

Just Don't Stop!

When you're working on a budget the best marketing tactic is to just not stop.



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Short introduction

Tyrone Fisher

- Studied English and philosophy at Stellenbosch
- Obtained an English honours degree also at Stellenbosch
- Was a full-time Radio presenter in 2017
- Started working in Digital Marketing in 2018 as an SEO specialist
- Started Over Saturated in 2019
- Co-host on a podcast called Not Really Radio
- Currently working as a Digital Marketer while running my side hustles

Starting Over Saturated

- I first formulated the full idea for Over Saturated end of 2017 beginning of 2018
- Piggy backed off a project I started in 2015 called Sport Saturated - Failed
- Started with a project called Saturated Sundays - Failed
- I committed to starting the Over Saturated platform in January of 2019
- I had R0 budget at the beginning
- I now spend R100 a month on the platform

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What all my failed projects have in common

I stopped.



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A minimum 3 month rule

- A bit of context into SEO. Search Engine Optimisation is all about getting a website to rank on google.
- SEO takes time though. We often to tell clients that SEO takes a long-time, as a general rule we say that they won't see any difference in ranking before 3 months after work has been done.
- This is relevant because it is something that takes time, and you cannot get discouraged if you don't get immediate results.
- In truth in SEO you will only know if what you have done has really worked in 6-12 months.

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How growth online works

- Google Analytics
 - I use Google Analytics to track all traffic to my platform, and how that traffic behaves.
- Google Search Console
 - This is a key tool for SEO, however for the purposes here. It is a tool I use to see how my platform is performing on Google specifically.
- Growth over time and the effects of virality
- We are going to look at the best performing blogs on the Over Saturated platform
 - My Experience Of Initiation
 - 5 Ways to Make Money Online as a South African

The logo for 'Over Saturated' is a 3D rectangular block with the words 'OVER' and 'SATURATED' stacked vertically on its top and front faces. The text is white and slanted to match the perspective of the block. The block is positioned on a dark green background that runs vertically down the right side of the slide.

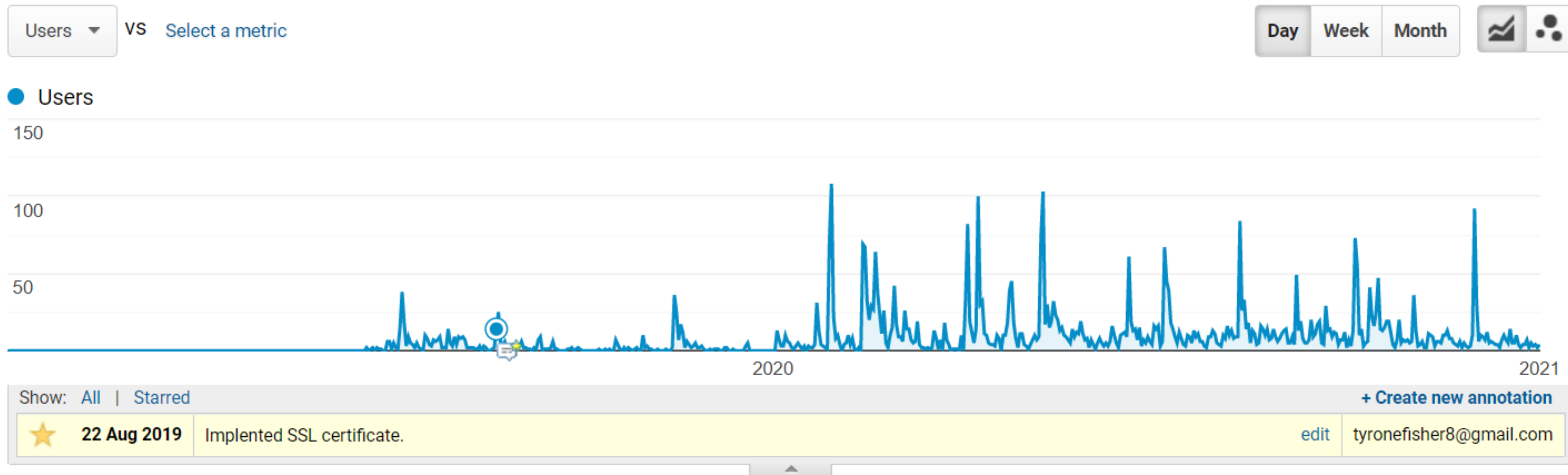
Growth over time and the effects of virality

