

Fast Traffic Rolodex

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Welcome

Welcome to the Fast Traffic Rolodex.

Inside this guide, you'll discover various methods of driving traffic to your offers.

The key to these methods is that they can be used to drive that traffic fast. So you won't have to wait weeks to get results.

Some methods are free and others may require a small outlay. So you can choose which ones meet your current budget and circumstances.

Simply pick the methods you like, implement them and then enjoy all that fast traffic!

Let's get started...

Short Videos

As the name suggest, short videos are just that, videos that are less than 60 seconds in length.

Unlike longer videos made for YouTube, short videos are aimed to gain attention and reach in a very short space of time.

The videos are vertical in size and typically filmed using a smart phone. Each social media platform has it's own app, so you can record your videos from directly within each one.

Short videos are popular because people like to be entertained and educated fast. They are more likely to load up TikTok and watch some videos than they are to load up Google and find long blog posts.

And that's the reason why TikTok exploded onto the scene and why the other major social platforms have incorporated short videos too.

Whatever you're selling or promoting online, you can jump on this huge trend right now and generate tons of free traffic to your sales funnels.

Here are some eye-opening recent statistics:

- 73% of consumers prefer to watch a short-form video to learn about a product or service.

- 59% of short-form videos are watched for 41-80% of their length, while 30% of them have an average watch rate of over 81%.
- Short-form video will see the most growth among different marketing strategies in 2024, with marketers planning to invest more in it than any other formats or tactics. In particular, 21% of marketers plan to tap into short-form video for the first time in 2024.

Short videos are here to stay and you must take advantage of them right now.

Platforms That Use Short Videos

As just mentioned, most of the major social media networks have brought in short videos to their platforms.

Some are more popular than others, but all can be used with little effort, so to get the most exposure for your business, you may as well try and use every one you can.

Here are the main ones you can use:

TikTok – TikTok exploded onto the scene all over the world in 2017 after it acquired Musical.ly which was a popular short video platform.

Whilst some people aren't comfortable with how much data the TikTok app acquires, it's still used by millions of people every single month.

If you want to maximize your exposure and get as much free traffic as you can, then TikTok should be part of your game plan.

Instagram – Instagram has always typically been an image sharing platform, since it was launched back in 2010.

But after seeing the huge growth of TikTok, they incorporated Reels onto their platform in 2020. Instagram Reels are what they call their short videos.

You can record, edit and upload your reels from directly within the Instagram app.

The app has it's own Reels section, where people can view videos from other people.

And reels are also shown on the Instagram Explore page.

Facebook – Being that Facebook owns Instagram, it wasn't long before they too integrated reels onto their platform in 2021.

Like the other apps, you can record and edit your reels from within the Facebook app.

Facebook reels can only be searched currently on the mobile app and not on desktop.

YouTube – The biggest video platform online saw the potential and growth of these short videos and launched their own YouTube Shorts version in 2021.

You can record, edit and upload your shorts from within the app and they are marked as 'Shorts' when uploaded. They just need to be less than 60 seconds in length.

Pinterest – Pinterest is an under-used platform for video content.

It actually introduced videos back in 2016 and users can upload videos of any length. Video pins are an effective way to reach millions of people on another popular social media platform.

Those are the main 5 platforms we recommend, as they are the largest and most well-known platforms in the world.

And you can upload the same videos to each site, without having to create a new one for each platform. We'll cover that further in this guide.

Vimeo – Vimeo is one of the oldest video platforms, dating back to 2004.

It allows you to share short videos and choose the audience of who can and cannot see them.

Whilst it's not as popular as the ones above, it's still another platform you can take easy advantage of.

Creating Your Videos

Not too long ago, creating videos would have been a daunting task.

Nowadays, we all carry around a high quality video recorder in the form of our smart phones. And can shoot videos in seconds, which have the potential to be viewed by millions of people all over the world.

But it's not just smart phones that can be used, you can use your desktop or laptop to create them too. And then upload to your social media account using either your phone or computer.

