

HOW TO

FREE
GUIDE
SERIES

Market effectively online to generate web traffic at no cost

Analysing the numbers of how successful
businesses market online to get website
traffic and what that looks like



The importance & cost of website traffic

BusinessCoachingHub.co.za

INTRODUCTION

The global pandemic due to the Covid19 has forced people to find alternatives to obtain some kind of normality in their work and personal lives. This is where the Internet became the preferred platform.

The continuous increase in online traffic means that now more than ever, your customers are online and if your digital footprint has not been optimized to meet them where they are and offer them what they are looking for, your competitor has and their market share increased as a result.

Once you accept that your customers are online, you need to find out where they spend most of their time and then, how do you attract their attention to your website.

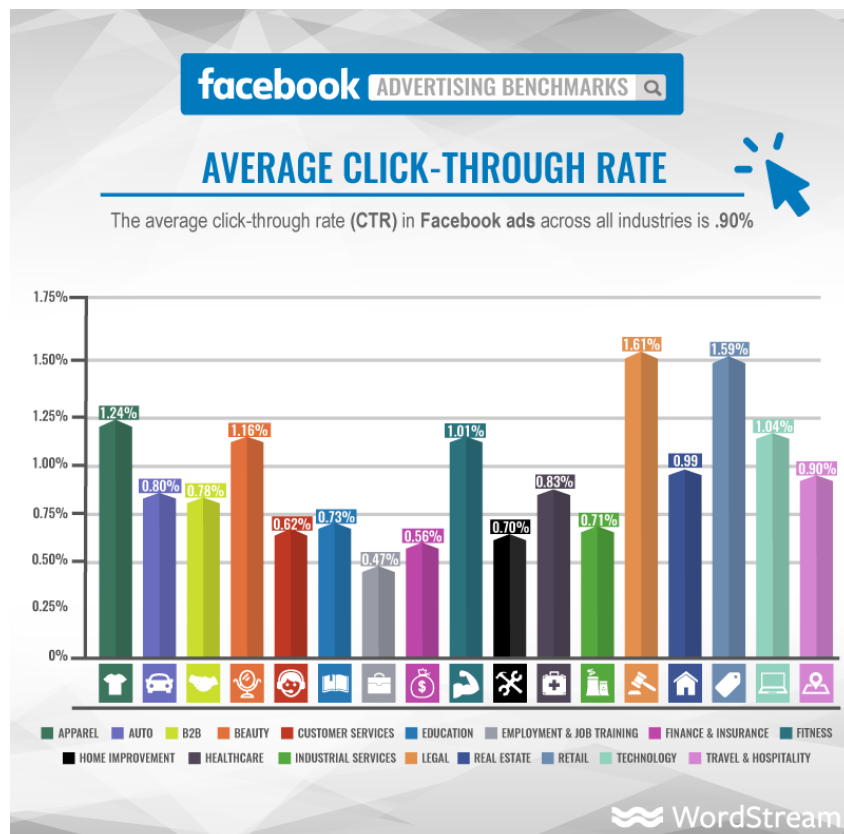
This report looks at some of the platforms where online consumers tend to spend most of their time, what it costs to get their attention and what is successful with regards online marketing practices.

ONLINE MARKETING PLATFORMS

While there are numerous online platforms for advertising your products and services, we will look at the most popular being Facebook and Google Ads.

The statistic that is important when marketing online is known as CTR (Click Through Rate). Basically, this means how many people clicked on your advert/post when compared to the total number of people that viewed your advert/post.

