have a conversation with Ilana about tracking and data. You're the data analyst. If you don't have anything to analyze, you've got nothing to do. Right?

Ilana: And that's, I guess, where I find, I guess, our sweet spot is, is that like, the ideal person this is for is for somebody who does have an existing account, who has run traffic before. Even if it's only worked mildly okay, that's usually enough data for us to work with to see, okay, can we identify what has worked? Can we identify what has not worked so that we can make sure that does not continue to happen and we can double down on what has worked?

Yeah, so where it's actually really hard is when there is no existing account to audit. Doesn't mean it's not possible. But it's, in terms of bypassing a lot of the lessons, you know?

James: You can't steer a parked car.

Ilana: Exactly. That's right.



James: That's why I only work with people who have something in motion, just because it eliminates all the uncertainty, like yes, there's an engine, yes, it can steer, yes, it moves. Let's get it into the next gear, right? Like, I love that part.

I mean, there's certainly a great market for people who want to work with beginners or people starting up. And that's fine. Like, everyone was a beginner at some point. But I like to work with people in motion, as you do. So your traffic situation is better suited for someone who's got something in play. Or you can get the biggest gain, right, the fastest gain.

Ilana: They don't even have to have something currently in play, but they've played before. So they have an existing account.

James: Well, I bet that's a big club. People who have played before and then stopped playing, because the budget just got burnt up. They didn't get the conversion they wanted, their agency couldn't wave a magic wand and make their offer turn into fairy dust and gold bars. But they probably don't even know why. Right? It'd be one of those steps. I think you said to me, if any of those steps are not quite right, then the whole thing doesn't work.

Steps you've got to nail for a campaign to work

Ilana: That's right. And if we think about those steps, the first is nailing your strategy, right? You've got to kind of be participating in the right way within your market. You know, if you've got a local business, you have to do Google search traffic. If you've got like a lawn mowing business, you know, perhaps it's pretty much a mobile campaign, right?



So you've got to make sure your mobile campaign is absolutely optimized. So you've got to nail your strategy, you've got to nail your tracking, so that when you do log into your account, you know you're looking at good data. This is a big one, everyone stuffs up their tracking. I don't really know why, maybe it's just something that people really, really struggle with, because it's quite technical, and it's often not straightforward.

And usually, web designers set up their website in such a way that there's no thank you pages. So you've got to do button click conversion tracking, which is an extra layer of complexity. So you've got to nail your strategy, you've got to nail your tracking so you get good data, you've got to nail your keyword research so that you're showing up for the right keywords and preventing the wrong keywords.

You've got to also send traffic to the right place on your website. So you've got to nail your, I guess, that's part of strategy. You've got to write good ads. And then you've got to build your account the right way with the right structure.

James: Well yeah, I like how you just smoothed over, just write good ads. I mean, there's whole courses on that, right? You know, there's like copywriting, creativity, psychology meets math, we hear a lot about this. Ads are absolutely critical, right? The headline or the words you use on the ad are just unbelievably important.

Ilana: Exactly. And also if we sort of talk Google side of things, Google's default text ads are what's called responsive search ads, where you can upload a whole bunch of different headlines. And if you don't pin a headline, which just forces Google to show a headline in a certain position, then they can read really weirdly, because they're rotating through all your variations.

So you've kind of got to guide the system to say, yes, you can rotate through, but always have this particular headline in the number one position, because otherwise it's going to read really oddly, and I've seen ads like that where they haven't done that.

Sound overwhelming? Good news, there's help

So there's all these little things that people don't realize. And to be fair to people, like, it's a lot to take in.

James: Well yeah, I'm just going to say, you lost me five minutes ago with all this tech, I'm just glazing over, right? Because anyone who's good at the thing they're doing, which is probably not teaching traffic, is going to be focused on that, whether it's coaching businesses, or selling widgets, or helping people learn how to make stickers or whatever, like they're good at their thing.

To be good at all of this, it just sounds like such hard work. Of course, I'm going to ask you if you help people with this, because that's obviously, like, I want to bring solutions to people. Can you help someone who's listening to this and says, I just don't know how to do all of that stuff, but I'd like it done for me?

Ilana: Yes. So this is actually what we've just introduced, probably. I sort of introduced it very quietly, mainly to test for myself, to be honest, if this process could work.

James: Does it work?