Here are the different ways to create your videos:

Smart Phone

The easiest way, is to record your videos using your phone.

You can do this by loading up the Camera app and recording your videos that way. Or you can open one of the main social media apps and use their app to record and edit your videos.

Most of the top social media apps have some good editing features

within them and enough for the majority of users.

Here are some tips if you're using your phone:

Clean Your Lens – Something as simple as wiping your camera lens can make a huge difference to the quality of your videos.

Simply use a dry cloth and wipe both front and back cameras on your phone before recording.

Use Good Lighting – A dark recording area will produce a grainy and unappealing video.

If you cannot record outside, then make sure you're using some bright lights to light up what you want to record.

You can purchase ring lights from Amazon, which are very inexpensive but make a big difference.

Use A Phone Holder - If your video is shaky, it makes it hard to watch and will ruin your engagement and watch time.

Place your phone in a holder, so that it's steady and not moving around when recording.

Some ring lights come with a holder built in, so you can solve both problems in one go.

Use Multiple Transitions & Camera Angles – If you study the most popular short videos, you'll see that most will have multiple camera angles and transitions. And that's for a reason, it keeps people engaged.

When recording your videos, use multiple camera positions and angles, then piece your video together and edit at the end.

Remove Dead Space – Most apps have good editing features that allow you to trim your clips.

This is important because you can remove dead space and anything that's not important.

The faster you can transition from one key clip to the next, the better your engagement will be.

Desktop/Laptop

If you don't need to record yourself or need to show live recorded video, then there are several software options you can use your desktop/laptop computer for.

This means you can create your videos without the pressure of being on camera and still produce high quality videos.

Here are some options you might want to consider:

InVideo – InVideo is a great platform that allows you to create professional videos in a variety of different sizes.

You can select from thousands of stock images and videos, add a voice over, music and so many other features.

You can sign up and use it for free but might want to consider the paid option, so you can remove the watermarks.

[Check it out here.](#)

Pictory – Pictory is another similar app that is loaded with tons of features.

You can create videos in various sizes, download them and upload to your choice of social media platforms.

Like InVideo, you can sign up for free to see the features but might need to pay to access watermark-free videos.

[Check it out here.](#)

Lumen5 – Lumen5 has been specifically created for businesses and brands to help grow their exposure online.

They have lots of templates to choose from, millions of licenses images and video clips and an editor that's easy to use.

You can sign up for free to test it out but will require a paid subscription to remove their branding.

[Check it out here.](#)

Canva – Not many people realize just how much you can actually create using Canva, including short videos.

They have templates for all the major social media platforms that you can edit and use for free.

There's a Pro version, which has access to more templates, images and videos but the free version is more than enough to get you started creating those short videos.

[Check it out here.](#)

Creating Compelling Videos

To make sure your videos get high engagement and reach, it's important that they get people to watch them all the way through.

And here are some tips to make sure that happens:

Hook, Content & CTA

There are 3 main stages to your videos, the hook, the content and then the call to action (CTA).

If you get all 3 stages correct, your videos will do extremely well for you.

Hook – The hook is the first few seconds of your videos. It's called the hook because it hooks people into watching more.

It's the most important part of your videos because if people aren't hooked in the first 2-3 seconds then they will click away and not even watch the rest.

Your hook should create some intrigue, excitement, curiosity that almost forces people to want to know what's going to happen next.

Some hook examples:

"I used to be poor but now make more money in a day than I used to in a whole week".

"Here are 5 ways to burn fat in your sleep".

"How I bought this new home without any of my own cash".

"Here's the #1 mistake you're making when trying to find a partner".

"Do this for the next 4 weeks and never worry about money again".

You need to give people a huge reason for wanting to stay.

When you've hooked them in, you can now deliver with your main content.

Content – The content needs to quickly reveal the promise you've made with your hook. So get straight to the point but don't give everything away, leave that for your call to action at the end.

