



Social Media Traffic Streams



Simple Social Media Traffic

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Simple Solutions to Building Traffic

In today's competitive business environment, it is absolutely vital that businesses ensure that their brand is not only recognized but it is also relevant. As a result of this, there has been a surge in companies turning to social media to drive traffic to their websites. This has had some sense of efficacy in the past, particularly following the popularity of social media. Social media is pretty simple to use for the average user who is looking to have fun and to keep up to date with what their friends and family are doing. However, for a business enterprise it is not as easy given that the motive behind it is different in that it has a profit motive. This article is intended to guide you on how you can successfully drive traffic from social media to your website. Let us imagine that you have started your business and have made the executive decision to make use of social media to enhance the traffic to your website. Therefore, you have set up a number of different social media profiles for your particular business brand. Here is when the tough bit begins as you will start to raise questions such as:

How do I get traffic from my social media to my website?

How to I increase my followers as well as my likes?

There are sometimes that one may manage to get traffic to the site, however, after a while the law of large numbers begins to apply and you start to ask yourself:

How will I be able to increase the traffic to my site day in day out in a consistent manner?

If these are some of the questions that you may be having then you need not worry! This guide will assist you in finding answers to the questions that you may have with regards to increasing traffic to the site using social media.

One of the chief principles that you shall learn in this guide is how to develop a social media strategy and comprehending the elements that have an impact on the strategy for it to come to fruition as well as adapt over time.

One of the most interesting things about time is that it can be a good fodder for research. According to a study that was conducted to investigate on the impact of social media, the findings indicated that in the last decade there has been a staggering increase in the number of individuals that are using social media in the United States. The number has increased from 7 per cent to a whopping 65 per cent!! If this is not a wakeup call for you to make use of Social media for your business, then I am not sure what will be.

Okay let's ask ourselves, what is the entire hoot about social media? Why is it important for business? The simple answer to this is because there are so many people spending incredible amounts of time on these social media platforms and this makes them the perfect targets for referrals as well as for driving traffic to your website page.

At this point you may be curious as to how exactly social media may drive traffic. Here is how it happens:

- Social media engages the viewers and at the same time offers them content that is useful, interesting or relevant to them.
- Social media also allows the users to conduct surveys. For businesses this is a wonderful opportunity to connect with the audience or the customers by asking them questions. This helps the consumers to feel more connected to the company.

- Interacting with the audience allows the company to get feedback on products, policies, campaigns and all sorts of relevant material. This feedback can then be analysed and helps the business to adjust the marketing strategy where necessary.
- Social media enhances brand recognition. By displaying the product on the social media networks, this ensures that the brand is placed in display for a number of potential buyers in the event that they logged on to seek out your services. This will provide them with a further incentive to purchase your product.
- Social media also helps a business to associate with the industry influencers. By making use of social media the business is able to expand its overall professional reach and that of its partners and collaborators. Therefore the brand is associated with the industry influencer and thus becomes a pivotal or influential source of information as well as advice and dissemination of website content.
- Social media can also be used by businesses to enhance customer retention as well as brand loyalty. There is no argument that social media is one of the most effective feedback tools given that characteristically it is a medium that allows the users to get more social, and get feedback that is sincere and unapologetic from the audience and customers. This allows the business to get more information about the target audience in a very easy manner, and at the same time the audience also gets to know the business brand which enhances the overall conversion and loyalty rates.
- Social media proliferation has gotten to a level that it almost expected by the public that any reputable company should have a Facebook and a Twitter page. This is because this is the most effective and easiest way that the customers can

contact the business and have access to reliable information. The implication of this is that the company or the business gets more credibility and the customers trust it more. A business with a social media page looks a tad bit more legitimate and the more popular the brand on social media the more credibility the business will have.

