

Your Traffic in 2014

**Which is Best? Facebook, SEO,
Adwords or Media Buys**

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Internet Marketing: Looking Ahead to 2014 & Beyond

This year has brought multiple changes and challenges to internet marketers across the board. As Google continues to refine their search algorithms and social advertising becomes more mainstream, successful marketers work to stay ahead of the trends to grow their traffic and make a profit.

Understanding the factors that play into huge traffic numbers will help your business grow in the coming year and beyond. Once you learn where and how to grow your traffic, you could be running profitable campaigns that pull in \$100/day or more...

What it Really Takes to Grow Traffic

I'm sure you can agree that traffic generation is one of (if not the most) important part of being able to make a profit as an internet marketer. If you can get enough traffic and you're committed to optimization, profits are pretty much guaranteed.



Without adequate traffic, it doesn't matter how good your offers are, you won't be able to get enough sales to make the business sustainable.

There are many ways to get traffic to your site, and sustainable traffic growth takes a multi-pronged approach. The reason for that is threefold:

1. Relying on a single source of traffic leaves your business open to a large amount of risk and dependency.

Having only one traffic source means that you are vulnerable to the whims of whoever or whatever is providing the traffic.

In the case of organic search, you're at the whim of the search engines – lose your place on the first page and you can wave goodbye to the lion's share of your profits.

2. Traffic generation from a single source may become stagnant, leaving you with less engagement and slow sales.

People tend to “live” in various places on the web. They have sites that they visit regularly, and routines that they perform – i.e. checking their email, posting to Facebook, watching videos on YouTube, etc.

If you target only one source for traffic, you risk missing out on new people who will revitalize your traffic and help it grow.

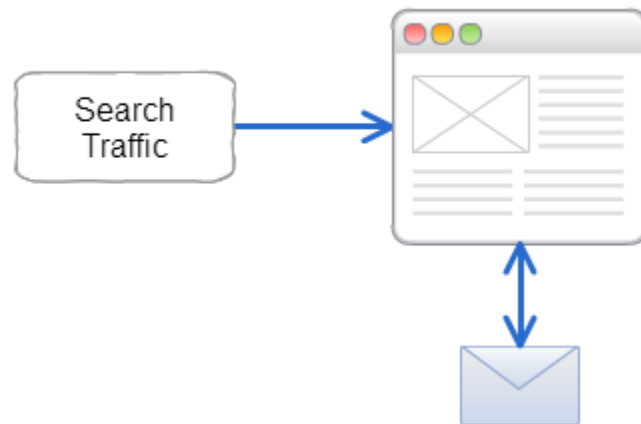
This is particularly the case if you sell a single product, and aren't updating constantly. People will get bored and move on, leaving you with no way to replenish your traffic.

3. Multiple sources of traffic naturally build upon each other and lead to exponential increases.

Different traffic sources feed off of one another and build into a constant stream of replenishing traffic.

Organic traffic feeds social and your email list, your email list is more likely to engage with you socially, which in turn sends social signals to Google, who will then boost your organic rankings – and so it goes.

Your traffic generation may look something like this at first, with search traffic (or social, or whatever source you focus on) being driven to your landing page and building an email list:



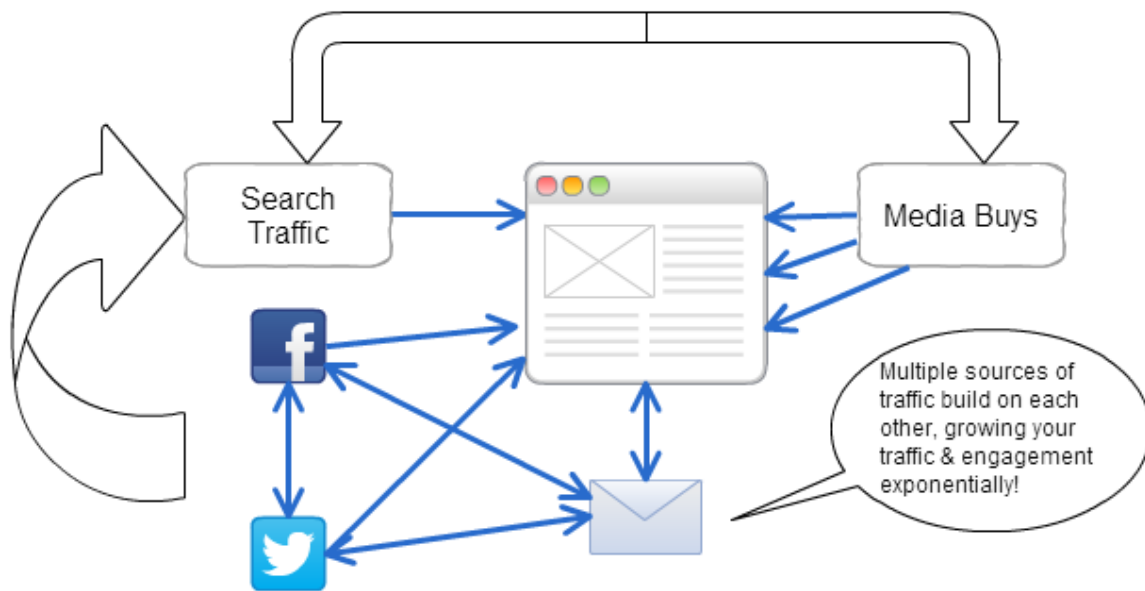
While this is a good way to ensure that you are building an audience that doesn't depend on always having organic traffic, losing your search traffic in this scenario will leave you with no way to grow your list, or your audience.

As time goes on, you may lose subscribers, or the subscribers you have may just lose interest.

I've talked in the past about "Google-proofing" your traffic through several methods in order to insulate yourself from the wild algorithm changes that Google posts several times a year.

Using multiple sources of traffic is one more way to do that, and in fact it can actually help boost your standings with Google in a way that reduces the risks of getting caught in another algorithm change in the future.

When you have multiple streams of traffic, that's when things start to get interesting...



