



LESSON 1.

MULTILEVEL TRAFFIC STRUCTURE: HOW TO PROPERLY DISTRIBUTE FLOWS

Hello everyone! In this lesson, we will explore how to properly build a multilevel traffic structure to effectively distribute flows and avoid losing money at each stage.

We will take a detailed look at:

1. The different levels that exist,
2. How various sources are connected,
3. Why segmentation is necessary,
4. And why chaotic traffic always leads to losses.

All explanations will be based on concrete practical examples, including numbers, scenarios, and mistakes even experienced arbitrageurs and affiliates make.

Let's start with the basics.

By traffic, we mean not just the stream of people coming through your link.



It is the whole of all incoming contacts you receive within one funnel.

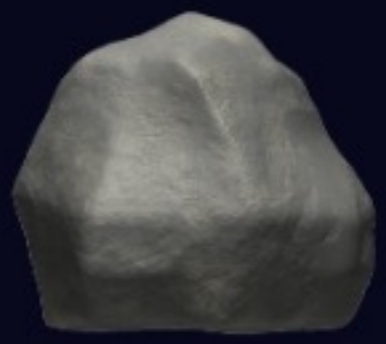
For example, *if you drive traffic from YouTube, Telegram, and TikTok — these are three different levels with different temperatures, conversions, and behaviors. Each level has its own role.*

If you mix everything together and send it to the same landing page without adapting for each source, **the result will be weak.**

THE MOST COMMON MISTAKE BEGINNERS MAKE IS THE LACK OF STRUCTURE.

People create one account, one channel, one link, and start pouring all traffic into one place.

Some come from TikTok, others from paid traffic, some through word of mouth — and you show them all the same thing. No analytics, no performance tracking, no adaptation for the audience.



As a result, one source pulls down the entire conversion rate.

THE CORRECT APPROACH STARTS WITH DISTRIBUTING LEVELS.

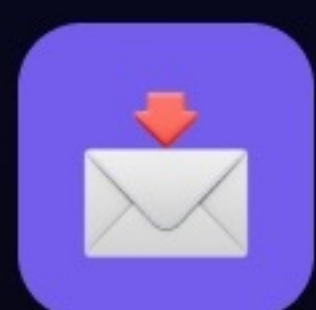


The first level is incoming reach.

These can be ads, videos, short clips, articles that catch attention. Their goal is to spark interest and direct the user to the next stage.

It's important to immediately understand which format produces warm traffic and which just inflates numbers without results. For example, a short Reels video may gather 300,000 views, but deliver less actual traffic than a narrow Telegram article read till the end.

Therefore, the first level is not just about volume but about the quality of the entry point.



The second level is intermediate touchpoints.

These can be Telegram channels, detail pages, mini-landing pages where the person receives more information and begins to build trust.

Here, the way you segment traffic is crucial: one landing page for the YouTube audience, another for those coming from Instagram. Structure is critical here. Without it, you just fill the funnel with people who don't understand anything and leave.



The third level is the final action points: registration, purchase, subscription, form filling.

And here is the most important thing — do not lose the connection with previous levels. If a person came from a video where you talked about a quick start in crypto and landed on a page with complex technical analysis, they won't convert.

The entire chain breaks down because expectations don't match the offer. That is why it is important to build not just a funnel but a system with smooth transitions.

CONNECTION BETWEEN LEVELS

It's very important that at each step you know where the person came from. This means UTM tags, different links, different accounts, and, if possible, tags in analytics.

If you don't know where 80% of your audience came from, you are not managing traffic; you are just observing it.

All analytics services, including Telegram Stats, Bitly, Google Analytics, allow you to see transitions. Use them.

Example

Suppose you promote a crypto platform.

🌟 You have a YouTube channel, a Telegram channel, and you also launch paid traffic through TikTok Ads. If you send everyone to the same Telegram channel without tracking, you won't understand which source produces quality leads.

But if you create a separate entry through a mini-landing page for **YouTube and another for TikTok, you will immediately see the difference.**

Maybe people from YouTube read and subscribe, but those from TikTok just click and disappear. This will help you redistribute the budget.

ANOTHER IMPORTANT POINT – ADAPTING CONTENT TO THE LEVEL

People who see you for the first time on TikTok are not ready for complex products. They need simplicity, emotion, the first hook. And those who read your posts in Telegram are already prepared for more serious explanations.

Therefore, you cannot deliver overloaded content at the first level, just as you cannot offer to buy a product at the third level without explaining its essence.

Essentially, the traffic structure is a system for guiding a person from a simple touch to a targeted action. **And at each stage, they have different needs:**

1. At first, they are just interested.
2. Then, they start reading.



3. Then, they begin to consider whether it suits them.
4. And only then are they ready to act.

If you make the final offer too early, they leave. If you delay it, you lose their interest.

HOW TO PROPERLY DISTRIBUTE FLOWS.

You can have several ad creatives, multiple entry points, and several landing options. **Your task is to connect them logically:**

1. A video about earning on P2P leads to a landing page with P2P case studies.
2. A video about affiliate marketing leads to a funnel explaining the affiliate program.

You can't send all traffic to the same page, even if it seems universal to you.



IT'S VERY IMPORTANT TO BUILD FUNNELS WITH SCALABILITY IN MIND.

Today you have 100 leads per day. Tomorrow 1,000. If everything comes down to one account, one manager, and one form, you won't handle the growth.

You need to build the structure in advance. Separate channels for sources, separate funnels, separate message sequences. It seems complicated, but ultimately it provides control, flexibility, and growth.

In this lesson, you learned why it is important to build a multilevel traffic structure.

We covered:

1. How levels are divided,
2. How sources are connected,
3. How to track effectiveness,
4. How not to lose conversion when scaling.

The most important thing — don't try to build a perfect system right away. Start with simple distribution: one source — one funnel — one target action. When this connection works steadily, scale up.



In the next lesson, we will explore exactly how to create such funnels: from creatives to final action. We will outline templates, examples, and show real working connections in 2025.

Thank you for watching, let's keep moving forward!