Ilana: It did work. Absolutely. Yeah. So I'm, like, shocked actually, at how well it's really worked. And it's funny, like, the idea kind of came to me off the back of a couple of situations. One was a particular person who had a lawn mowing business, right? And his account was a complete mess. Like, I mean, credit to this guy. He's juggling a million balls in the air. He's got all these subcontractors. He's got a lawn mowing business, and it needs Google ads, because that's his primary source of generating business.

And he's just like, I did an audit for him and I broke down his account. I'm like, here's what's going on. Here's how you need to fix it. And he goes, Ilana, I just don't have time. Like, can you do this for me? I'm like, Absolutely. We smashed it out in a couple of days. So, yes, I do this for people. It's a one-off fee.

And you basically, yeah, so we will have a strategy session, we will rebuild your account, we will do an audit, we will do all the best practice and then we hand your account over to you, done and dusted. And literally, all you need to do is turn your campaign from paused to be active. But having said that, we don't always get it right from the outset. And there is a lot of component to traffic, which is optimizing.

So incorporated in this process are one-on-one sessions right now with myself, to go through your campaigns together, live on a Zoom call, so I can show you and teach you what you need to look for. Because if I cast my mind back and you know, really, it's not actually that long ago, I mean, in internet years, it's dog years, it is a long time, but it's 10 years ago.

But 10 years is not that long, right, for people like you and me, I guess, James. But if I can cast my memory back to when I was really starting out, like, this is exactly what I wanted.

James: Same with me. That's why I started coaching. You know what bothered me the most? Nobody would tell me what they're doing or show me what they're doing, or help me. The only gurus were in America, they wouldn't return emails, it was impossible to get anybody to pay any attention.

I think that's why my service, which is being able to give people a real world answer within a day, right, that's how I coach people, I answer their questions and help them as a sounding board and mentor them, I am responsive within the day, usually, they're getting an answer and moving forward. This is sorely needed, because otherwise, you've got to pay a big agency, that's like paying someone to fly your kite for you and you never get to learn how to fly the kite.

Ilana: Each and every month, and you've got no idea what they're doing.

The advantages of a hybrid traffic service

James: But then if you try and learn how to fly the kite from an instruction manual, and you don't have any help, it can take you a long time to figure out and you may never get off the ground. And that's frustrating. So you're saying, right, let's do this together. This is like a done-with-you program. And I will help you every step of the way and make sure you know how to fly a kite, and I'll stick around and make sure that you're learning how to really get that kite doing its stunts and tricks and not messing into the power lines and all the rest of it.

So that's where you've got this hybrid of all the stuff that you value in an agency, but you're also letting the client learn this stuff and then take over the controls, and you're coaching them in TeachTraffic.com on a continuing basis to optimize, tune and prosper. Is that right?

Ilana: Exactly. That's exactly right. Because what I've found from my own experience is like, it's one thing to watch someone audit their own account, and you go, okay, I understand that that makes sense. But then when I went into my own account, I'm like, oh but what about this situation? And what about that?

It's that leap from watching somebody else in a different account into my own account, which kind of was a source of, I wouldn't say confusion, but uncertainty. And you know, you're spending money on traffic and often can be high cost per click. So you know, it's just got monetary value attached to it. You're just, one's a little bit unsure, what about this situation? Or what about that?

James: I think you're talking about customization. That's like, no two people I coach or mentor are the same. One person's got three kids, the other person doesn't have kids, the other person's in ecommerce, the other person's got an agency. One person's at the start of their trajectory, the other person's bored and looking for something else.

Like, you've got to take into account all the subtle differences because it's going to change what advice you would give or how you would instruct them to move forward from this position. So I totally get it. That's what's been missing. There's a huge camp of people who have been upset with what an agency has done for them. And at the end of the day, they've ended up spending their budget and still no wiser on what to fix.

Then there's the people who really, they perceive they're time poor and budget poor. So they try and do it themselves, but they'll never really achieve success. So there's an option to put a little bit of upfront capital to get everything set up and done properly, but then not have that ongoing agency burden and mystery black hole of what's happening with my money.