Make use of the various features that are built into the social media apps. Things like text on screen, captions, gigs, transitions, stickers and filters can all make your videos stand out.

Remember, the longer you can get people to watch, the more people the platforms will put your videos in front of.

Types Of Content

Your content can include several different types of videos. Here are

some you might want to consider:

Product Review – You can directly review products, showcase their features, show how they work, explain their benefits and tell people where they can buy them.

Q & A – Create videos where you're directly answering some of the questions from your followers.

Behind The Scenes – Let people see how you film your videos and what goes on in the making of your social media accounts.

Top Lists – Create videos that reveal the “Top 5 Ways to...” or the “Best 10 Things About...”. These are usually quite easy to create and you don't have to go into too much detail for each one.

Testimonials – Share testimonials that people have made about the products and services you are selling.

Plain Text – You can create videos that just have text on screen and use images or video backgrounds. These are one of the easiest types to create.

Fun – Don't be afraid to use humour and comedy in your videos. Not everything has to be serious and people will connect with you more if they see you have a fun side.

Before & After – This is where you can show a before and after of your topic of choice. It could be cooking, make up tips, weight loss or even a mindset shift.

After your content, it's time to get people to take action.

CTA – The call to action is done right at the end of your videos. It's the action you want people to take.

Common CTA's include:

“Follow for more tips”.

"Click the link in my bio to learn more".

"Bookmark this video and save it for later".

"Let me know what you think".

"Share this with someone who needs to see it".

"Do you agree?".

Your CTA's can encourage engagement, along with getting people to take action that gets them closer to what you are selling.

You don't have to use them in every video, but it's also important you do use them often.

Scripting Your Videos – Another really useful tip is to write out a script for your videos.

This helps you to get straight to the point and can also remove any pauses which take up valuable seconds.

To create your script, you can model other popular short videos. Just find creators in your niche and see what their most popular videos are.

Then follow the content structure they have used and put your own personality into your version of them.

You're not copying here, you're simply modelling what has worked and using the same structure.

Music And Sound Effects – Another part of a compelling video is to have suitable music or sound effects.

Most of the popular social media apps have music built in. You can search and add them to each video.

You can also find trending music clips on each platform too and use those in your videos.

That's a great way to get more views on your videos by simply using what is already popular and trending.

Using Templates – Some apps have built in templates you can use.

Once chosen, you simply replace the various sections with your own photos and video clips.

These templates have been proven to be popular, so using them is an easy way to make sure you're using a proven video theme.

You can also buy templates from various websites online and create your videos using your desktop/laptop.

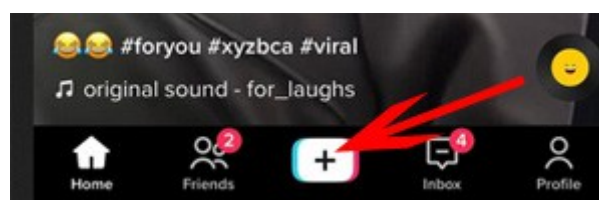
Uploading Your Videos

Uploading your videos, once created, is very easy. You simply open up the social media app you want to use and upload directly from your phone.

Each platform uses the same stages of uploading and editing videos.

Here's how to do it on TikTok:

Open up the TikTok app and click on the “+” symbol at the bottom:



Next step is to click on the “Upload” button and choose the video

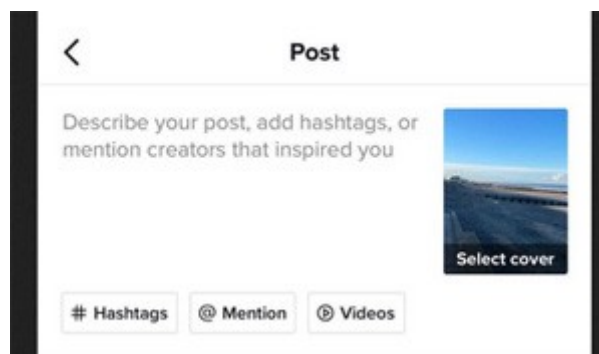
you want to upload:



Once you've chosen your video, you'll come to this screen where you can use the various editing options:



Once done, click on “Next” and it takes you to this final screen:



Add a description of your video and any hashtags you want to use.