Essentially, once you start bringing in multiple streams of traffic, people have more opportunity to engage with you and your website. This increased engagement (via social signals for social traffic, and time on page and repeat visits for media buys) boosts your standings in Google and other search engines, which in turn leads to higher rank, and more search traffic...

It's a snowball effect that quickly becomes self-sustaining.

And even better, it continues to work even if you remove one or two pieces of the puzzle, because you aren't dependent on a single traffic stream to bring in new people. In this instance, you could lose your Google traffic altogether and still bring in new people from paid advertising (media buys) and social channels.

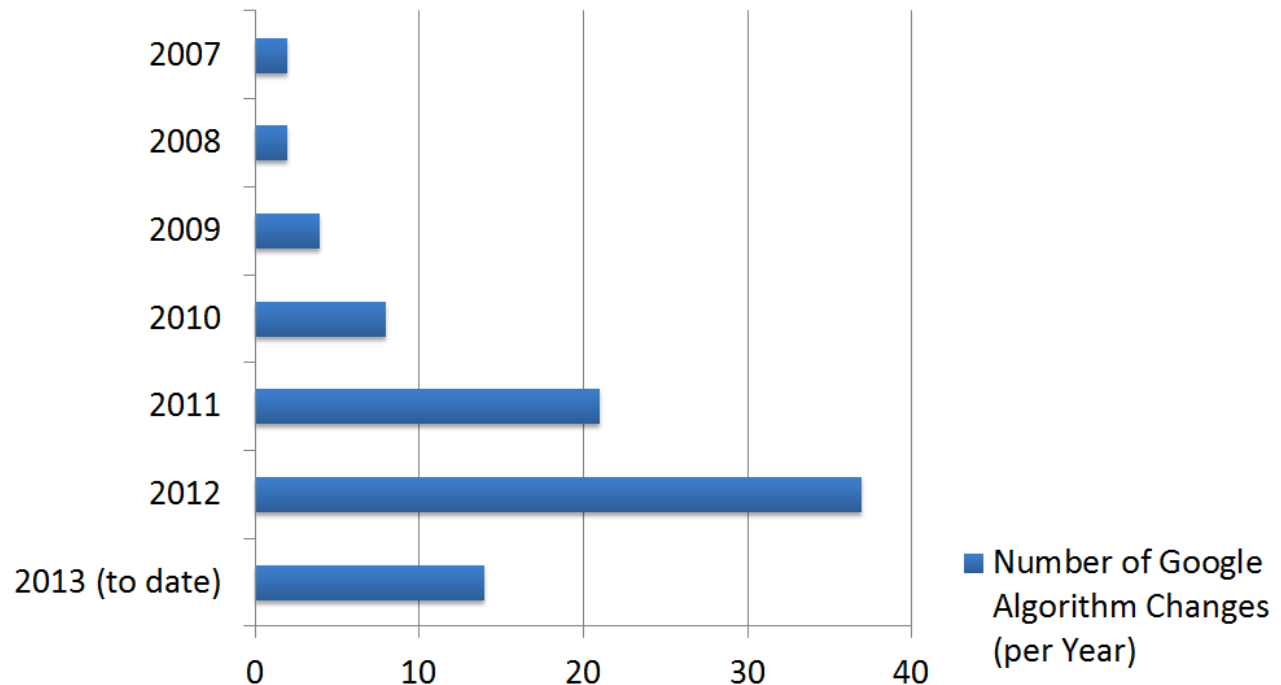
Why SEO Alone is Failing

When you take a look at the diagram, I'm sure it starts to become clear to you that SEO alone cannot sustain your website or your traffic. There are multiple reasons for this:

Constant Google updates render search position unstable at best.

So far in 2013, Google has released 14 updates to its search engine algorithms. In 2012 there were over 20 updates, many of which caused massive losses for online businesses as their websites lost rank and the traffic that went with it.

Take a step back and contrast these rapid-fire changes with past updates: In 2009 there were only 4 major updates to Google's algorithm. In 2007 and 2008, there were only two per year.



And while the number of algorithm changes this year seems lower than the last two, it's worth noting that Google has become more secretive about the frequency and types of updates they implement, sometimes only announcing a change months after it's already been in effect.

Another factor complicating an already difficult issue is the fact that Google has begun removing keyword referral data from organic search, with the end goal being the complete removal of any keyword referral data in Google Analytics.

What this means is that if you rely solely on Google Analytics to see which keywords bring in the best conversions for your site, your entire SEO plan is in jeopardy (if it hasn't already tanked).

Which brings me to the next reason why SEO alone is failing...

➤ **Optimizing your site for particular keywords can be time-consuming and difficult.**

In general, SEO requires a *lot* of work to get a page to rank at the top of Google. At the bare minimum a pure SEO setup takes:

