



DROPSHIP
L I F E S T Y L E

**THE
ULTIMATE
TRAFFIC CASE STUDY**

**How We Made \$3,400 in Sales
During Our First 22 Days**

Get Traffic- Fast and Cheap

That's right folks, we know there is big money to be made in drop shipping.

Drop shipping is one of the easiest, low maintenance, eCommerce businesses you can get into. You just need to know how to get people to your site... **And this is where most people fail.**

But you don't have to be one of those people.

We've put together a little experiment, to find out the best way to cheaply and simply get traffic driven to your website.

Keep reading to find out how we made our first sale only 11 days after opening our store, and kept our store converting from then on.

If You Build It, They Will Come... Right?

Many believe the mantra "If you build it, they will come." Sadly, this couldn't be further from the truth.

I've heard from so many people, who have picked AMAZING niches, ones in which I was actually quite jealous I didn't think of them myself, but they couldn't make it work.

That's because they thought their products were so incredible that they didn't need to put in the work to drive traffic to their site. I see so many people fail this way, and I don't you to be one of them!

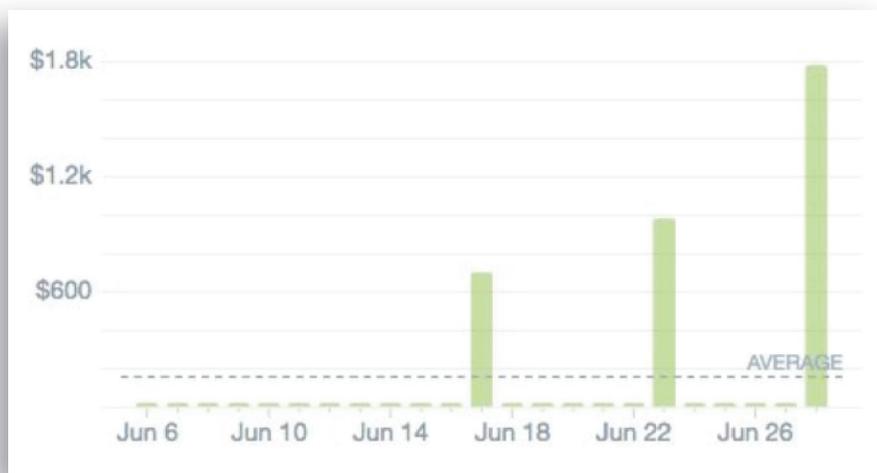
REMEMBER THIS: No matter how cool your niche is, you still need to attract customers to your site.

People Need to Find You to Buy From You!

The internet is so abundant, full of so much information and products for sale, that it can be confusing and overwhelming for many customers to sort through all that noise and find a good site to buy from.

This is your job. This is your priority as an eCommerce business owner, to help the people, who are already searching for your product, to find and buy from you.

How do you do this, you ask? It really isn't as daunting as it sounds!



We used 1 traffic source... that's right, we **only used 1 channel** to make over 20,000 impressions, 547 clicks, and \$3,400 in sales in a quick 22 days.

(Note: We have three different Campaigns that run on different days, so we are spending 10/day total. Titles are blurred to keep the niche private.)

