

# SOCIAL TRAFFIC POWERHOUSE

How To Get Unlimited Free Social Media Traffic To Any Website!



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# Disclaimer

This e-book has been written to provide information about Internet marketing. Every effort has been made to make this ebook as complete and accurate as possible. However, there may be mistakes in typography or content. Also, this e-book provides information only up to the publishing date. Therefore, this ebook should be used as a guide - not as the ultimate source.

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# Introduction

Your business is all set up and running smoothly, and you are making a few dollars here and there. All of the expenses are paid and you are happy with way things are going. But wouldn't it be better if you were making even more of a profit? Of course it would be. There isn't a business owner anywhere in the world that wouldn't want things to be even better than they are. After all, that's why they got into business in the first place. No one starts a business with the intention of not getting rich.

So you take the business a step farther. You set up a web site with a blog and advertise your products there. You write good content that informs your customers of industry news, new events, sales, product information, and other interesting items for their entertainment. But that is when you realize that there aren't that many people that even know your site exists. So you begin to feel as though you are wasting your efforts in having that web site. It seems that all of that time and money were spent for nothing. But there is more you can do, and it isn't costly. And the best thing is, it can be a lot of fun, too. You can use social media to get the word out there, and in record time.

Did you ever notice how fast word of mouth can spread? That is the power of social media. One person buys your product or service and they really like it, so they tell a friend, who tells a friend, and so on. Suddenly, you have a whole network of new customers that visit your website nearly every day, and keep track of your business through their social media sites. Not only have you gained a bigger customer base, but you have had the opportunity to "meet" and get to know your customers. By participating in social media, you have a better idea of what your customers want and you are better able to render service to them. You are also able to add new products and services that they are looking for, creating a loyal following of return customers.

Unlike simply creating a web page for your customers to view, social media allows them to add their own content, telling you how you are doing in the service department, what products or services they would like to see in the future, and ask you questions about your current products and services. And if you're using social media to your advantage, they also have the opportunity to spread the good word about your company with just a click or two.

Here is the fun part: there are literally hundreds of social media sites on the internet these days, with some having the goal of uniting the general population of the world, while others have more specific targets in mind. Ultimately, the social media sites you use will be determined by the audience you want to target.

