

Blog Traffic Explosion

HOMEWORK 3.1



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MODULE 3 // ADVERTISING YOUR BLOG

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- ❑ If your blog is currently profitable, then complete the "How much should I pay for traffic?" exercise.
- ❑ Decide what paid offer your advertising campaign would be focused on driving sales for.
- ❑ Decide what free resource you can offer to attract leads for your paid offer.
- ❑ If your free resource isn't already created, then create it.
- ❑ Create an email sequence (3 - 12 emails long) that will guide leads from the point of signing up for your free offer to eventually making a purchase.
- ❑ Plan your three-phase advertising campaign (see the advertising campaign strategy lesson for details)
 - >> Outreach campaign
 - >> Lead-generation campaign
 - >> Product launch campaign

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- ❑ Write your ads for each campaign.
- ❑ Create graphics for each campaign.
- ❑ Execute your three-phase advertising campaign.

