

Demand Jacking Strategy

Seed awareness through existing channels

Zone name:	Designed by:	Date:

<div><h3>Update Existing Pages</h3><p>Add your term to top-performing pages that already have traffic.</p><ul style="list-style-type: none">• Which pages get 1,000+ visits/month?• Which are contextually related to your term?• Add 1-2 paragraphs introducing your term• Keep existing content intact<p>List your top pages:</p></div> <div></div>	<div><h3>Gateway Pages</h3><p>Create new pages targeting easy keywords that introduce your term.</p><ul style="list-style-type: none">• Target KD < 10 keywords• Answer the query fully• Naturally introduce your term<p>Keywords to target:</p></div> <div></div>	<div><h3>Digital PR</h3><p>Get journalists and publications to use your term.</p><ul style="list-style-type: none">• HARO/Qwoted topics to target• Guest post opportunities• Podcast interviews• Data/research to pitch<p>PR angles:</p></div> <div></div>
	<div><h3>Problem Hijacking</h3><p>Find people discussing the problem, introduce your term with value.</p><ul style="list-style-type: none">• Subreddits (r/...)• Quora topics• LinkedIn hashtags• Slack communities<p>Communities:</p></div> <div></div>	<div><h3>Influencer & Paid</h3><p>Get industry voices to use your term. Buy cheap traffic to educational content.</p><ul style="list-style-type: none">• 5-10 relevant influencers• Long-tail keywords with CPC < \$1• Send to educational content, not sales<p>People & keywords:</p></div> <div></div>