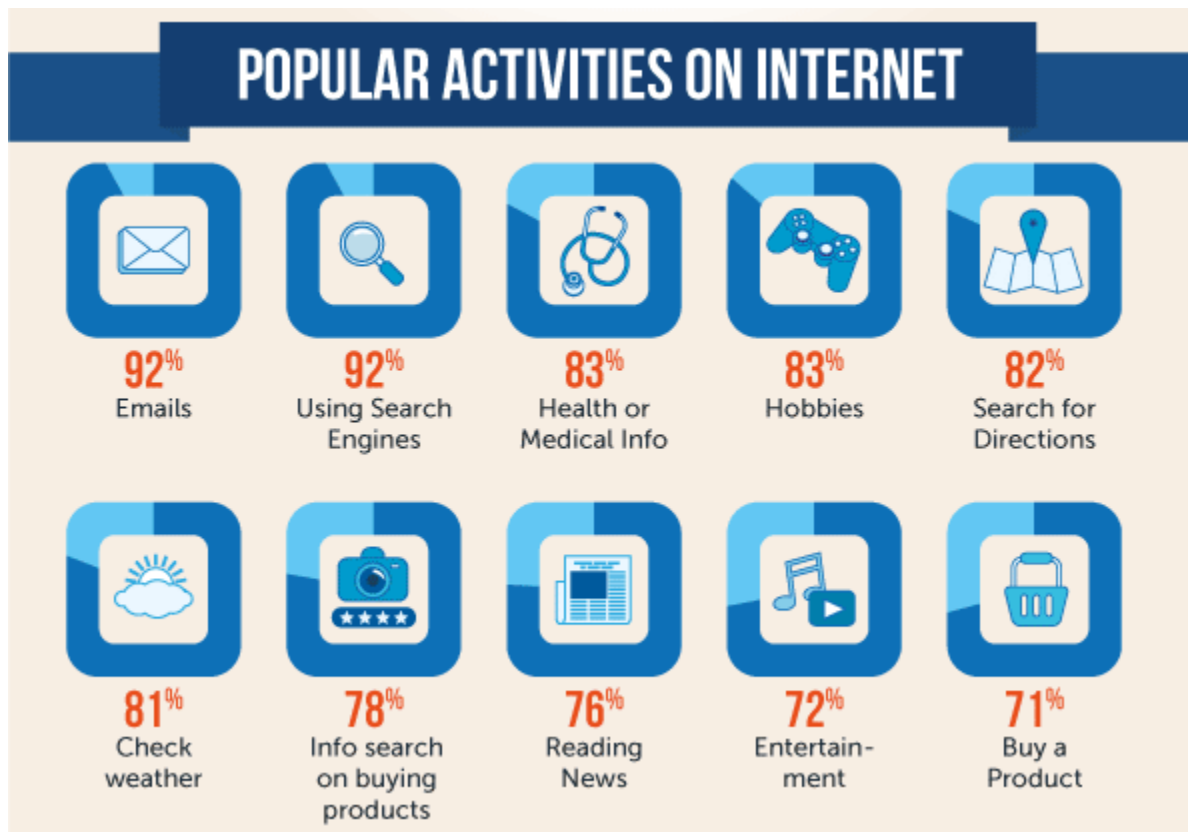
- Keyword-optimized (but not spammy) content
- Quality backlinks – from multiple sources so that the backlink profile looks natural
- Regular (quality) updates to keep users' interested
- Time for Google to index and rank all content, backlinks, social signals, etc.

If your competition already has these pieces in place, then it's that much more challenging for you to break through. And if your competition is a big brand that has a larger budget for content generation, social engagement, etc. then you're fighting a losing battle to rank on Google for that keyword.

This becomes particularly relevant once you start to realize that...

➤ **Organic traffic is only part of your audience.**

If you're in a large niche then peeling away some small part of your competition's organic traffic may be worthwhile. In smaller niches, the lower search volume makes this more difficult. However, your audience doesn't spend all day on Google.



According to data from web technologies firm Go-Gulf, people are spending more time on Yahoo and AOL per month vs. Google. (And Facebook blows them all out of the water):

TOP 10 MOST VISITED WEB PROPERTIES



Unique Visitors Per Month
153,441,000

Time Spent Per Person
Per Month in hh:mm:ss **1:47:42**



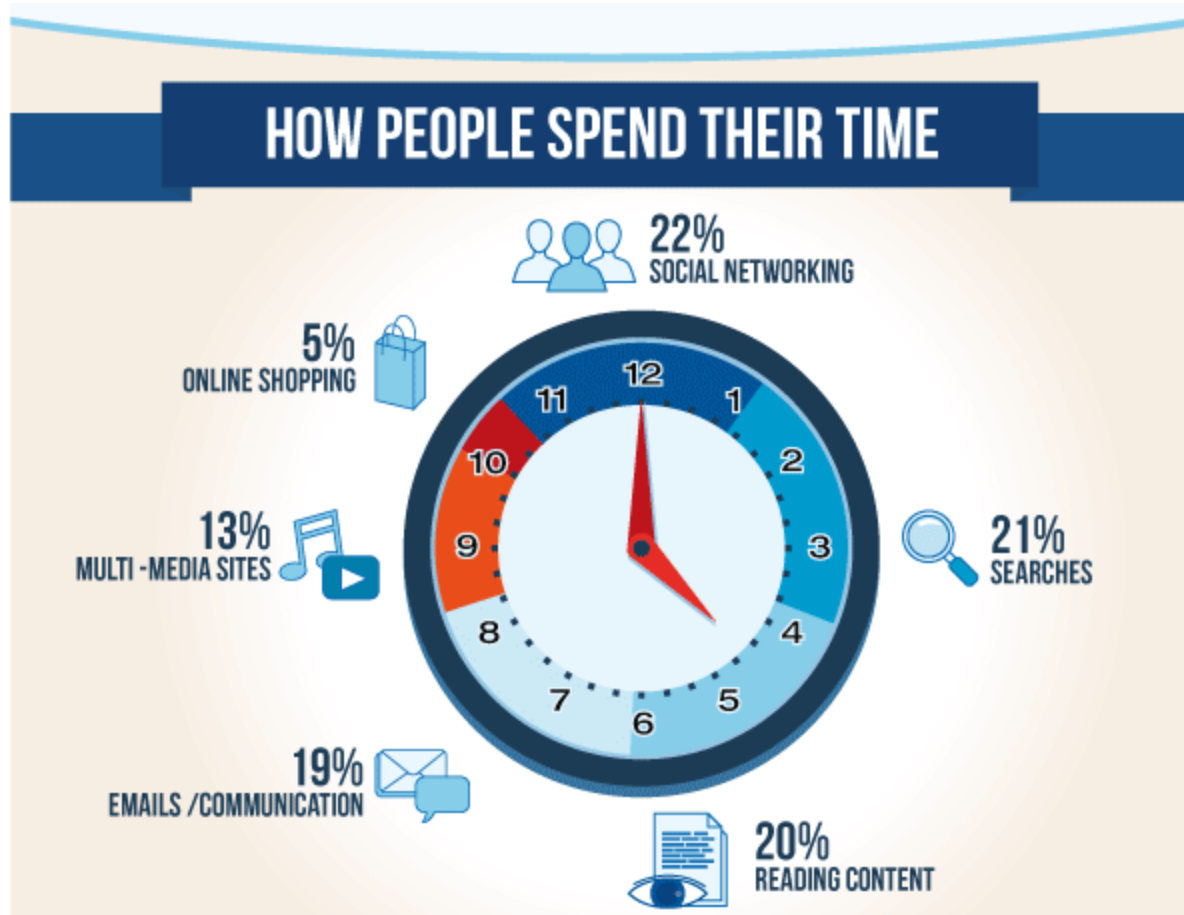
Unique Visitors Per Month
137,644,000

Time Spent Per Person
Per Month in hh:mm:ss **7:45:49**

	Unique Visitors Per Month	Time Spent Per Person Per Month in hh:mm:ss
	130,121,000	2:12:08
	115,890,000	1:43:45
	106,692,000	1:41:27
	83,691,000	0:45:05
	74,633,000	2:52:52
	62,097,000	0:18:03
	61,608,000	1:06:15
	60,552,000	0:12:27