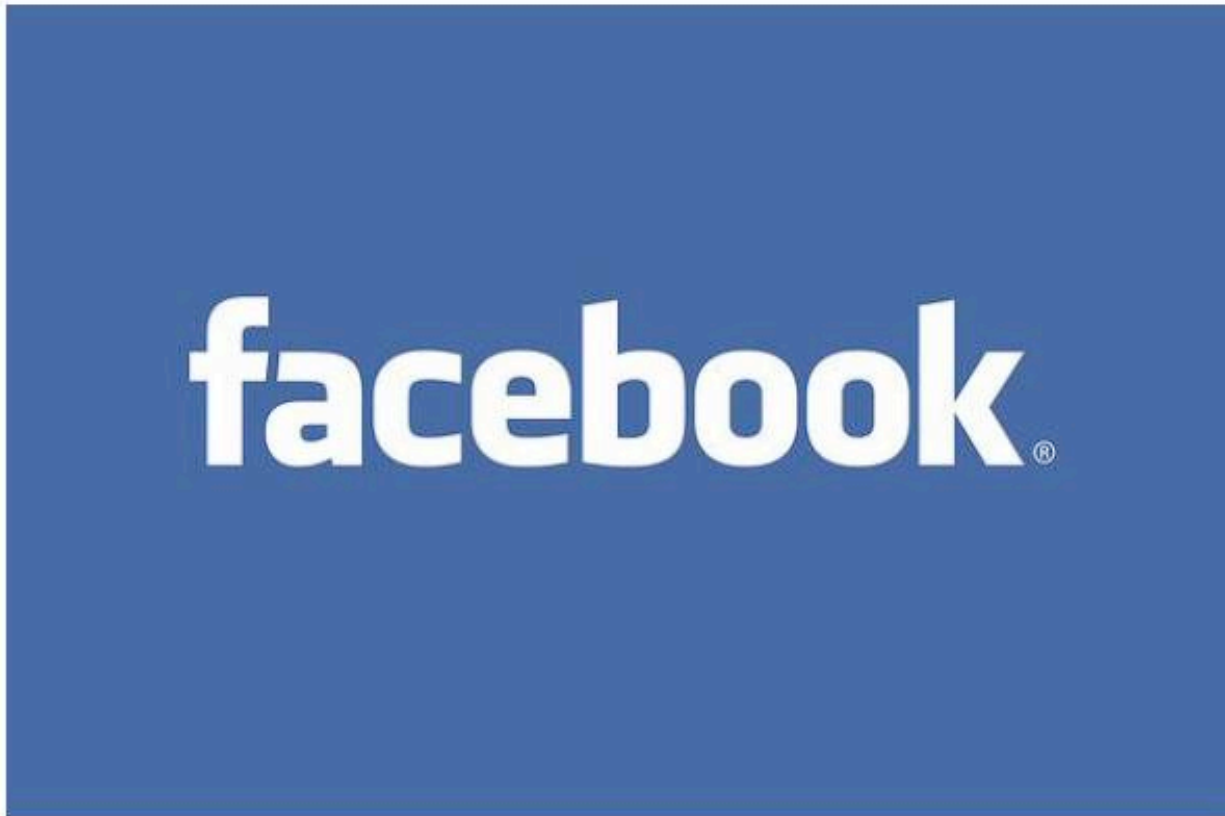
## Targeting Your Audience

The type of business you have is important in targeting your audience with social media. For example, if you own a pet supply store, you will want to find all of the pet owners out there. They are the ones interested in your products and services, and will be the "bread and butter" of your business. Someone looking for comic books isn't going to care that you have a good sale going on for parakeet food or that you are the best dog groomer in your area.

The specifics of getting your business known through social media can be confusing at times, so it is important to start with some general guidelines and dig deeper into more specific audiences later on. After all, you want your business and branding to be on the tip of everyone's tongue today in order to capitalize on your share of the market. Once you get a good idea of how social media can help you, targeting specific audiences will be a lot easier. With that being said, let's explore some of the most popular social media sites and some ways you can use them to boost your business.



# Facebook Traffic Tactics



[www.facebook.com](http://www.facebook.com)

With over 800 million active users, Facebook has become one of the largest social media sites. More than half of them sign in to the site in any given day, with each one having an average of 130 friends or more. Given these statistics, you might have a bit of an idea how powerful this social media tool can be in building your customer base.

Remember that customer that told a friend about your business? Imagine that happening possibly more than 130 times, with those 130 telling their friends. In a perfect world, that would expand your business exponentially like a huge spider web. But realistically, not all 130 friends will be interested in your business. However, you can still reap the benefits of

even one good customer spreading the word.

## Sign Up and Sign In

If you don't have a Facebook account yet, that is your first step. If you do have a Facebook account, you won't want to use your personal account for your business. You will definitely want to create a separate account that is strictly for your business. The site gives step by step tutorials in getting your page set up, and offers tips on creating a presence that will appeal to your customers.

They also categorize your business to make it easier for your customers to search for you. Start by choosing your business category and putting in the name of your business. After this step, you will be able to build your profile and create a Facebook page. Use your company logo or a product picture as your Profile picture, and add a summary of what your business is, your company mission, or other pertinent information. You have the option of editing the page if you are not happy with your results.

Once you have created your account and profile, you can edit the permissions for the people that are allowed to post to your Wall. The Wall is where you can post your updates and comments for your customers to see, as well as read what your customers are saying to you. They connect to your Facebook Wall by clicking on the "Like" button that is on the page. Each time you post a status change, ad or picture on your Wall, your customers will be able to see it on their own Facebook Home Page.

Facebook offers many tools and options to assist with the media trafficking to your website which also increases your client base and sales. The feature of the 'Like' button has many options and aspects that can be tailored to how you want your media trafficking to flow. It gives the feedback for review to revise your ads as needed. It increases distribution



in a multi-fold way which increases your hits on your website and builds lasting communication with current customers or clients and especially traffics them directly to your website.

The Facebook 'Like' button also makes your website link be seen in other social media sites and is easily clicked on directing them straight to your website. It even allows strays to be directed to your website landing page destination to see what your product or service is about. It also is a double tool by marking that person's profile interest in the news feed to other similar profiles of interest exponentially, which can mean an infinite growth of media trafficking for your specific website.

Additional and suggested items to do this are, for example, adding graphic tags. These are pictures taken from your website that assist to catch interest which encourages reference to your website by attracting them even more. Like they say, a picture is worth a thousand words but in this instant it can lead a thousand more people to your website.

You are allowed to place the 'Like' button at strategic places to encourage people to hit that button and possibly leave comments based on what they see at that highlighted interest. They are more likely to click on that button at the time they like what they just read or seen.

Another option allows you to enable and encourage many other connections to be made by getting their comments copied to many others they have access to, once again increasing traffic to your website from a social media network that you have connected to it.

