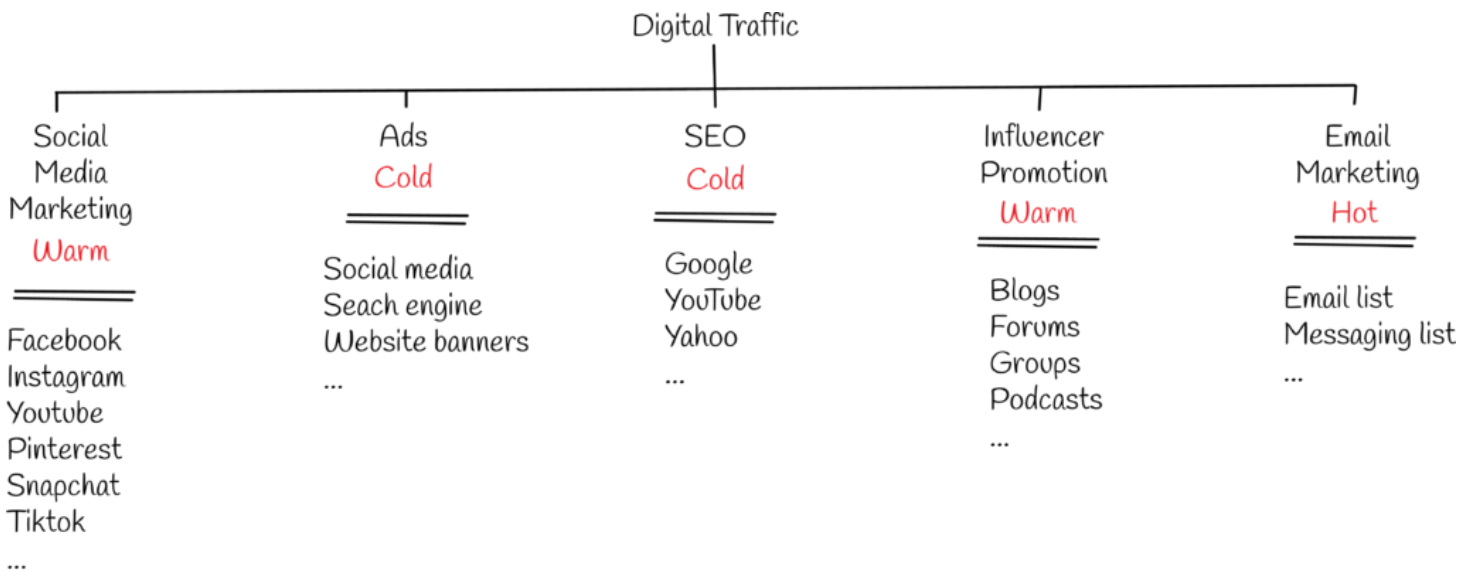# Ecommerce Traffic

Now we get to the part which is one of the hardest part in digital marketing. During this section we will talk different ways to locate and drive traffic toward landing pages and funnels you want.

But before we need to talk about the 5 type of traffic sources and learn more about each. Then we will go deeper in each type to learn and practice how we can drive the traffic.

The **5** type of traffic

Generally in digital marketing there are 5 type of traffic source that we are going to use to create our eCommerce system. As you can see in the image below, we have put each platform into their own category and as we go forward we will focus on each part.

Digital Traffic

Social Media Marketing	Ads	SEO	Influencer Promotion	Email Marketing
Warm	Cold	Cold	Warm	Hot
Facebook	Social media	Google	Blogs	Email list
Instagram	Seach engine	YouTube	Forums	Messaging list
Youtube	Website banners	Yahoo	Groups	...
Pinterest	...	...	Podcasts	
Snapchat			...	
Tiktok				
...				

Cold, Warm, Hot

As you can see inside the image above, I have marked each traffic source with a tag of cold, warm and hot. This is the type of traffic that those sources will provide. But first let's learn what each of these means:

Cold: Is the user who don't know what is your product and who are you.

Warm: Is the user who don't know you but is interested in the product / know you but don't know the product

Hot: Is the user who both knows you and is interested in the product.

Now that you know the meaning of each, let's go back and look at the traffic sources above.

For example, on social media marketing, people who are your followers on Instagram, they know you but they may not know about your product.

Or on ads people both don't know you or your product. But on email marketing, people both know who you are, because they have subscribed on your list themselves, and also they are interested in the product as well.

The reason we call them hot is because they are ready to get converted into customers. Now the goal here is to convert cold users to warm, and warm to hot and hot to customers.

During the next section we will start learning more about our first traffic source which is Social media marketing. Then we will go deep into each platform and learn the main strategies and tactics to gather the traffic and drive them.