source: <http://editorial.designtaxi.com/news-inttime1007/big.gif>

This trend of people spending less time searching and more time interacting and *doing* things online is one reason why Google has put a strangle-hold on their keyword data. They realize that once people have found sites that they enjoy, they can (and do) bypass Google altogether to get to those sites. Take a look at this portion of Go-Gulf's research, which indicates how people spend their time:



The fact is, people are spending less and less time searching online. This reduces Google's chances to make money, as we all know that Google relies on search advertisements to generate a profit. (Which just may be why their coveted keyword data is still available to users of AdWords in their campaigns.)

Meanwhile, more and more advertisers are moving to the platforms where users spend the majority of their time – i.e. Facebook.

The Painful Future of Facebook Advertising

Let me start off by saying that I am not advocating for the abandonment of Facebook (or any other platform that gives you results). Yet, while these platforms continue to play an important role in generating traffic as I showed in my diagram, there are definite problems.

In particular, while advertisers continue to flock to Facebook, this mainstream shift to social advertisement will likely lead to greater issues for internet marketers and small business owners who currently utilize Facebook as part of their traffic stream.

To understand why, let's take a step back and look at the natural progression of most online advertising platforms...

Back when AdWords first came out in 2000, it was a breakthrough in affordable online marketing. It was also incredibly simple to set up and use, meaning that people could get traffic and profits to their sites relatively quickly.

There were no restrictions on affiliates, no Quality Score guidelines, and very few limitations on what could be done on the platform, which made it easy for internet marketers and affiliates to make a profit.

Google even had its own affiliate network at one point, meaning there were several opportunities both within AdWords and within the affiliate network.

As the AdWords platform matured, additional features were added that fine-tuned targeting, and conversion tracking. This made it a lot easier to see ROI on the ads. On the flip side, however, new restrictions and rules were continually added, and gradually affiliate marketers were all but squeezed out as Google's stance on affiliates changed (and not for the better).

In fact, Google shut down its affiliate network entirely this year, for reasons that many speculate have to do with the fact that affiliates pull revenue away from Google's standard mode of operation.

You only need to look at the amount of revenue offered by AdSense (which they recommend publishers use), versus the amount of revenue offered by advertisers to their affiliates to realize that Google acted in the interest of increasing profits when it shut down its own affiliate network.

\$0.20 - \$0.30 per click

Avg. Revenue from AdSense Campaigns

With affiliates able to earn as much as 70% (or more) commission on various goods and services, there's simply no comparison.

➤ How Times Have Changed

Today, Google makes it very difficult to run an affiliate campaign on AdWords without taking a lot of extra steps and putting in a lot more time and effort. That isn't to say that people can't have success with AdWords, but there are definitely some difficulties that make it a lot more work.

Anyone who wants to use AdWords for affiliate marketing should first take a look at the guidelines. Google's website lists an entire page of rules and regulations particular to affiliate marketers, all designed to limit the amount of business affiliates can do through the platform.

As of this writing, affiliates on AdWords **cannot**:

- have their ad shown at the same time as another affiliate who uses the same display URL or domain
- have any ads for data entry affiliate programs
- link to a page on their site to use as a part of a conversion funnel leading to the affiliate landing page
- direct link to the offer page (per the URL rule)
- use publisher-provided copy verbatim (anti-mirroring rule)

This means that any affiliate who wants to use AdWords to drive paid traffic needs to have:

- a fully fleshed-out website that covers the niche (without copying the publisher)
- a conversion funnel that adds an extra step (at the least) to get to the publisher page – this is a big one, as it's almost guaranteed to reduce conversion rates.
- willingness to deal with the stress of arguing your position should Google decide to suspend your account

On top of that, the platform has become more complicated and expensive to use, because more and more people are spending money on the platform.

➤ An Ominous Progression...

Getting back to Facebook Ads, you can see similar trends already starting to occur. Whereas Facebook used to be a way to get attention and clicks with very little

competition, now the platform is flooded with marketers and ads in practically every niche.

The rules for the kinds of ads and content of ads has changed as well, and it's not uncommon to have an ad disapproved for seemingly minor details such as the amount of text vs. imagery.

Then there are the unique complications that are related to Facebook itself:

➤ Difficulties of Advertising on a Social Platform

Because Facebook is a social platform, there are certain expectations that the audience has with regards to their experience. In general, people on Facebook aren't there to engage with marketing of any kind, with a few exceptions. If they do "Like" a page or otherwise engage, most people do so with the expectation of benefit. Think of the number of times you've "Liked" a page in order to participate in a contest or to get a coupon or sales price. Many others do the same.

This social aspect of give and take manifests itself in other aspects of social media marketing as well.

➤ Privacy Issues

One of the biggest areas where social media marketing can prove difficult in comparison to more traditional routes is the area of privacy. People have very real concerns about what companies are doing with their information, and this can lead to feelings of annoyance or worry when they see ads that are targeting them through their friends.

This is what leads people to click the spam button for perfectly legitimate advertising.