Once done, click on “Post” and your video will go live on the platform.

Hashtags – Each platform allows you to add what are called “hashtags” in the descriptions.

These allow people to find your videos when they do searches for certain hashtags.

Let's say your video is about making money online. You may want to add hashtags such as #sidehustle #sidehustles #sidehustleideas to them.

Then when people search those hashtags, your videos have a chance of being shown for them.

Think of hashtags like keywords. Use ones that explain what your videos are about.

If you need ideas, try [this website](#) to get some suggestions.

Gaining More Exposure

Once you put your videos live, the social media platforms will distribute them as they see fit.

But there are some other things you can do to help gain more exposure to your brand and accounts.

Here are some things you can do:

Share Your Videos Online – Most apps allow you to share your videos by giving you a link. You can use this to share on your website or other places online you have control over.

Pay For Shoutouts – You can pay other influencers to either mention your existing videos or to publish one of your videos on their accounts. Websites such as [ShoutCart](#) are ideal for this.

Collaborate With Other Creators – If you don't want to pay, then you might be able to work out a deal with other creators. This might be each sharing videos from each other. Or maybe just mentioning each others accounts to their followers.

Use Other People's Videos – Several of the main social media apps allow you to duet other people's videos. This is where the video will play on one half of the screen and you record your reactions on the other half. This is a great way to use a popular video, without having to create it yourself.

Re-purpose Your Videos – There are no penalizations for adding the same videos to all of the top social media platforms. This means you can create one video and add that same video to TikTok, Instagram, Facebook, YouTube and Pinterest.

Here's an easy way to do just that:

#1 – Add your video to TikTok

#2 – Get the share code link to that video.

#3 – Use the [SnapTik](#) app to download the video without a watermark.

#4 – Upload that video to all of the other platforms.

By doing this, you're creating the video once but gaining the exposure and reach on all of those major platforms.

Getting Traffic To Your Links

Naturally, the whole reason for you using short videos is to drive traffic to your links and offers.

Here's the easiest way to do that:

Link in Bio – One of the easiest ways is to place a link in the bio of each platform.

That way, when people are checking it out, they will see the link and click through to wherever you want to send them.

You can also tell people as a CTA at the end of your video about your link and what they can expect when they click it.

Email Marketing

In this section, we're going to look at how to get fast traffic by using email lists.



Have An Existing Email List?

If you do, then you have instant access to get some fast traffic.

Simply create an informative, entertaining or educational email and send out a broadcast to your list. Link to whatever offer you choose and you'll get the traffic moving almost instantly.

Don't Have An Email List?

No problem, let's look at how to leverage other people's lists.

We do that by purchasing a solo email ad.

What this means is that we pay someone who already has an email list to send out our own email.

Luckily, there are thousands of email list owners who will gladly do this.

One of the best places to start is [Udimi](https://udimi.com).



Udimi has thousands of active sellers, just waiting to send your email.

You can sign up for free and browse through those sellers. Be sure to look at reviews from people that have used their services.

When you have chosen your seller, simply pay Udimi and send them your email using the built in interface.

You can choose which date they will send it and track various stats.

Once complete, you can check on the results and then choose to use that seller again, or to pick a new one.

Prices will vary but you can typically get 100 clicks for approx \$60.

Often, sellers can send out on the same day. So the traffic will come in almost instantly.

Social Media Shoutouts

This is similar to email marketing but in this case we pay people with social media followings to mention us.

This might be a post on Instagram, a tag in a TikTok video or maybe even a link in a YouTube video.

A great place to start is [ShoutCart](#).