- Growth online is something that takes time overall.
- An interesting aspect of this growth is the long term impact of virality or when something you create gets a big audience
 - What happens is a massive spike, which then slows down and you can feel like your traffic is gone back to where you were.
 - What has actually happened is that you now have a new normal when it comes to traffic.

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Over Saturated's overall growth trajectory



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When I published the post - January 28

My Experience of Initiation and How it Could Easily Result in the Parktown Tragedy

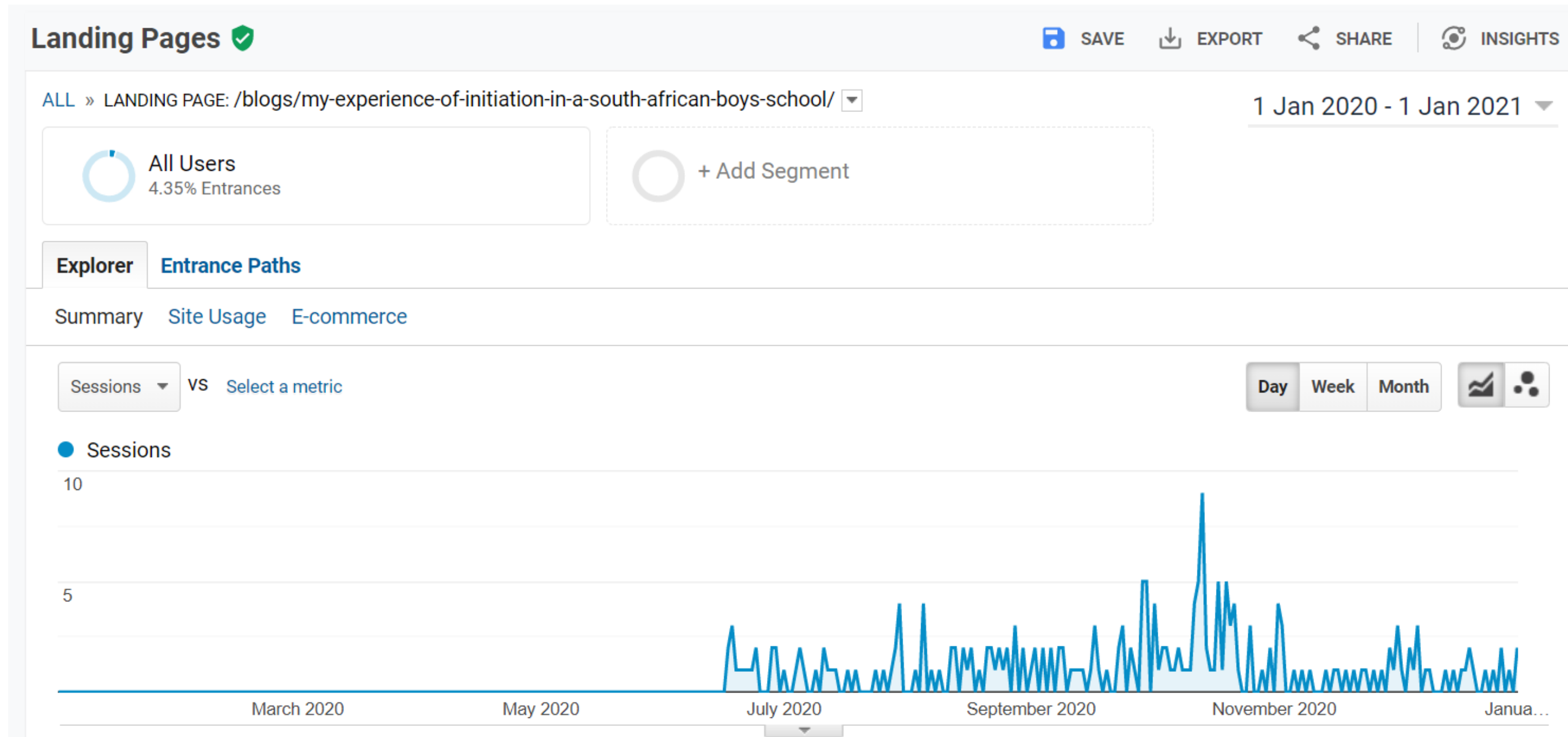
JANUARY 28, 2020 - TYRONE FISHER - Comments Off - #MASCULINITY, #SOUTH AFRICA