There is a selection to enable faces of responders as another option that can really boost traffic to your website. People tend to agree as friends and hit that like button or go to the website themselves to see what their friends

are seeing. Even if strangers' faces are on there and not someone an individual knows personally, they wonder about what was so interesting about your site and they hit the 'Like' button and even go to your site link to see what someone else was looking at.

It's similar to the term of "rubber-necking" that people do when someone is looking at another going down the road and holding up traffic. Get them to look, and there is a better chance of catching their interest and hopefully a new customer or client by getting their attention to begin with.

By taking advantage of the options that Facebook offers and having Facebook linked to your website it is all counted and you are able to view how many website traffic hits came from Facebook and change any of the options to optimize and target your viewers that are being drawn to your site.

Your Facebook page will also tell you how many people "Like" your page and receive your updates. This way you have an idea of how fast the number grows with each time someone connects to your page. It also shows you the other sites that connect to you so you know whether you are reaching the right people. The Insights link lets you see statistics and demographic information, as well as how people are interacting with your page.

Connecting your Facebook business page to your web site will allow your fans to visit your site for more information on your updates as well as allow them to purchase your products or services. Not only will you have more traffic to your web site, but you also have an additional method of marketing your business and brand. Be sure you add a Facebook Like button to each page on your site so visitors there can click to connect to you.

# Twitter Traffic Tactics



[www.twitter.com](http://www.twitter.com)

Another extremely popular site, Twitter has seen monumental growth in the last year, with an 82% increase in monthly active use reported in July 2011. It is also reported that about 54% of users are mobile. This gives your business the opportunity to travel with your customers on a daily basis.

Businesses can do rapidly changing interaction with the public by using up to 140 characters that reaches out to at least 100 million active users that put out 230 million tweets per day on this site. With that much rapid activity on a site that is interfaced with your website, just imagine how much traffic is re-directed to you!

Since the flow of 'tweets' can show as conversation from you for potential customers or clients to get to your website, it ends up being a time flow of updates 24 hours per day 7 days per week. Short and easy to read messages that people can follow lets them know what is going on at that time, as well as see if you are adjusting and making offers on what they may be looking for compared to a prior post.

Twitter allows you to share pictures or graphics to catch their eye better and drawing them to the current updates that leads them back to your

website. Keeping updated comments or offers going can keep them interested and following you. They often will leave favorable comments or constructive criticism that you can track. It allows you to make rapid advertising adjustments for what you can offer or communicate with them and keep up with what the public is looking for from your business. This is real time public supply and demand through communication and real time sensitive offers that lead people to your site and business highlights.

This is another Application Program Interface (API) social media site that you can not only add the Twitter widget to your website but links people from Twitter to you at your website. It is compatible with many other social media network sites as well, all stemming from and drawing followers to what you want potential clients and customers to see in your current offerings and website content.

Imagine how many people you are reaching with current updates around the clock seven days per week around the world. This site is another popular mobile site that reaches people wherever they are and whenever they are there.

## YouTube Traffic Tactics



[www.youtube.com](http://www.youtube.com)

Whether you are linked with a large incorporation, own your own business or just have products and services to offer, quite often flyers, magazine advertisements or even a web advertisement may not seem to be enough.

YouTube is a way to use a social a media network to get your marketing ideas out to the public by using sound, movement and brilliant pictures by video.

The user of YouTube doesn't have to know a lot about video as there are members of the YouTube Team that are there to assist you with preparing and placing your video advertisement. Otherwise, once you get to know the aspects of YouTube and are knowledgeable enough and creative enough to put together your own video you can also do it on your own. The

YouTube team is there for any help you may need be, but if not help, a little or a lot of assistance.

YouTube has a multitude of tools to create the best video to reach the most people that may be looking for your products or services or even similar ones. Creating a promotional marketing video on YouTube gets the video out to viewers worldwide and lets them know exactly what you have to offer them.

With the use of all these tools you can target certain audiences in many ways and based on numerous specific descriptions and comparisons. You can target people by different demographic descriptions such as age and gender or a blend of both. They can be targeted by the language they speak or even by geographic location such as a country, state or even narrowed down to a selection of zip codes.

Viewers can be targeted by past views of other video content with the same likeness such as sporting or types of hobbies and many other categories they have shown interest in. Keywords of video content can also get your marketing campaign in front of targeted viewers. Video categories and content packs allow the marketing video to reach a broader selection of viewers based on the content of the video such as a certain genre or such as the content packs that are bundled according to themes. It can also target watchers of specific video channels such as a preferred song or singer.

