# 1 Page Traffic Plan (for small business)

This 1 page traffic plan summarises our website traffic videos. Use it for discussion in-house and with your provider.

## Your job

### Traditional methods

- Offline Advertising
- PR / News
- Offline networking
- Trade shows
- Letter drops

### Content marketing (production)

- Newsletter
- Blog
- Videos
- Newsworthy content (local, press releases)
- Industry publications / guest blogging
- Podcasts

### Social media

- Facebook
- Forums
- Twitter
- Other blogs

### Your network

- Network of sites
- Business network (colleagues / suppliers ec)
- Joint venture partners

## 3rd party support

### SEO Program

- Local directories (SEO)
- Natural search engine listings (SEO)
- Content marketing (promotion)

### Online advertising

- Adwords setup and management
- Facebook setup and management
- Other online advertising

- Reporting and tracking
- Website / blog creation and support