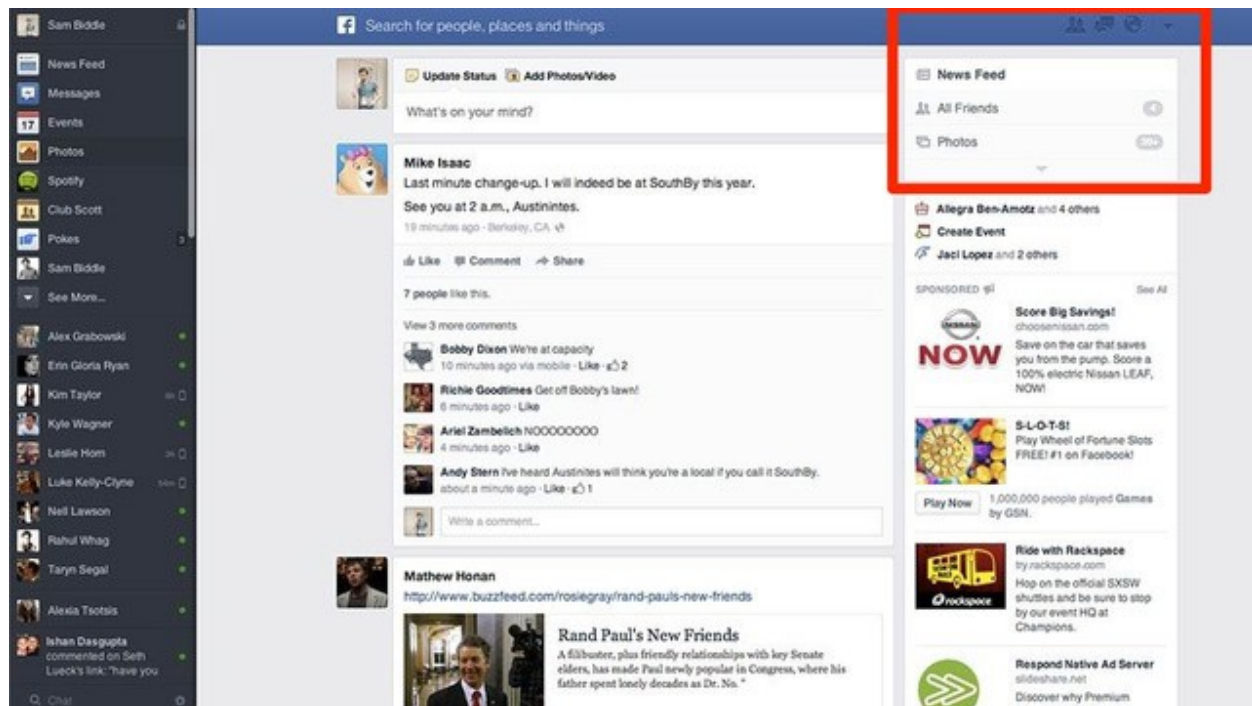
➤ Ad Blindness

On the other end of the scale (and more common) are the people who are so jaded by the constant bombardment of advertising that they simply ignore it. Ad blindness affects people on all platforms, but most especially on social media where the focus is on conversations and interaction with others.

The personal connections people have serve as the primary focus of attention, leaving most ads by the wayside. This means that it becomes ever more difficult to stand out, and in standing out, to get people to take action. The net result of so many terrible ads on Facebook is that it makes it harder and more expensive to use Facebook to drive revenue.

Another factor that plays into ad blindness on Facebook in particular is the layout. Facebook keeps all posts in a neat column, which makes it easy for Facebook users to keep their attention scrolling downward in their feed – essentially ignoring the sidebar where ads reside.

This is particularly true if you don't have a well designed ad that stands out – it just gets passed over as people go about their usual routine. Facebook has even done some redesigns around this fact, as a Gizmodo article by Kyle Wagner points out in March of this year:



source: <http://www.gizmodo.com.au/2013/03/facebooks-most-overlooked-design-change/>

See the change to the news feed to relocate it above the ads? There was some speculation that this was deliberate in order to try to force users' attention to the right sidebar, which is extensively ignored.

Audience Participation

This last challenge is pretty unique to Facebook, and once again it has to do with the fact that Facebook is a social platform. When you do run ads successfully on Facebook, they are often targeted to your fans – people who are interested in your brand, or at least in your niche. And because they are interested, they have the expectation of interacting with you via pages and posts.

Getting sales via Facebook usually requires a fairly detailed funnel that uses social media to warm up cold prospects until they are hot leads and ready to buy from you. It

takes nurturing on social media to get them to your website, from your website to your list, and from your list to (hopefully) a sale.

This process time-consuming and not always effective. There will always be some people who would rather socialize than make a purchase. Spend too much time courting the wrong kind of fan, and you're just wasting your money and resources on people who will never convert.

The typical social media marketing plan has to go through several stages of the funnel in order to make a sale:

(Relevant) Awareness →

You have to make people aware of your brand in a way that is positive and useful for them. Consider the healthy eating niche. This step could be anything from posting healthy recipes to reviewing farmer's markets to posting food labels for discussion.

In the midst of all this posting, you have to hope it leads to the next step in the funnel which is...

Engagement →

You have to have an engaged audience if you want them to trust you and to eventually convert. This means keeping the conversations going on those posts, and finding ways to spark discussion on a regular basis. Once you have built up a community of fans who are engaged, only *then* can you truly start the selling process.

Advocacy →

The main reason why social media is so attractive is because of advocacy. People who are your fans can tell their friends who may also become your fans. But it's a two-way street. You have to make sure you continue to meet the needs of your advocates and that they feel like they can trust your brand. Otherwise, all that hard work may falter if they feel you don't live up to their expectations.

Conversions →

Finally, you're starting to make some sales. But this could be months down the line, and if you want to keep making sales, you have to keep working the top of the funnel to keep people engaged and to build more advocates of your brand.