You can provide YouTube with a list of cookies to be used for remarketing allowing double click action for viewers to get to your video. Others that upload certain types or amounts of videos can also be targeted by you to get your video seen by them like they want theirs to be seen. Another very basic type of targeting is by viewers self-declaring user types such as



selecting options provided: Director, Musician, Comedian, Guru, Politician, or Partner.

YouTube also has a targeting selection called Buzz. It basically targets your advertising towards other videos that are accelerating in view counts and response comments.

Video Targeting is a tool that allows you to choose the other videos you wish to place your advertisement or marketing campaign up against. This shows what you have to offer and allows viewers to compare it to like advertisements. It allows you to compete with others no matter how big, small, unknown, well known or popular they may be. It allows you to have a chance with higher volume sales or marketing companies.

True Video Ad is an advertising format to pull in certain viewer categories which allows an increase in the number of times your video is viewed. As always, the more your advertisement is seen or at least in front of a viewer the more chance there is to increase business and sales as well as visits to your web site.

Use YouTube's Brand Channel which allows formulating a type of home page for your specific brand of products or services. This allows it to have its own tailored interfacing and display your brand's uniqueness making it a one of a kind home brand web page.

Partner Watch allows you to put the type of product or service in with other like brands or categories of similar goods and services. It allows you to have your marketing campaign in with other similar marketing offers regardless of how large or small they are. If you have a business that is starting small and not well known, it helps get your name out there and

make people aware of it by being grouped in with well known or popular businesses.

Marketing Programmer allows you to use the YouTube Teams to fashion your own colorful and interesting custom marketing program that draws and keeps potential customers or client's attention. They have ideas and formats to help you customize your message to get the most out of it. It provides you with the opportunity to outshine what others have out there and get the audience of viewers you seek.

YouTube also provides an Insight Reporting tool that allows you to reach the world's most prevalent focus groups. This gives you the opportunity to analyze and organize what kinds of groups of viewers are seeing your marketing campaign and the numbers of individual viewers you have reached. Based on what you analyze and organize you can then alter or modify or even transform your marketing campaign so it is targeting the largest numbers of people that are potentially your customers or clients.

By creating and publishing your unique marketing campaign on YouTube you are also offered the ability to have it reach an even larger group of individuals that are mobile. In this day and age many people worldwide have gone mobile with I-phones, I-pads, Smart phones and laptops. So many people are on the go with their jobs or even just out socializing.

They no longer stay home to monitor a computer or look for advertisements for ideas on what they want or need. Why not keep up with them on the move? Consider using the mobile ability YouTube has to offer. Have your marketing campaign reach the mobile electronics and be seen by all those out and about everywhere and at any place around the world. Look at the possibilities this can result in by reaching the right people at the right time.

## Viral Videos

YouTube has thousands of partnership deals with other content providers of major sources such as music groups like Universal Music Group and Sony Music group. They also have partnership deals with television media such as BBC, CBS and the Sundance Channel.

These examples are only a few of numerous ones representing an extensive collection of content and variety of environments allowing access by marketers and a myriad of opportunity to be placed along or in with high-profile name brands or services already on the market.

Because of these partnership deals, creative videos can go 'viral' meaning they rapidly escalate in viewer counts and response comments and are noted by major partners of YouTube which escalates the counts even farther.

There are at least two billion videos uploaded on any given day so having these partnerships can escalate the very creative and catchy ones. It's why there is a YouTube Team to help you when needed to make sure you can compete and hopefully have marketing advertisement so unique and entertaining it goes viral as well, again boosting your business awareness as well as customer and client awareness.

Using YouTube videos with your web site link attached will definitely drive more traffic to your web site, where your newly entertained viewers can get more information about your products and services. With a great impression of your business in mind, they are most likely going to look around your site as well as purchase your products and services.

## LinkedIn Traffic Tactics



[www.linkedin.com](http://www.linkedin.com)

This is a site used more for professional networking, but is a good site that still allows not only other businesses to offer tips but to help gain more traffic towards your business web pages. This can find like-minded clients and potential business growth which means sales.

Many businesses find this site to be very useful as they gain and share insight into like businesses, advertising, as well as exchanging advice or direct questions and answers to assist each other. This is a site that allows other businesses that share the same interest to be in groups which many find very helpful by having that support available to them. It also expands growth as well as potential profit by being involved on this site.

New member growth is approximately one new member every second of the day around the clock. Users span across more than 196 countries and territories, nearly half the members being in the United States. But other countries are catching on and creating a rapid growth of this media marketing traffic site. India is currently having the most rapid growth at this time. LinkedIn, as of June, 2011, had a growth of membership additions over 63 percent as compared to the previous year.