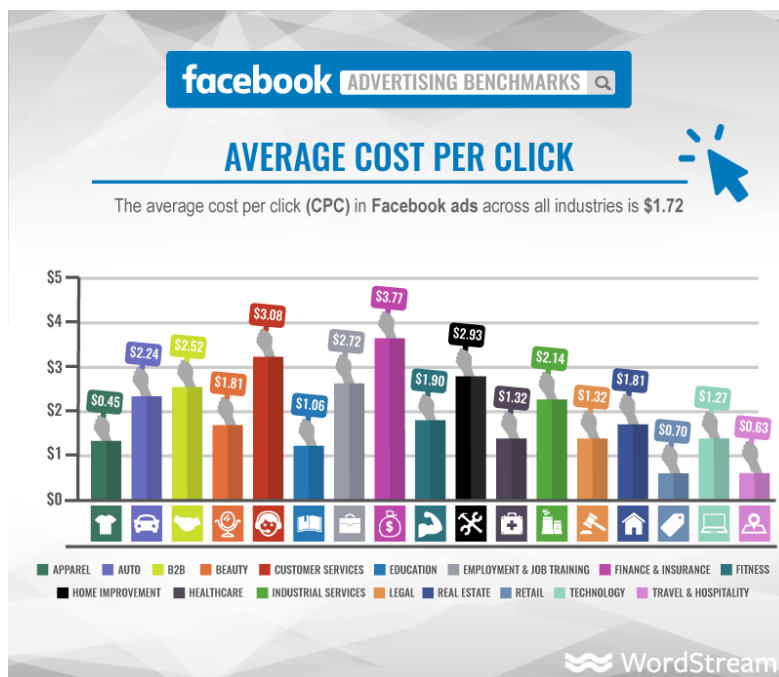
The first graphic shows the average click through rate by industry on Facebook.



Here are the number in more detail:

Industry	Average CTR
Apparel	1.24%
Auto	0.80%
B2B	0.78%
Beauty	1.16%
Consumer Services	0.62%
Education	0.73%
Employment & Job Training	0.47%
Finance & Insurance	0.56%
Fitness	1.01%
Home Improvement	0.70%
Healthcare	0.83%
Industrial Services	0.71%
Legal	1.61%
Real Estate	0.99%
Retail	1.59%
Technology	1.04%
Travel & Hospitality	0.90%

The next statistic that we will consider is the cost per click for these industries on Facebook.



Here are the numbers in more detail:

Average Cost Per Click (CPC) for Facebook Ads by Industry

Industry	Average CPC
Apparel	\$0.45
Auto	\$2.24
B2B	\$2.52
Beauty	\$1.81
Consumer Services	\$3 .08
Education	\$1.06
Employment & Job Training	\$2.72
Finance & Insurance	\$3.77
Fitness	\$1.90
Home Improvement	\$2.93
Healthcare	\$1.32
Industrial Services	\$2.14
Legal	\$1.32
Real Estate	\$1.81
Retail	\$0.70
Technology	\$1.27
Travel & Hospitality	\$0.63

the next statistic that requires attention is the cost per impression. The more impressions your advert/post gets, the more click throughs your advert/post gets and the more customers you can potentially gain. The table below shows the cost per 1000 impressions across 6 different social media platforms:

AVERAGE CPM ADVERTISING COST PER PLATFORM	
Facebook	\$7.19 per 1000 impressions
Instagram	\$7.91 per 1000 impressions
YouTube	\$9.68 per 1000 impressions
LinkedIn	\$6.59 per 1000 impressions
Twitter	\$6.46 per 1000 impressions
Pinterest	\$30 per 1000 impressions

All you have to do is carry out a search on Google and you will find the following information on what is a good CTR (Click Through Rate) with Google Ads:

What is a good CTR? ^

The average **CTR** in AdWords is 1.91% for search and 0.35% for display. But average is just that: average. So, as a rule of thumb, a **good AdWords click-through rate** is 4-5%+ on the search network or 0.5-1%+ on the display network.

www.wordstream.com > [click-through-rate](#)

THE IMPORTANT NUMBERS

When considering online marketing for your business, products, or services, the important numbers are as follows:

- A good CTR is between 4% and 5%.
- The average cost per 1000 impressions is between \$6.46 and \$30.
- The average cost for CTR is between \$0.45 and \$3.77.

When looking at the numbers above, it is evident that online marketing is not a cheap strategy but, more importantly, if not done correctly will be more costly without achieving the results as indicated above.

So, how do you improve the effectiveness of your online marketing campaigns? Firstly, you need to increase your CTR and reduce the cost for each click. Considering the statistics in this report are based on averages, this means your marketing needs to be above average which in turn means you need to know exactly what you are doing, how the different advertising platforms work, and how to target your ideal client while beating out your competitors advertisements/posts.

I'm sure you realize this is by no means an easy task so, what now?

WHAT IF?

What if you could achieve click through rates of 56.45% without being concerned with the number of impressions and... doing it at no cost?

Let me also add that you don't need to be an online marketing guru, a technology geek, or social media specialist.