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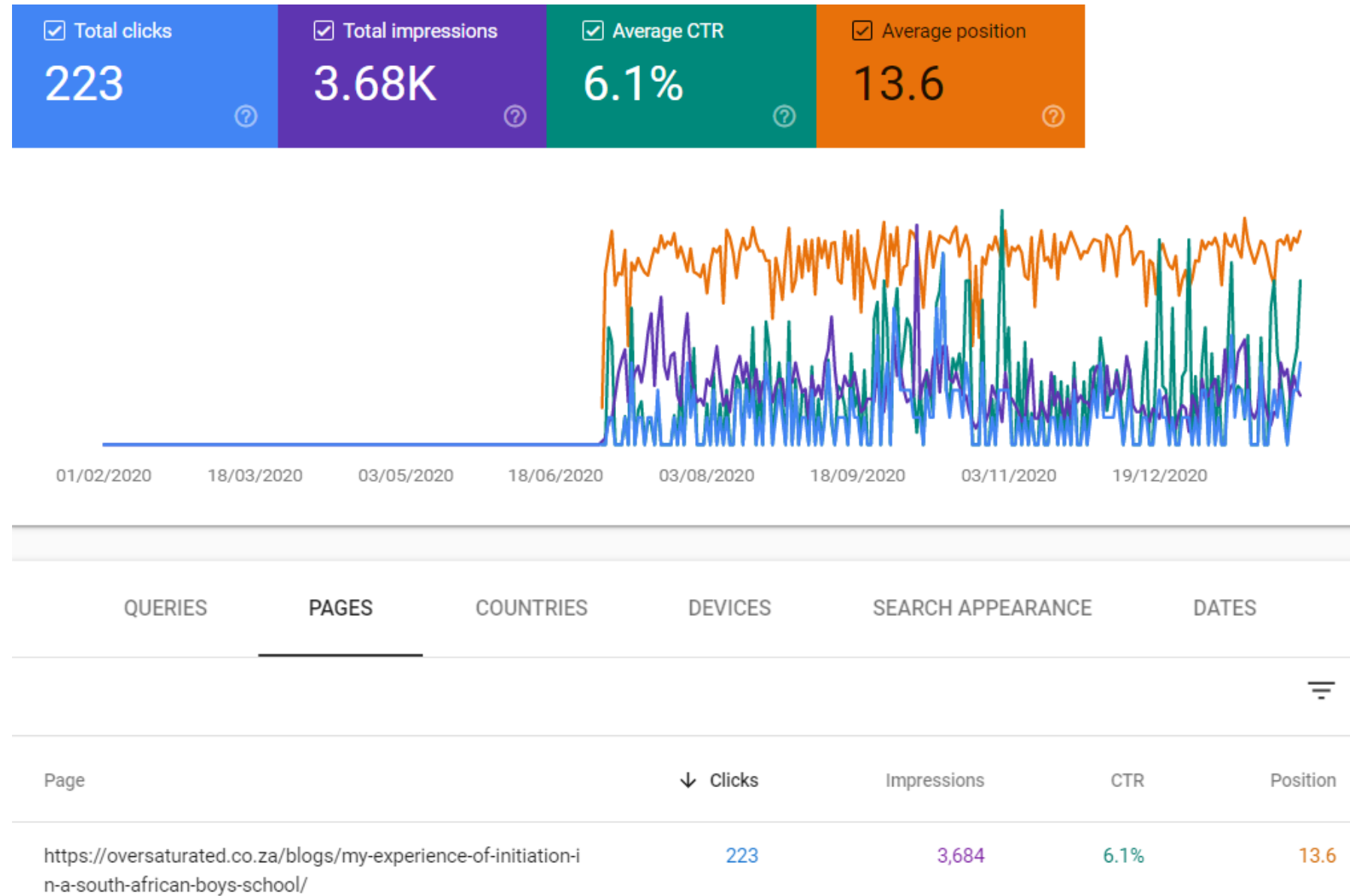
Traffic on Google Analytics in 2020



