

Blog Traffic Explosion

How much should
you pay for traffic?

Blog Traffic Explosion

MODULE 3 // ADVERTISING YOUR BLOG

How much should you pay for traffic?

1. Is your blog currently making money? YES NO
2. What is your most popular product or service that you sell?

3. How much is your average profit per transaction? \$ _____
4. How many sales have you made over the past six months?
TOTAL SALES: _____
5. How many new subscribers have you added to your email list
over the past six months?
TOTAL SUBSCRIBERS: _____
6. Divide your number of sales by the number of people you
added to your email list. This is your conversion ratio for your
email list.
CONVERSION RATIO: _____ %

Blog Traffic Explosion

MODULE 3 // ADVERTISING YOUR BLOG

7. Multiply your conversion ratio by your average profit per transaction. This is the value of each lead you acquire, or value per lead (VPL).

VALUE PER LEAD: \$ _____

Conclusion

If you can acquire new leads at an advertising cost of less than your VPL, then your advertising campaign will be profitable.

If it is possible for your advertising campaign to be profitable, then investing in advertising is most likely a good financial decision.

If it is not possible for your advertising campaign to be profitable, then it would be wise for you to invest time into improving your sales systems to increase your conversion ratio and/or average transaction total.