Those who are looking for a simple way to grow their traffic and scale up quickly can't afford to get bogged down in the process of generating traffic via social media. This highlights a significant challenge:

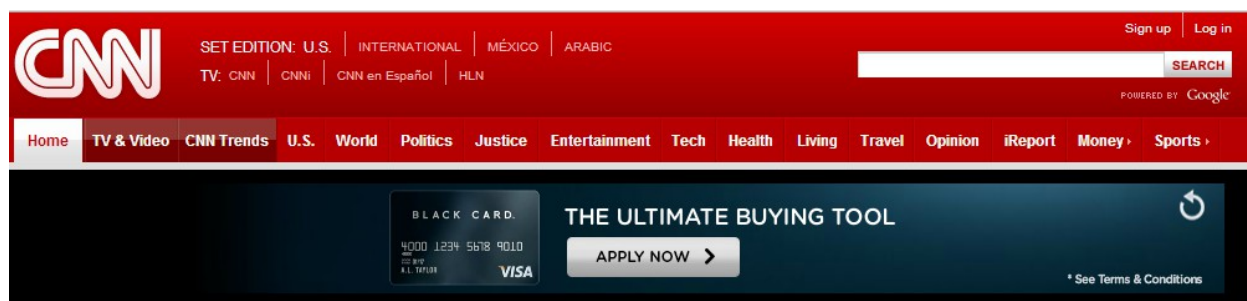
If you can't rely on organic traffic from Google, and you can't successfully promote affiliate offers through AdWords, and you can't get quick, scalable traffic from social media ads, where **can** you turn to?

The answer lies in an area of advertisement that most people have written off, and very few people are taking advantage of right now: Media buying.

The Hidden Underworld of \$20-\$50 Mini Media Buys

When people think of media buying, the thing that usually comes to mind are the banner ads of the past. Everyone knows (or thinks they know) that these types of ads don't work. People ignore them, they just aren't affective, they're too expensive, etc.

But stop and think about that for a moment.



Big brand VISA uses targeted banner ads on prominent sites, such as CNN...

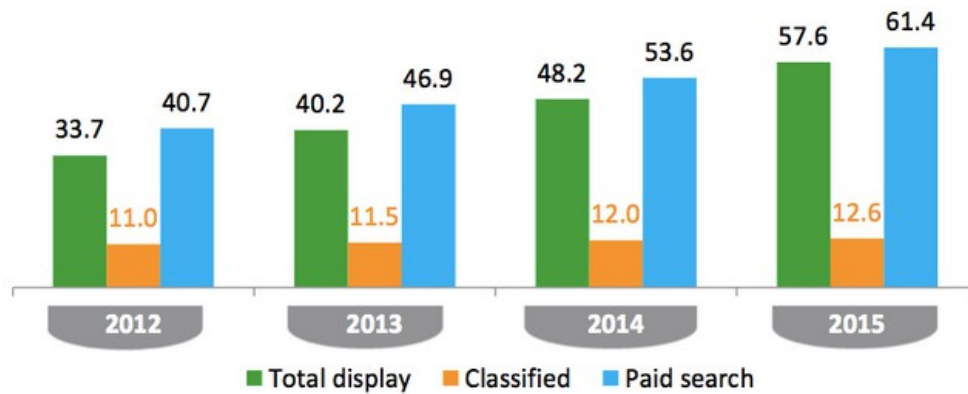
If banner ads truly don't work, why are they still around? And furthermore, why is it that big brands like Amazon, eBay, BMW, and others rely so heavily on them?

Surely companies with million-dollar budgets have more to spend, but even so, they wouldn't pour that kind of money into a campaign with zero return.

It's just not good business.

But despite the so-called ineffectiveness of banner ads, adspend for display advertising is keeping pace with search:

Internet adspend by type 2012-2015 (US\$bn)



Source: ZenithOptimedia

So if these companies are finding media buys useful, there must be some effectiveness to them.

That means rethinking the idea that media buys don't work, and instead look at the ways in which media buys are flying largely under the radar of most internet marketers, and how we can make them work for us.

➤ What Are Mini Media Buys?

Media Buys have been successfully used quietly by both big brands, and the little guy. In fact, many one man bands working from home have been driving media buy traffic to affiliate offers, CPA offers, lead generation pages, local businesses, pay per call offers, ecommerce sites, and their own products.

They can do this because you can now start small mini campaigns with just \$20-\$50, identify the profitable traffic, and then scale up \$100/day campaigns from there.

This is something you can do to as Media Buying is very different from what it used to be in the past...

➤ Media Buys in the Past

It's true that in the 1990s, media buys were completely unrealistic for the average marketer, and for several reasons:

- media buys were hugely expensive (think \$100 per 1000 views)
- media buys didn't get as many clicks (which made them low on the ROI scale)
- because of the budget and the commitment involved, most websites would only talk to larger companies anyway

It was much more cost-effective to run an AdWords campaign in the early 2000s when Google first brought the platform live, and that's what people flocked to.

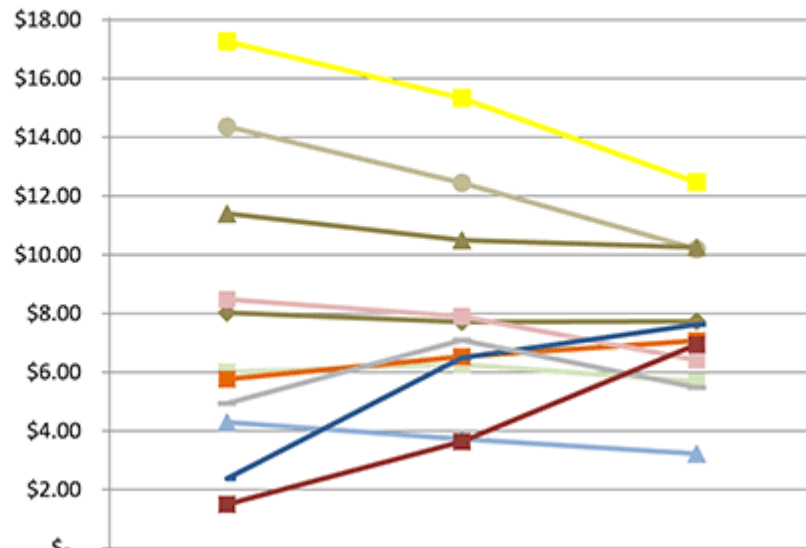
In the meantime, banner ads were mostly ignored by marketers, and forgotten as platforms like AdWords and Facebook came on the scene.