ShoutCart has influencers on all the major social network platforms that will accept payment to mention your offer.

You can browse through various niches and choose an influencer that has your perfect audience.

And there are plenty of niches to choose from:

- Humor & Memes
- Fashion & Style
- Fitness
- Quotes & Texts
- Luxury & Motivation
- Cars
- Motorcycles

Nature
Food & Nutrition
Animals
Models
Ambassadors & Influencers
Music & Singers
Art
Technology
Gaming
Entrepreneurship
Architecture & Interior
Fan Accounts
Celebrity
Makeup
Hair
Nails
Sports
Love & Romance
Travel
Dogs
Cats
Crypto & NFT

The interface is very easy to use and everything is taken care of within the platform. So you don't have to worry about being scammed, as you won't be paying influencers directly.

Just choose your influencer, agree the price and date, agree on what they will do and you're all set.

Social media shoutouts can be done fast to get traffic to your brand, offer or product.

Social Media Paid Ads

Unlike shoutouts, paid ads can be run 24/7 from the top platforms.

You can use:

[Facebook Ads](#)

[Instagram Ads](#)

[Pinterest Ads](#)

[Google Ads](#)

[TikTok Ads](#)

Obviously, each platform has it's own requirements but each can be used to start getting fast traffic.

The important thing with this kind of traffic is to closely monitor your ad spend. You need to make sure you're making a good return on your investment.

So track ads very carefully. Increase the spend on the winning ads and close the ads that aren't working.

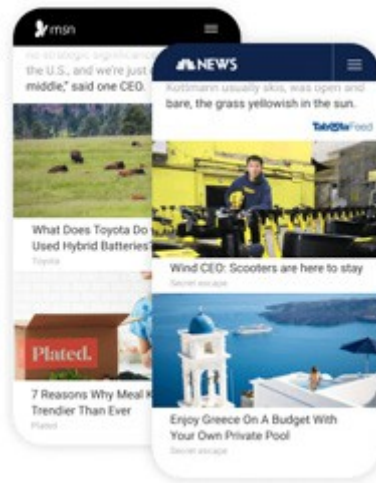
You can start with a low budget and go from there.

You might want to consider hiring an ad expert if you're going to use these kinds of ads. Mainly because there are a lot of things that go into running a successful campaign. And if you're not experienced, you could potentially lose money quite easily.

Native Ads

Native ads allow you to put your own ads in front of millions of people on various websites.

The ads blend in to website content and don't look like traditional banner ads at all. This means they are more likely to be clicked on and not ignored by website visitors.



A great place to start is with [Taboola](#).



Taboola is one of the largest native ads platforms. It allows you to set up a campaign and place your ad in front of targeted audiences very fast.

You can track your results, set budgets, choose audiences and scale up, all within the easy to use interface.

Some other platforms you might find useful are [Outbrain](#), [Paved](#) and [Yahoo Gemini](#).

Summary

As you have seen, this guide has shown you several ways of driving fast traffic to your links and offers.

You simply just need to implement them to see results.

Choose the method you like the look of, start with that one and you can move onto others after that.

Whether it's videos or paid methods, you will get that traffic flowing fast.

Go get that traffic!

Thanks for reading!

Resources

Here are the resources mentioned inside:

Social Media Networks

[TikTok](#)

[Instagram](#)

[Facebook](#)

[YouTube](#)

[Pinterest](#)

[Vimeo](#)

Video Creation Tools

[InVideo](#)

[Pictory](#)

[Lumen5](#)

[Canva](#)

Paid Sponsorships/Networking

[ShoutCart](#)

Hashtag Research

[All Hashtag](#)

Email Marketing

[Udimi](#)

Social Media Paid Ads

[Facebook Ads](#)

[Instagram Ads](#)

[Pinterest Ads](#)

[Google Ads](#)

[TikTok Ads](#)

Native Ads

[Taboola](#)

[Outbrain](#)

[Paved](#)

[Yahoo Gemini.](#)

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