

TRAFFIC STRATEGIES

Pick ONE type of content deliverable in each section:

Content Channels

Blog

Podcast

YouTube

Social Channels

Instagram

Facebook

LinkedIn

TikTok

Other

The purpose of a content channel is to serve as a platform or medium for distributing and sharing your content with your target audience. Content channels provide a means to reach and engage with your audience, deliver valuable information, and promote your brand, products, or services. They allow you to showcase your expertise, build credibility, and establish a presence in the digital landscape.

The purpose of a social channel is to facilitate social interaction and communication. They are for users to create, share, and engage with the content you've created on your Content Channel, fostering connections, and building communities. They are also a way to find collaborations, media outlets, and leads.



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Take a solid hour to learn everything you can about how best to grow the CONTENT Channel you've chosen. Do some online research and write a list of all the things you find here. For example, some strategies to grow a podcast would be to use specific keywords, invite guests to share, use AI to transcribe episodes for SEO.

Content Channel Growth Strategies

After you're done, circle 3 strategies that you can implement and test right away. Try them for 2-3 months and assess often, removing strategies that aren't working. Add more strategies as your time allows.



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Take a solid hour to learn everything you can about how best to grow the SOCIAL Channel you've chosen. Do some online research and write a list of all the things you find here. For example, some strategies to grow Instagram is to use relevant hashtags in a range of popularity, take advantage of reels, and to lives with others in similar fields.

Social Channel Growth Strategies

After you're done, circle 3 strategies that you can implement and test right away. Try them for 2-3 months and assess often, removing strategies that aren't working. Add more strategies as your time allows.



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