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Traffic on Google Search Console in 2020



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When I published the post - 8 May 2020

5 Ways to Make Money Online as a South African

MAY 8, 2020 - TYRONE FISHER - 1 COMMENT -

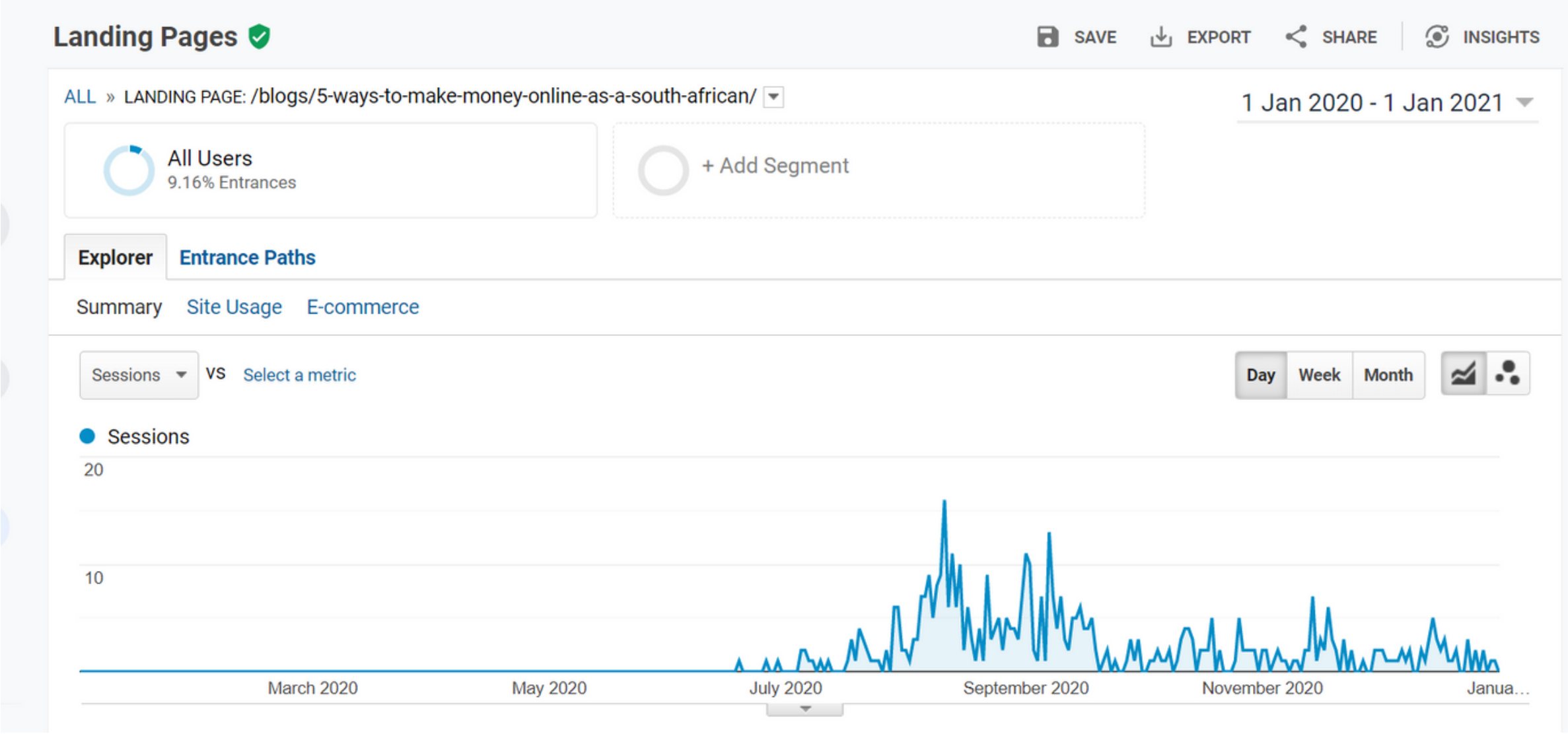
#MAKE MONEY ONLINE, #SOUTH AFRICAN ENTREPRENEURSHIP