But while most marketers have been ignoring the world of banner ads and media buys, some very interesting changes have started taking place...

How Mini Media Buys are Possible

Far from their \$100 CPM highs, costs have come down over the last two decades. This chart from Adify shows 2009 CPM buys and their decline:

CPM trends across verticals



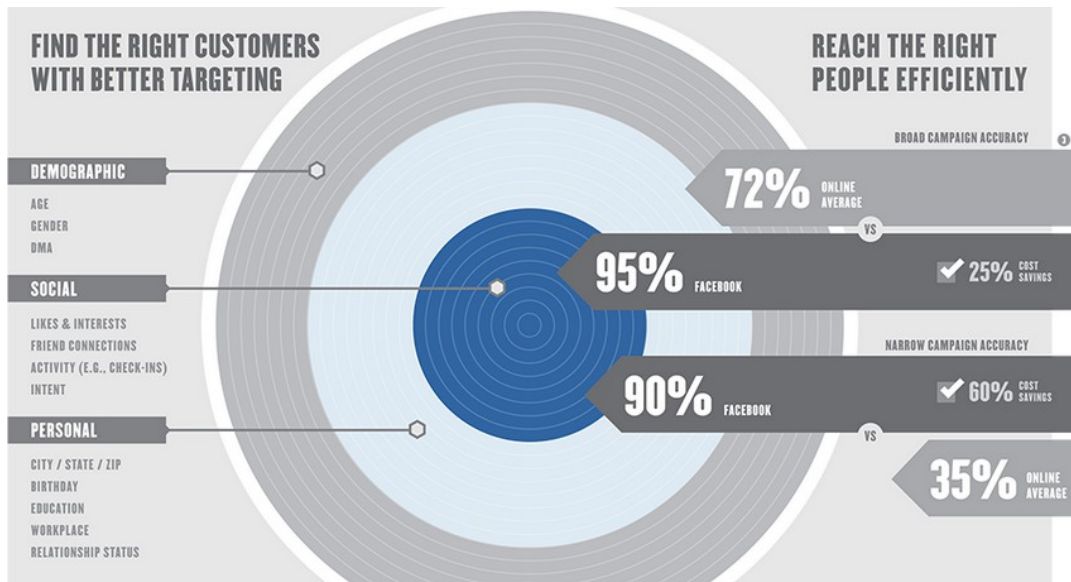
	Q1 2009	Q2 2009	Q3 2009
—◆— Affluentials	\$8.03	\$7.71	\$7.73
—■— Automotive	\$17.26	\$15.33	\$12.47
—▲— Beauty and Fashion	\$4.30	\$3.73	\$3.22
—■— Business	\$6.01	\$6.26	\$5.68
—■— Entertainment	\$5.76	\$6.53	\$7.07
—◆— Healthy Living and Lifestyle	\$14.36	\$12.45	\$10.19
—■— Moms and Parents	\$8.48	\$7.90	\$6.41
—■— Real estate	\$2.38	\$6.49	\$7.62
—■— Sports	\$4.94	\$7.09	\$5.48
—▲— News	\$11.40	\$10.50	\$10.26
—■— Food	\$1.50	\$3.63	\$6.94

The drop in CPM across nearly all verticals has dropped even more in recent years. It's now entirely possible to have a CPM of \$1, \$0.50, or even \$0.10 (or LESS).

This huge decrease in pricing makes it very affordable for people in any niche to get their message in front of their intended audience. While it is the case the click-through rates for banner ads tends to be lower, there are still multiple advantages to using them as part of your overall traffic generation plan.

Audience Targeting

As I mentioned before, your audience is going to spend their online time at several different activities. They won't spend all of their time on Facebook or Google – there are likely multiple sites that catch their interest. If you know your demographic, you can target them anywhere. Facebook makes it easy to get this kind of information, which you can then use anywhere you like.



source: <https://www.facebook.com/business/power-of-advertising>

And if you don't want to use Facebook's data, there are multiple ways to research the demographic of your niche without spending a lot of money.

Using audience targeting in conjunction with media buys allows you to reach the people who are most interested in your niche without having to find them at a moment when they are most interested in socializing with friends.

Retargeting

Retargeting is a particularly effective use of media buying, as it allows you to recapture lost leads. If you aren't familiar with retargeting as a concept, here's an example of how it works:

Say you have set up a funnel designed to bring people onto your email list or to get them to make a one-time purchase (either organically, through Facebook, or even through other paid advertising).

A certain percentage of users will not convert on that first interaction. It doesn't mean that they don't like your brand, or that they don't find your product useful. The timing may not be right for them, for one reason or another.

If all you have is this one funnel set up, this person may never come back to your site. It's a hit-or-miss proposition.

Potential customers may forget the URL, get too caught up in other things, etc. even though they were definitely interested. Later on, they make a purchase elsewhere, at another site that just so happened to catch their attention at the right time.

Retargeting through media buys can save the sale. After a person has come to your site, the technology is there to tag them so that as they browse other sites online, they see your display ad.

This does two things →

1. It reinforces your brand in their mind as one that is trustworthy (after all, your ad could be right alongside VISA and BMW in some cases).
2. It puts you at the top of their mind when they are ready to make a sale. Because they remember you from the display ads, you are able to get a sale weeks or maybe even months down the line.

Audience Reach

Another advantage of media buys is the fact that they have the potential to reach your audience no matter where they are online on any given day. Let's go back to the usual online routine I discussed.

At any given moment, your audience may be on any number of sites – reading blogs, checking the weather, watching videos, catching up on the news, following a tutorial, looking at pictures, etc.

Media buys can be targeted to the very sites that your audience is most likely to visit. And in fact, there are technologies in place that will further allow your display ads to show in relation to a particular search on a site – which allows for even more precise targeting at very inexpensive rates.

Testing & ROI

And speaking of rates, let's discuss the cost-effective way media buys can contribute to your bottom line.

