



The Ultimate Social Media

TRAFFIC

Framework To Follow

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The ONLY Two Ways To Get Traffic

You probably noticed that you can have any type of funnel, and it can have a 100% conversion rate...

But unless you're able to drive traffic, you won't make any sales. Maybe that's happening to you right now.

Maybe you have a funnel live and ready to use that you spent HUNDREDS of hours of time on, and it doesn't get you any sales because...

You don't have traffic. And no matter what you do, you can't get people to come and buy.

Isn't that nice?

When I began on social media, I knew it was one of the best ways to market my business online because I was a new copywriter who was looking to get new clients (and sell a book) but didn't have any money to buy ads.

It looked like the best way to get started online.

So, I joined Facebook, Twitter, and Instagram and was all excited to do business there.

The truth is, besides growing my business what I truly wanted was the freedom to finally never let money define my life.

There were times I couldn't buy a \$30 gym membership, or even go to a restaurant and get myself lunch, I was so broke.

And I wanted to change that.

I wanted to feel like I finally have my life in my hands.

But to do that, I needed a business that got a lot of customers and generated a ton of revenue...and for that, I had to get a lot of traffic.

And social media was the best way I could get it.

After I joined the platforms, I felt like, "This will be easy-peasy", until after 10 months of frustration, struggle, and sharing 3 posts a day experiencing burnout from all of the content creation...

...I still had less than 1,000 followers, and I couldn't drive any traffic to my sales process whatsoever.

I literally made just 1 sale in that period.

And I wanted to throw in the towel and say "next" so bad. But I couldn't. I had to somehow fix this issue...

So, I went to the fastest-growing people in my industry who nailed the game of social media marketing...

And they all seemed to do the same thing:

- They shared incredible content
- They got in front of other people's audiences (collaborations, guest posts, etc.)
- They bought ads...a TON of them

And when I saw the pattern, I quickly realized there are only 2 ways to get exposure on any social media platform and flood your funnels with more traffic than you can handle:

- **Leveraging other people's audiences** (collabs, being guests on lives, etc.)
- **Leveraging the platform's algorithm** (platform's features, content, etc.)

At that time, my social media marketing sucked at both of these things. My content was bad, I didn't engage with people, and I didn't collaborate with anybody...NOTHING.

So, I locked myself in my office and refused to do anything but get my social media strategy right.

It was a freaking tough week full of coffee drinking and listening to Ray Charles 10 hours a day on gramophone (I wonder if anybody still has these things.)

And after I recreated my entire strategy, I got to work.

At that time, I made my very first breakthrough.

I created a carousel post on Instagram that got 4X the reach and engagement than any of my previous posts and fixed my content on other social media platforms as well.

I also started to look for features of social media platforms, where I could get in front of my dream customers.

Was it easy? Nope, because I had to work my way to the traffic. But the results I got were insane.

In less than 5 months, I went from barely reaching 12,000 people in 10 months to reaching 4,500,000+ people using social media and FLOODING my sales funnels with traffic.

Just in the first month, I got over 20,000 visitors!

Isn't that insane?

If you want to drive a ton of traffic, you have to find where your dream customers are hiding and then get in front of them by any means necessary...

The Ultimate Social Media **TRAFFIC** Framework To Follow

This framework and buying ads are the only way to get traffic using social media and reach new dream customers.

That's why you have to make the most out of every single step of the formula to get the best results. Don't neglect just one thing.

Leveraging The Algorithm

Leveraging the algorithm means getting exposure through the features of the social media platform that you're on like hashtags, recommendations, explore page, search, etc.

Doing this effectively is not an easy thing, but it pays off...

The simplest way to find out how to get exposure through a feature you want is to look at what is already performing the best there and model it just like with sales funnels.

Let me walk you through the exact steps you have to take to leverage the algorithm effectively.

Step #1: Pick A Feature

Pick a feature of the platform that you want to use to get exposure and traffic. In this example, I will use LinkedIn recommendations.

Step #2: Study How The Feature Works

This is not something that will take you long. Find out how the feature works and start thinking about how to effectively leverage it.

Step #3: Look At What's Performing The Best

Now that you know how the feature works, look at what's performing the best there in your industry...

In the case of LinkedIn recommendations, I'd look at what type of content is the most recommended and then I'd try to find what it has in common.

Step #4: Find The Commonalities

Now that you know what performs the best, find out what the content, people, or something else has in common that stands behind the performance.

Step #5: Apply And Test

When you know what makes the "stuff" perform, use it for yourself. Test to make it as great as possible and see the traffic coming in.

Leveraging Other People's Audiences

This is the second best way to get traffic and it consists of getting in front of audiences other people or companies have already accumulated.

There are many ways to do that. Let me share some of them with you...

Engage With Others

One of the simplest ways to get the attention of your dream customers is to engage with them and with the accounts they follow.

For example, write helpful and valuable comments, and after some time they will notice them, start thinking, "**Who the heck is this person?**", and they'll come to your profile, tap the link...and you got traffic.

It takes effort but it works.

Collaborate With Influencers

Another great way to get more traffic is to collaborate with influencers. You can either pay them to promote you, or you can create some content together so that you both get some exposure.

At last, you can also do guest posting or create some other type of guest content that the influencer will share and you will get exposure, not sharing it yourself in return. It is a great way to boost your exposure and get awesome results. I talk more about that in my Instagram Crown booklet.

Get More Shares

Another great way to get more traffic by leveraging other people's audiences is to make more of the people who consume your content share it.

That way, you'll get a lot more exposure and traffic for your sales funnels.

The best way to reach that is to OUTVALUE everybody else with your content. That means if you educate, share the best educational posts in your industry. If you inspire, be the best at that, and if you entertain it's the same story.

The more valuable you are, the more shares your content is going to get.

And there are many other ways to leverage other people's audiences but these are the main ones.

Follow this traffic framework, and max it out in order to flood your funnels with traffic and get awesome results.