

**Thought Leaders**  
BUSINESS LAB

**EPISODE 296**

# Attract Sales Without Spending a Cent on Paid Ads or Fancy Funnels

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Do you want to grow your business using organic traffic?

Attract sales without paying a single cent on ads or fancy funnels?

Well, you're in the right place.

We're often told that organic marketing means posting a tonne of content. After years of using this method, getting burnt out and going nowhere, Darius created an organic client attraction machine that helped him not just attract and increase his sales, but position himself as an expert in his niche.

## **Darius' Journey: Why He Prefers Organic Marketing Over Paid Ads**

Darius was once known as the Instagram wizard by his clients but nowadays he's called the organic wizard. That's because he gets all his clients and their clients organically. He even took an oath not to spend anything on ads and fancy funnels.

But why would someone deliberately avoid paid ads and just focus on organic marketing when we know the impact of paid ads? Darius shares his background and where it all began.

At nineteen, he was broke. The only thing he had was perseverance. Without the needed cash to pay for ads and clickfunnels, he thought of a way to increase his sales and attract more customers using free organic traffic.

Ads, ads, ads...

This was all everyone was teaching online. Social media and marketing gurus all talked about paid ads and marketing funnels. And for someone who was straight out of college, with no money to spare, Darius couldn't afford paying for ads to find clients.

So he tried focusing on getting leads organically. Unfortunately, no one was teaching about organic leads. Most gurus on the internet and a lot of videos only talked about posting content online.

So, he did what he learned. He used content marketing as his strategy to gain clients and leads. He posted three pieces of content a day for three years on Instagram. If you do the math, that's ninety posts a month that reaches a handful of followers.

## **Content Strategy for Different Social Media Platforms**

Darius continued to create content and tried different types of posts on different social media platforms. Trying to learn as much as he could along the way. He found out that content marketing was different for Instagram, Twitter, Facebook, and each social media platform.

According to Darius, "Every platform has its own intention. Every platform has its own audience. Never think that you can repurpose your content using copy & paste.. The closest platforms where you can do something like copy and paste are Instagram and Facebook."

What you post on Facebook and Instagram may not be as appropriate or effective when posted on LinkedIn. This is why it's so important to understand the social media platform and adjust your content to fit each one. Merely copying and pasting the same content for all platforms won't work.



## Build a Community

After a lot of testing and failing, he started thinking how to create content that really gets the traffic and converts them to sales. That's when he realized it's not just about the content, but it's about building a community.

Building a community is how you could build an email list from scratch without spending on ads. Additionally, you can build a six-figure business using organic content but it's not just any content. Your content should be reverse engineered to how you lead your audience into a community.

## The Misconception About Content

If you're thinking about spending most of your time creating content, think again.

Darius believes this is a misconception because he and his team only spend ten minutes a day creating content. That's because they've built a system that has allowed them to create content on-the-go.

When you put out content on social media, after a few hours, days, weeks, or months, this content doesn't gain any traffic anymore. People won't see the content unless they deliberately scroll through your older posts. The only content that is evergreen that can still continue to gain traffic after years is on YouTube.

YouTube is kind of like Google where it works as a search engine. Posting on YouTube can bring in traffic even years after it is posted, unlike the other social media platforms. So the question is, do you really want to spend most of your time posting on social media?

Sure, you want to have high quality content and want to be visible on other platforms aside from YouTube. But make sure to put in the most effort where the return on investment is high.

Remember, the main objective of creating content is to nurture your audience. Not all pieces of content you put out will convert into sales. It is through content marketing that you get to nurture your audience and be seen as the expert in your field. So content marketing is a long-term game.

## The Different Social Media Platforms

There are so many social media platforms available and new ones coming out every so often. With so many options out there, how do we know which ones to invest in?

Youtube is definitely a front-runner for having evergreen content that can drive traffic. The next ones in line are Pinterest and TikTok.

The algorithm is different for all platforms and it is constantly changing. It changes on a monthly basis and it can get overwhelming trying to keep up. For TikTok, the algorithm is difficult to put a pin on because it is constantly changing. A post may go viral one day and immediately drop the next. Darius shares his two cents on this.



