Social Web Traffic Strategy (The "Trend Jacker")

Overview

A system to siphon traffic from trending news stories to your evergreen offers.

The Strategy

Step 1: Identify the Trend

- Use Google Trends, Twitter "Explore", or TikTok Creative Center.
- Look for "Rising" queries (+500% or Breakout).

Step 2: The "Spin"

- Don't just report the news. Connect it to your niche.
- *Example:* AI releases a new feature -> "How this new AI feature changes Email Marketing forever."

Step 3: Distribution

- **Twitter/X:** Thread (Hook + 3 points + Link to your offer).
- **LinkedIn:** Professional take/Opinion piece.
- **Email:** "Did you see this?" subject line.

Step 4: The Bridge

- Always link the trend back to a core problem your product solves.
- "This new update makes it harder to X, which is why our system Y is essential."