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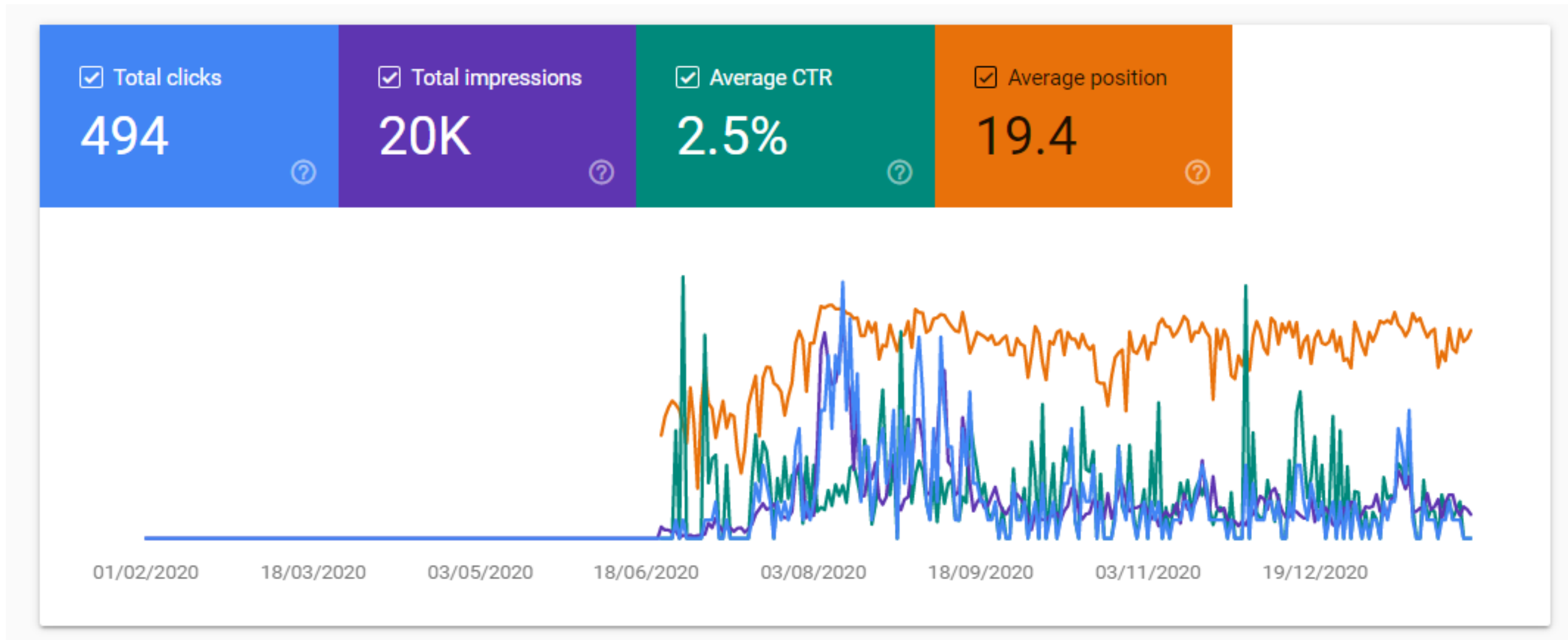
Traffic on Google Analytics in 2020