As I said before, mini media buys can be had for as little as \$20 - \$50 per campaign. We're talking about an entire month's worth of display advertising that only costs about as much as going out for a nice dinner.

This puts it well within the reach of anyone who is serious about building an online business. Within that small budget, it is possible to do many things:

1. Test your display ads (for use on more expensive networks like Facebook)

It's simply a matter of coming up with two (or more) creatives and seeing which one gets the bigger CTR. Because you are paying very little for your views, you can afford to test several different ads to find the best one for use on platforms such as Facebook.



2. Test your messaging

Again, you can test different messages to see if one resonates with your audience more. Different calls to action, different offers, etc. All of these can be used to

3. Test your conversion funnel

Media buying platforms do not have the restrictions of AdWords – there is nothing to stop you from direct linking to affiliate offers, your own offers, or any other conversion funnel you want to test.

Once you're able to turn a profit on these small campaigns, it's very easy to scale it up for bigger and bigger profits, and with minimal risk.

4. Implement Mobile Funnels

Display advertising on mobile devices is a great way to increase your brand awareness and get more conversions. Tablet devices in particular are showing a great deal of promise.

Why Mini Media Buys Continue to Fly Under the Radar

Despite all of the advantages, mini media buys are still very underused. It's likely the combination of misinformation (everyone "knows" media buys aren't effective) and a lack of information altogether as platforms like AdWords and Facebook hog the spotlight.

Think about it this way:

Have you ever seen a new fashion trend or fad take off? At first it's just the "cool kids" who are doing it. Just a handful of people who stand out from the crowd and are doing or wearing their own thing.

It gets attention.

It becomes popular.

Suddenly, you look around and now everyone is wearing the same thing.

It's no longer special.

It no longer stands out.

And more than likely, the "cool kids" have moved on to something else, leaving the fad long before the popularity wears itself out.

When it comes to affiliate marketing (or any online marketing) best practices work the same way. Someone comes up with a new and innovative way of engaging with customers or getting huge traffic, or improving conversions.

Because it's new and engaging, sales pour in as customers (who are bored of the same old, same old) flock to something new.

People notice the success of the people who are using these new tactics, and copycats abound.

Pretty soon, you've got market saturation and customers are bored again. They get apathetic.

Sales level off.

Anyone trying to get in on what used to be a great new technique is crushed when they realize that everyone is already to the point of “been there, done that” and the results just aren't what they'd hoped.

If you've ever tried out a new system only to find out that it just didn't work for you, or if you struggle to get even minimal results from all your hard work, oversaturation (and customer boredom) is a likely culprit.

As long as more and more people are piling on the affiliate marketing bandwagon, it makes it harder for anyone to stand out. This is especially the case if you are new and don't already have a following in your niche, and you don't have the knowledge resources to figure out the next big thing to pursue.

Understand that the way to get ahead of the curve in online marketing takes three things:

1. The ability to look at the past and understand the reasons behind past successes (and failures)
2. The ability to look at the present and take stock of the kinds of tactics where people are seeing real success, and the reactions to that success (both positive and negative)
3. The ability to combine those insights and look forward to the future, spotting trends and advantages that your competition isn't using (and then implementing those ideas first)

This is especially important when you consider the fact that people just aren't using the internet the same way that they did ten years ago, or even five years ago.

Far from being this new and novel thing, people have come to rely on the internet – and not only that, they have very demanding expectations! If you're going to be able to make a sale, you have to break out of the set patterns that most affiliate marketers are doing, and you have to have a way to consistently get great results as you innovate.

So while everyone else is focusing on Facebook and AdWords as the big money makers, a small group of entrepreneurs has moved ahead, and is broadening their focus.

There's never been a better time for mini media buys, especially while everyone else is focused on the shiny and “new”.

Seeing is Believing...

While seeing great results for someone else goes a long way, I had to personally try out media buys for myself.

And while I'm no expert, I do have experience in the typical areas of Facebook ads and AdWords. I was able to set up a display ad, run the (very inexpensive) campaign, and when it was all said and done, I had made a profit. What I found is this:

Direct media buys are the most accessible and **easy** to maintain method for paid traffic so far out of Facebook Ads, Network Media Buys, AdWords and Solo Ads.

I got hooked when I put up a banner to a simple video landing page, which then redirected straight to a sales page and made a profit, turning a \$200 buy into just short of \$400, and I'm scaling from there.

The thing I liked most about it was the ease and simplicity.

- I didn't have to write a bunch of Facebook posts
- I didn't have to set up a complicated landing page
- I didn't have to spend tons of time getting people warmed up via an email list.

This was cold traffic, and I was able to make a profit with very little effort involved – just a basic landing page and the media buy ads pointing to it.

That's it.

I am learning media buying from incredible experts who have spent and made millions in media buying. Like me, you might be intimidated by how big some of these guys have scaled up, but what is interesting is that they started with mini media campaigns just like you can.

Any campaign you do should start with small strategic buys to test things out, and you then scale your campaigns up from there.

The methods the big guns use work on huge campaigns, can work just as well on your small media buy campaigns. You can use the same methods, but just apply them to smaller numbers while you get to grips with media buying before you scale up.

The results from these big guns are incredible, and I am confident you will be very interested in what they have achieved by starting off small, and as you see their results you are going to begin to understand just how powerful mini media buys can be."

Hearing how these guys were able to generate some very large-scale profits while starting out small...

Well, it's impressive to say the least.

Media Buying is going to be your most powerful source for rapid profitable traffic.

This is my main focus while the rest of the market looks elsewhere...

I got hooked when I turned \$200 into just shy of \$400 in 24 hours from my first mini media buy. I'd never got results like that before.

You may have missed the boat for easy profits when Adwords launched which lasted for over 6 years, or when Facebook ads launched and so many early adopters made a killing, but right now you are going to crush it with Media Buys if you take the next step.

The new technological advancements, easy access, and dirt cheap traffic makes media buys the fastest most-profitable source of traffic right now.

Watch Part 2 to this report to learn more...

<http://mediabuyacademy.org/new/2.php>