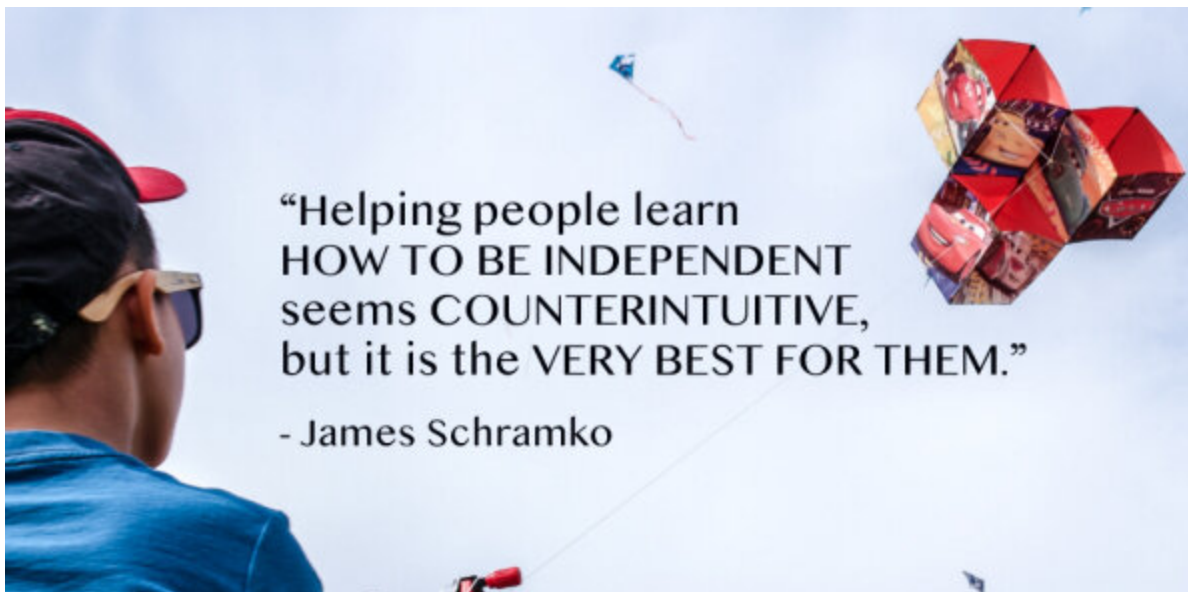
Ilana: And fees. So this way, you know, all the money you are spending is just on ads. So you want to spend 5K on ads, you are spending that entire 5K on ads rather than a portion of that.

James: Super transparent.

Ilana: Yeah, exactly.

James: Love it. And you've got the same team who are running your agency helping in the background with you on these accounts, so you're getting the exact same type of solution, but with an open awareness of what's happening.

Ilana: And quality of work, really.



James: Yeah. I love it. It's brilliant. And I mean, I know we've had conversations about that, it's really the place to be. And I've enjoyed that middle ground, helping people learn how to be independent seems counterintuitive, but it is the very best for them. And it's such a great service.

Ilana: Yeah, and it's very rewarding, because you see the great results, like from the outset, like one particular person we helped, like, we launched the campaigns and immediately getting, I think it was about a 10 percent click through rate, about 10 percent conversion rate out of the gates. And that's without even optimizing anything, which is, I mean, that's unheard of in my industry.

James: Well, how do we get in touch, if we want to take you up on this, if we want to find out about getting you to come in there, do a strategy session, audit our staff, rebuild everything, set up the tracking, do the research, write the ads, build the account the correct way, and then help with the ongoing optimization, what's the call to action here?

Ilana: The call to action, so admittedly, this is so new, I haven't even got a page on my website.

James: [laughs] Yeah, I know, like, literally talked about it 25 minutes ago. But I want you to share this with the market because it's sadly missing, and it's so powerful.

Ilana: Yeah. So the best way is really just to go to TeachTraffic.com, fill out the contact form and just ask me about it, and we can have an email conversation about it. Happy to jump on a call and explain it further, if you like. But yeah, unfortunately, there's, as I said, it's so new, I haven't even got a page on my site.

James: It's all right. That's real. I think you're going to be very busy in the short term, Ilana. So put aside some time, let the team know. And in the meantime, if you've listened to this episode, which is episode 967, if you've got any questions for Ilana you'd like me to address in future podcasts, Ilana's always making herself available to answer them, so send them off to me.

We'll put up a transcript and some notes at JamesSchramko.com on Episode 967. [Ilana Wechsler](https://IlanaWechsler.com), TeachTraffic.com. Thank you so much for sharing today.

Ilana: Thank you again, James.



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