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Traffic on Google Search Console in 2020



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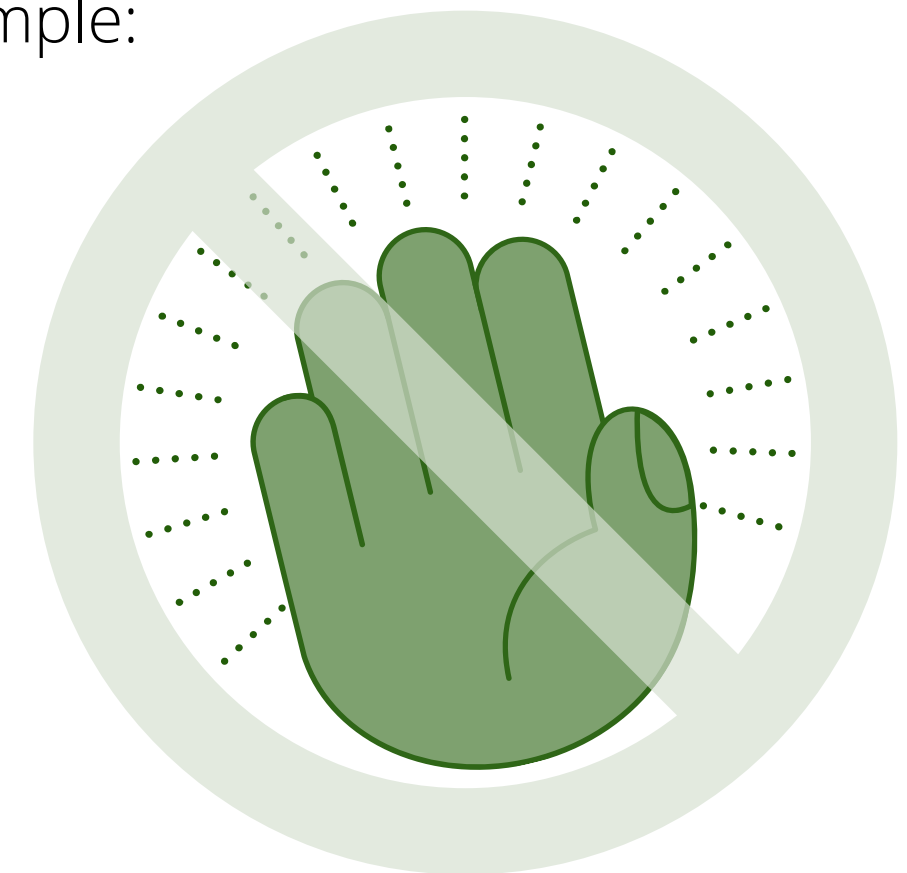
Just don't Stop!

When you are on a budget it can be incredibly easy to get discouraged. Looking at how other people are growing, or focusing on too much on what you could with a big budget, can really get you stuck in your own head.

Rather work with what you have. Create. Build. And keep actively putting yourself out there. Your platform will grow.

If you stop then you definitely won't grow. So, if you want to see your passion succeed, it is simple:

Just Don't Stop!



Questions



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Thank you!

<https://oversaturated.co.za/>

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