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The Traffic Trilogy: Access To Millions of Ultra-Targeted Visitors For Pennies On The Dollar

Fred Lam

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The Traffic Trilogy by Fred Lam explains online advertising in a whole new light. Through the use of the greek column analogy, he explains how multiple traffic sources are mandatory to sustain a profitable business for the long-term. He further discusses three specific traffic sources such as Google and Facebook that businesses should focus on and the exact media buying strategies that he used to build his multi-billion dollar business empire.

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