For TikTok, the algorithm looks at two things:



**The watch-time:**

— Whether people are watching the video and how long they watch each video



**The engagement:**

— Whether people are commenting, liking, and sharing the videos

Being visible on TikTok is important because it is one of the rising social media platforms today. Although it isn't the best place to get leads or potential clients, what TikTok does is gain traffic. What TikTok is used for is to channel and generate traffic over to YouTube. But again, you need to first know where your ideal clients hang out before investing a ton of energy into that platform.

## Having an Authority Brand

What is “Authority Brand?”

The word authority itself doesn't have a great ring to it especially with the younger generations. Being at the top of their industry may not be the goal of a lot of millennials, or younger generations. What really drives them is the impact they have for their clients.

As the years go by, we have less and less people focusing on having authority and more people focusing on having a greater impact.

## What can we promote on social media to receive authority?

Gone are the days when we looked up to people standing in front of their mansion or Ferrari or sipping cocktails by an infinity pool. What we look for nowadays in people we look up to are those who deliver value on their online presence.

Authority entails these three key elements:



**Building relatability**



**Creating value**



**Building trust**

These three key items are what you should focus on.



## Building Relatability

Like attracts like. The reason why people work with you is because they are like you - not because they like you.

Remember, always trying to be liked on social media shouldn't be the main focus. The number of likes or followers shouldn't be the end goal when marketing on social media.

A lot of customers buy products or services from businesses without liking their content online. They buy from these businesses because they are similar to them. They are like them, but they do not have to like them.

People can be AOTP on social media - all over the place. They show one thing on social media and show another thing. This is why it is so important to know your business' core values and create content around that. This way, you get to build your brand and build relatability with your audience.

## Mastering Your Core Values

Knowing your core values is essential to grow your brand and your business. Once you understand your core values, you get to strengthen your commitment, mastery, and love.

A lot of things we do on a daily basis have to be aligned with our core values. In fact, we are unconsciously doing things that align to our core values. The reason why we make buying decisions is because they are related to our values.

## Being Consistent with Your Content

When you repeat your actions on social media, don't count it as boring. Because repeating your content is a good thing.

It takes time for your audience to absorb your message and it takes repeated content for your message to really be seen by your audience. When you post something on social media once, don't expect your audience to immediately buy from you or remember your name. It takes constant and consistent posting for your message to truly stick.

Additionally, when people see you posting consistently, you get to position yourself as the expert in your field. You also get to learn more about your field and hone your craft when you create content consistently.

When you create posts that are aligned with your values, the right people will notice.

## How to DM Without Looking Spammy

The problem isn't DM's. The problem is how it's done. So, how do you send a direct message to potential clients without looking spammy?



Darius suggests that having a shorter DM is better. The more information you send in the DM, the more people will ignore your DM. Additionally, it is important to first create that relationship and give value before selling to potential clients.

Darius' top tip for sending DM's is to connect with people genuinely. Connect with the person by understanding what the person is doing. Don't send the same template to everyone. This is the first base of connection.

## Building Assets

Building assets means building something that can give value to your potential clients. This can come in the form of training, books, or guides. They are gifts that you give your paying clients.

However, a lot of people have the mindset of getting clients and leads when creating lead magnets. So the intentions aren't pure. When creating an asset, make sure it is because you want to share value to your audience or your current clients.

Instead of creating "lead magnets," create "assets" for your clients to have. Think of these assets as free gifts to your audience. By doing so, your audience will cherish you more.

## Not Every Client is a Fit For You

We've all been in months where we didn't profit as much. We've all experienced taking on clients who don't align with us because we needed to make ends meet. But remember, taking on clients who don't align with us may mean headaches down the line.

Not every prospect is your ideal client and that's okay. We got into business to have the freedom to work with clients who make us feel fulfilled.

## In Conclusion

Creating content for your business should be tailor fitted to each specific platform while also aligned with your authenticity. This is how you can create an organic client-attraction machine to attract more sales using social media and have an organic business growth.

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