YOUR PRACTICAL TRAFFIC TOOLKIT

One useful idea, seven distribution assets

Source article or resource: ____

Audience: ____ Core lesson: ____ Desired next action: ____

1. LinkedIn / Facebook teaching post: open with the actual problem, teach three useful steps, add one real example, and offer the resource where links are appropriate.
2. Short video: show the before-state, demonstrate one action, explain the result without exaggeration, then give the next step. Draft a 30-60 second script and captions.
3. Carousel: problem -> common mistake -> three-step method -> worked example -> takeaway -> resource. Keep each frame readable on a phone.
4. Newsletter: one useful insight, one story or example you can substantiate, and one link.
5. Community answer: answer the person's question directly. Follow community rules. Mention your resource only when welcome and disclose your connection.
6. Partner contribution: adapt the lesson to that partner's audience. Offer a short guest tip, demonstration, or co-created resource.
7. Follow-up post: answer a real question from the first round. Link to the updated resource when useful.

A two-week distribution calendar

Day 1: publish the source resource and test the CTA.

Day 2: share the teaching post where your audience already follows you.

Day 3: contribute one relevant community answer.

Day 4: publish the short demonstration.

Day 5: send to opted-in subscribers, if you have them.

Day 7: review actual questions and improve the resource.

Day 8: share the carousel with a different useful angle.

Day 10: send a personalized partner pitch where appropriate.

Day 12: publish a follow-up based on real feedback.

Day 14: review visits, useful conversations and qualified actions.

For each asset record: planned date | channel | opening idea | destination URL | campaign tag | owner | status | actual result | learning. Use the same campaign name across the assets, with a distinct source and content label. Do not put email addresses or other personal information in tracking URLs. Use tagged links for external campaigns, not navigation between your own pages.

Create editable copy, images and tracked links:

https://websitetraffic.live/campaign-studio.html

Find places to research your audience:

https://websitetraffic.live/growth-loop.html#audience-map