

## Growth Hacking 5 Free Traffic Strategies



### Video Transcript:

Paul: Hi, it's Paul Clifford from [Disruptware](http://Disruptware). Today is **Growth Hacking Day** and I want to give you **five strategies or tips to get free traffic to your business**.

Let's get started with number one. First of all, one thing that you can do is **make your training videos accessible to the public** and that has really two benefits. First of all, by SEO optimizing your training videos then you're going to get some more long tail traffic. The second thing is, that **those customers who actually watch those videos are going to be pre-sold**. It's a great way of building authority and trust for your business, because customers can kind of see within the kimono what it's like after they've purchased.

In many ways, it's going to be answering those unasked questions in their mind. **By actually seeing what's going on behind it, they can get a real sense of what your product is and what the value is**. Of course, that is great for pre-selling customers, prospects into your business.

Video site maps are a great way of doing that and one of the tools that I use for this is something called [Wistia](#). **Wistia is a great video player that has built-in SEO site map and SEO functionality.** So it really makes it very easy for you to actually get your video out there and get it indexed and get some traffic to it.

Number two, use your FAQ. **Use your FAQ for long tail traffic.** FAQ, as you know is your Frequently Asked Questions and it's a great resource for not only people who are looking to buy, but obviously your current customers as well. Over time, that information comes from your support desk and you should document your answers to these sort of questions and put it out there because, one, **it reduces your support load.** But, two, **these FAQ style pages actually get traffic.**

It's like, for example, the About page on your site is probably one of the pages that gets lots of traffic too. The **FAQ is something that people look for, because they want to really understand what's going on behind the business,** and again, build trust and authority. Not only that, of course, because the nature of the content it will also attract long tail searches.

Right...number three, is **track competitor mentions.** This is really useful and you can use a tool called Talkwalker, which is completely free. Essentially, the idea is that what you want to do is **track where a competitor's been mentioned** on the web by a journalist, or a review, in a blog comment, anything like that. By being alerted to those mentions you can jump in and join the conversation and obviously bring in your brand into that discussion.

It could even be a journalist who's doing a review. **You can actually contact the journalist and provide your perspective on the same topic.** It could be a blog comment where it's very easy to really go in and add to the discussion there. It could be a forum. It could be a whole load of things, but if you're not monitoring your competitors really closely then you're not aware of what's going on out there.

Get [Talkwalker](#). It's free. It's like Google Alerts, but Google Alerts is less effective nowadays. Talkwalker is much more instant. **You'll find it's a great way to track your competitor brands** so you can actually join in the conversation and where they're getting mentions on the web.

Number four, is **reach out to new customers.** When a new customer comes on board, they are at their most enthusiastic because they just made their purchase. They're all ready to get stuck in and use your product. **You should really work that enthusiasm** and ask them whether they know anyone else.

**Ideally, it would be great if you could do that by phone**, but obviously due to volume, that might not be feasible. But at least do that via email and ask them, there and then, **who else do they know who could benefit from your product or service**. It's quite an effective way of getting some really good solid leads.

The last thing, number five, is **know where your customers hang out**. Nine times out of ten you're providing a product or tool to support your customer's business. In doing that, you need to know where the customers are talking about their business.

If you look for forums or Chora, or LinkedIn groups, or Facebook groups of where your prospects are hanging out and talking about problems that they have in their business and you **find a way to join that conversation and add to it**; then, of course, you're going to **build your authority** within that community. The more you do that, they're going to come and find you. Great place to get leads.

I hope you found those five traffic tips really useful. This is Paul Clifford from Disruptware.

Recommended Resources:

1. Wistia - [Click here](#)
2. Talkwalker - [Click here](#)

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