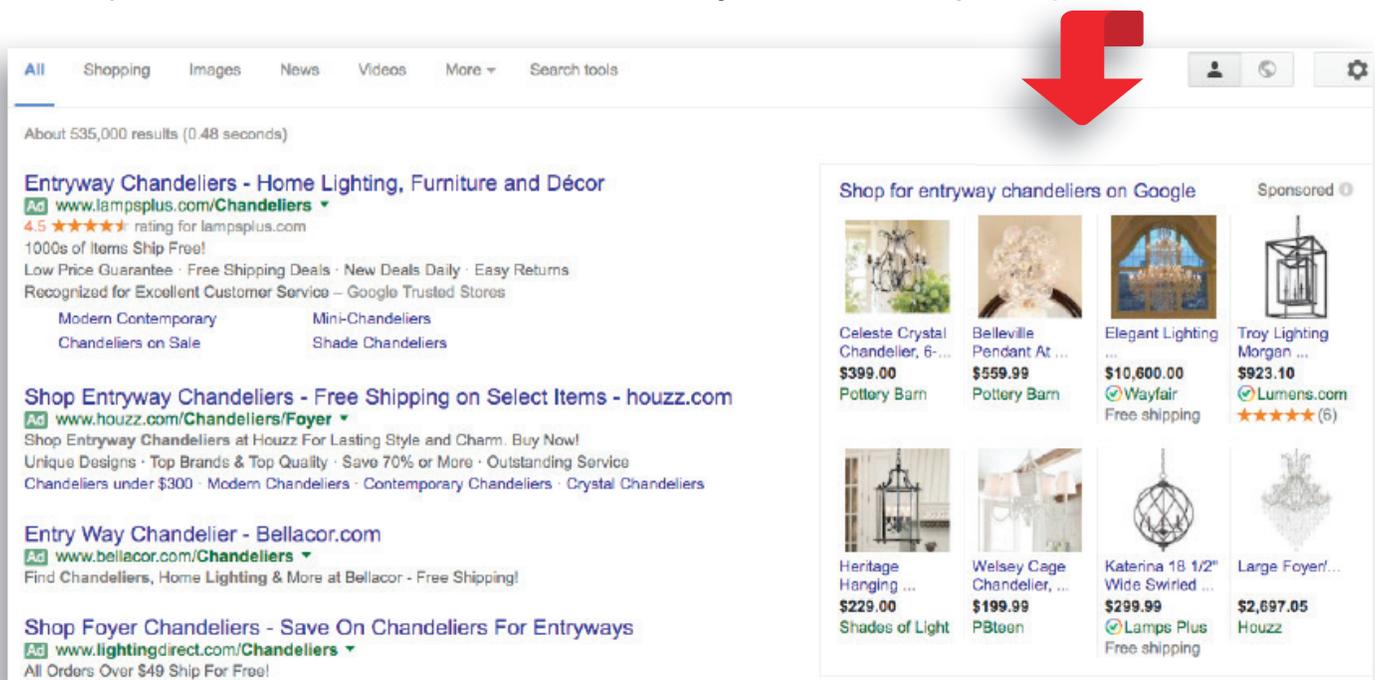
Campaigns											
All but removed campaigns											
Segment											
Filter											
Columns											
Find campaigns											
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+ CAMPAIGN											
Edit											
Details											
Bid strategy											
Automate											
Labels											
	Campaign	Budget	Status	Campaign type	Campaign subtype	Clicks	Impr.	CTR	Avg. CPC	Cost	
<input type="checkbox"/>	Low Priority - [blurred]	\$10.00/day	Eligible	Shopping	Product Listing Ads	339	12,055	2.81%	\$0.17	\$58.41	
<input type="checkbox"/>	Low Priority - [blurred]	\$10.00/day	Eligible	Shopping	Product Listing Ads	142	5,613	2.53%	\$0.18	\$25.61	
<input type="checkbox"/>	Low Priority - [blurred]	\$10.00/day	Eligible	Shopping	Product Listing Ads	56	2,586	2.17%	\$0.18	\$10.23	
	Total - all but removed campaigns					537	20,254	2.65%	\$0.18	\$94.25	
	Total - Search					0	0	0.00%	\$0.00	\$0.00	
	Total - Display Network					0	0	0.00%	\$0.00	\$0.00	
	Total - Shopping					537	20,254	2.65%	\$0.18	\$94.25	
	Total - all campaigns	\$30.00/day				537	20,254	2.65%	\$0.18	\$94.25	

Google Shopping

If you haven't heard of Google Shopping before, I'll break it down real quick for you.

With Google Shopping you can list all of your products on Google. Therefore, when someone searches a certain product, say "entryway chandeliers", Google pulls up its Google Shopping data on the right side for "entryway chandeliers" on the front page of your search.

This is huge! This means that in your first few days of business, you can be on the **FRONT PAGE OF GOOGLE** by using a Google Shopping Campaign. This is exactly how we made all of our sales within just DAYS of opening our store.



With a Google Shopping Campaign, you can pay next to nothing for clicks. We set our MAX CPC (maximum budget for cost per click) to .20¢ .30¢. In total we spent \$94.25 for this period of time.

That means we spent \$94.25 to gain \$3,456.97. I don't know about you, but I'd take that deal every time!

So now that you know our secret, you are probably wondering how to get started with your own Google Shopping Campaign...

RetailTower App on Shopify

If you have Shopify, you can get the app **RetailTower**. RetailTower is super simple to use, and you can upload your products to other platforms as well, all for free!

RetailTower also makes it super simple to update your product feed when you make changes to inventory within Shopify.

Check it out [here!](#)

Time to Start Converting Like Crazy!

So, if you're one of the ones that has heard all these horror stories of brilliant individuals getting awesome ideas to sell this or that amazing product, and then somehow failing to sell a single item; now you know why this happens, and how you can EASILY prevent it.

The great thing about this little lesson on traffic is not everyone knows that you can spend a little on PPC and still make a lot of sales. But now YOU know the basics to get started!

If you're looking to learn more about optimizing Google PLAs, we have an unique course from one of our most successful students: Michael Erickson!

This \$27 course will give you the one up on your competitors and have you killing the game by getting your business out there and converting like crazy! It's easy to sign up for lifetime access to Michael Erickson's Google PLA

For those really wanting to see high traffic numbers and convert their sales like crazy, we offer an AdWords PPC course with over 4 hours of modules created by the paid traffic expert management team, Search Scientists, so you can also be an expert in driving traffic to your store!

Let's see if you can beat \$3,400 in sales in 22 days!