- Search Engine Optimization (SEO) score. If you are worth your salt in the marketing business then you have probably heard of Search Engine Optimization. This is basically a means of ensuring that the content of your brand is easily accessible or rather pops up first when one searches various attributes about the brand. With that in mind, every SEO specialist will tell you that social media accounts have a strong implication of the overall SEO score of any business. This will, in turn have an impact on the overall traffic to the site. In a subtle way, social media networks are beginning to resemble generic search engines, ergo it is not possible to effectively carry out Search Engine Optimization without fully factoring in the implication of social media accounts on all the relevant networks.

Picking out the Right Social Media Platform

It is important that one picks out the most appropriate social media channel for your business; you should make that the medium that you have chosen is aligned with your specific business goals and ideals. Here is where you can employ the use of the S. M. A. R. T. Strategy to ensure that you create objectives that are measurable.

You should endeavour to research your key target market. Get information about the composition of your demographics such as the location, gender, age, religion, income, education level, ethnicity, number of children, and marital status. This information will help you to identify the various personas of your buyers and all their probable mediums in as far as social media is concerned.

You can choose to ask a wide array of questions in order to get the information that one requires. These should encompass questions such as: what are their likes and dislikes? What inspires them? What is their overall career orientation? (A good example is HubSpot which has done an exemplary job in drawing in these kinds of followers). Also ask them: Do they follow the current trends and fashions? Are they generally sociable in nature? (Buzzfeed is a platform that excels in attracting followers that are oriented towards trends and are sociable). Do they seek out attention? (These are basically those individuals that would perform any tasks for likes). For further aid in terms of discovering your target audience, you can make good use of tools such as Mention which will help you keep track of the key words that are related to your business.

It is worth noting that while there is a need for the brand to be recognized as quickly as possible, this does not necessarily mean that your business should be on all the social media platforms. On the contrary, you should only focus on the ones that will help you accomplish the goals that you

have set for yourself. It is also important to note that while setting up a social media page is almost often free, maintaining the page is quite intensive with respect to time management and resource allocation. For business to consumer (B2C) models, you are advised to make use of Facebook and Twitter as they are the most effective for these types of interactions.

Let us take a hypothetical situation. Let us imagine that you are the owner of a local bar and restaurant. You then go online and search for a popular hashtag like “beer”, the result of this search will be a list of what people within your location are talking about with regard to your services. This will further allow you to interact with the users that are posting about these services and provide them with offers through a simple @ sign. This is an example of Business to Customer as in this case you would have interacted directly with the customer or client and provided them with whatever it is that they needed.

When it comes to Business to Business types of interactions, LinkedIn is one of the best ways to facilitate this among the social media platforms. The manner in which the personnel from LinkedIn present the overall need as well as benefits of social media in as far as Business to Business interaction is concerned is quite interesting. It is important to note that even in this situation where the interaction is business to business, the human element is quite important, in fact it is a core element. When broken down to their constituent parts you will find that businesses are groups of people and if you can be successful in attracting the people behind the business then by extension the business will find you interesting. The key point here is to market yourself to be very attractive to the end user.

Google + is quite beneficial when it comes to drumming up traffic for posts that confer some sense value. On the other hand, Pinterest mainly focuses on the visual component such as the photographs and infographics; basically it is all medium that would be visually relevant and

informative to the brand. Instagram has gain a significant deal of popularity in the recent past; retailers in particular have given this social media network a warm reception as it provides them with the perfect opportunity to display the products that they have for almost no cost.

SlideShare is another platform that comes highly recommended as it allows you to provide the users with heavy and complex information in a manner that they will comprehend with ease. Often, you will find that people visit SlideShare to consume information that is difficult or complex, to find solutions to specific problems, and of course, to have a sample of some great presentations on display.

Now that we have covered almost all the different social media platforms that one would make use of in the event that you need to launch your social media page. It is however important that we discuss the associated costs. On the face of it, social media will only require you to invest your time, something like a few hours in a given day, in order to be effective. In comparison, this is a small price to pay in when you look at the sales that it would in turn bring if it is successful. However, sometimes time is not the only thing that one should invest. Sometimes one may need to run advertisements on these social media platforms in order to get more traffic to the site. This however, will be discussed much later. For now it suffices for you to know that in order to increase the overall traffic to your website, your presence is the key element for success.