Does this sound like something you would be interested in knowing more about?

Before we get to that, let me show you exactly what is possible with an example from one of my recent posts on LinkedIn which has in recent years become the most popular B2B lead generating platform preferred by more than 80% of online marketers.

The post below was done on my company page in LinkedIn:

Business Coaching Hub
1,045 followers
2w • 🌐

We discovered the Most Powerful and Dynamic Client Attraction Program Ever Created...AND... made it available to all.

Business Growth Training Program • 4 pages
Your Step-By-Step Business Growth Online Training Program Based On Proven & Tested Strategies That Are Easy To Implement

Helping small business owners add the greatest amount of profits to their bottom line in the shortest amount of time, for the least amount of effort, and with the lowest amount of capital expenditure and risk

PRODUCT CATALOGUE

BCH eAcademy

1 / 4

Organic stats ⓘ

Targeted to: All followers

64 Impressions

1 Reaction

54.69% Click-through rate

0 Comments

4 Shares

35 Clicks

62.5% Engagement rate

With only 64 impressions I achieved a CTR of 54.69% and an engagement rate of 62.5%.

The best part of this example and all other posts I do on LinkedIn for my business, products, and services is... *My marketing and advertising budget were and are ZERO!*

What could you do with the money you spend on marketing and advertising to further improve your business if it was not spent on marketing and advertising?

What would your business growth look like if you could attract prospects, leads, and clients at zero cost?

What if all of this could be achieved using a standard LinkedIn account (no premium costs and no sales navigator costs)?

HOW IS THIS ACHIEVED?

When your LinkedIn profile, company page, and showcase pages are set-up and optimized to your prospects, their needs, and their unanswered questions... What you see in the post above is possible... and more.

With a carefully structured content strategy on LinkedIn in combination with a relationship funnel that includes your website... you can attract more prospects, build a relationship with them then, convert them to leads that ultimately delivers an increase in revenue as they convert to customers.

This may all seem complex and time consuming but, once your profile and processes are set up, it only requires 30 minutes to 45 minutes 3 times a week to maintain the constant flow of prospects, leads, and customers.

What next?

There are two ways for you to achieve profile optimization and relationship funnel set up which are:

- Purchase a do-it-yourself training program that shows you step-by-step how to achieve the above-mentioned optimization or...
- Hire the services of a business transformation specialist who understands the digital world and how to leverage it for your business.

The [LinkedIn Optimization Masterclass](#) is a step-by-step course that shows you exactly how to optimise your LinkedIn presence for business success. It consists of a detailed workbook and 3 tutorial videos.

There is a very small percentage of profiles on LinkedIn that have been optimized correctly to take advantage of the power of this platform for lead generation.

This means that when you apply what is taught in the [LinkedIn Optimization Masterclass](#), your profile will feature among the top 10% of successful LinkedIn users.

The strategies taught in the [LinkedIn Optimization Masterclass](#) are what consistently keep my profile featuring in the **Top 2%** in my industry and **Top 4%** in my network. How would this improve your success on LinkedIn?



Carlos Batista

Empowering Businesses To
Dramatically Increase Leads, Clients,
and Revenues by Leveraging the Digital
World.

Top 2%
Industry SSI Rank

Top 4%
Network SSI Rank

What You Get With This Training Program

This comprehensive **step-by-step** do it yourself training program includes a **Training Guides** and High-Quality **Tutorial Training Videos**.

You will discover strategies to easily apply to your LinkedIn profile that ensures you effectively and successfully establish your professional brand, find the right people, engage with your target market, and build relationships.

Your profile and brand will stand out from your competition and you will attract all the prospects, leads, and clients your business needs.

You will never need a marketing budget again to advertise your products and services when applying what you are taught.

If you are ready to take your LinkedIn profile and business to the next level, then click on the banner below to find out more about the [LinkedIn Optimization Masterclass](#).

(Download this document to activate the banner below)

**LEVERAGE LINKEDIN
FOR LEADS
AT NO COST**

Get Instant Access!

BCH
Business
Coaching
Hub

For more valuable **Free Guides** for business owners visit our guides page by [clicking here!](#) No email is required and you can download all the free guides you want.



Carlos Batista

Business Transformation Specialist

BusinessCoachingHub.co.za