This site has many features to offer as well. The main feature is called “Connections” and maintains a list of contact details of others that you share like interests or relationships with.

One unique and rewarding feature discourages attempts of potentially harmful contacts getting through to you. They count and put a cap on the number of contact requests by some when they don’t provide their recipient email address and the contact request is not accepted by the member. This discourages spammers and others that attempt to copy-cat or find a way to gain profit from your business.

The Connections, or contact list, allows exponential growth of others getting involved with the same interest and purpose that you have. This social media trafficking network encourages your contacts to trust and support each other with helpful business ideas, advice or someone to ask questions to get answers from. They even offer discussion forums that you can select to discuss current ideas, questions or dilemmas with others that may be having the same issues.

It also has a “Gated-Access” which allows the general community to ask questions about your business, make comments or help provide the information and feed-back that you are seeking at the time. Again, this is ‘gated’ to prevent any potential harmful contacts but yet allows you to gauge how the general public views your business and website.

LinkedIn does allow pictures and graphics to be posted, allowing for better business identification. It spreads connections through your contacts so others will keep passing it on encouraging your growth of marketing traffic.

It also has a “Poll” feature as well as a forum for sponsored advertising called “DirectAds.” Again, the best feature for growth and people finding

your website is that it does allow links and applications to be embedded to direct traffic to you. It is also 'on the go' like most people these days and can be accessed by mobile electronics. Letting your business travel with your customers is always a good thing.

## StumbleUpon Traffic Tactics



[www.stumbleupon.com](http://www.stumbleupon.com)

This is a web search engine with an escalating number of member usages that directs traffic to your site when it picks up on content that is recommended to the users. It allows users to discover and rate your web pages, photos and videos drawing from their interests and tastes. This is a peer sourced based social networking program where the principles can be applied to gain traffic to your business or marketing web page in order to be seen.



Tool bars are present for many widgets for other social or advertising networks which re-direct users to the sites you want them to see and gets your name and offerings out to them. It does this by filtering and combining similar opinions of interests and personal preferences to create web communities. This virtual web community, based on similar interests, fans out rapidly and causes others to 'Stumble Upon' what you have to offer.

One way to look at it is if driving through road construction is sending you on an alternate route, this guides you to where the user wants to go based on their basic interest and can turn the detour into a sale or another client when they go through your website.

This site is spreading rapidly going from peer to peer and friend to friend. It has a use rating feature by doing thumbs up or thumbs down so if you have a good website, hopefully when they are directed to it they like what they see. Users are also able to rate on what they are re-directed to by making comments or using discussion boards that also takes their common themes of interest and uses them to connect others to your site. So basically 'word of mouth' is what causes this networking service to grow and guides more of the media trafficking to your site.

## Flickr Traffic Tactics



[www.flickr.com](http://www.flickr.com)

This is a site that a lot of people don't consider in marketing, but this is one of many sites available to get people directed to your marketing website. Flickr actually has more visiting users than you can imagine!

Don't be afraid to check out and use this sight that is often not recognized by businesses looking for network traffic to draw people to what they have to offer. It does have features that many people unfamiliar with Flickr don't realize, but it is very beneficial to reach others by using certain sensory triggers such as visual pictures and videos.

Face it, some people aren't drawn to words that are the leading communication on other websites. Instead, they are drawn to what they actually see. Flickr does that. After all, many people seeing your pictures or videos leads to believing and asking how they can get the products or services you offer based on the idea they've seen on the site. This sparks their interest to guide them to what you have to offer.

Thousands of people upload pictures but also review others related to their interests, and more than likely the picture you put in will be included. They can scroll through, and depending on your picture presentation, click on it for details. That's only one way the traffic to your web advertising begins. It allows catching the viewer's interest first, then allowing them to follow the direct link to find more.

Features are 'Creative Commons' which allows how restricted you want your pictures to be so they can't be copied unless it's under the conditions that you set. This service also is a dual tool to make sure that people don't duplicate your product pictures for their own use which helps to avoid copy-cats for the products or service ideas you have to offer.

The 'Galleries' include business services or ideas and product pictures. Often in pictures, items or ideas inform viewers what goes on with your business or offers visual references to happy people enjoying what you have to offer. It can show pictures of service people with customers smiling or the product that shows it being used by happy customers. Again, you are targeting people that will traffic via web networking to your business other than with word communication. Visual communication can be very powerful to a large population, which also leads to word of mouth or comments that others do see and do read.

Flickr allows searches for just about any key word you can imagine that can display what you want to show to catch someone's eye and draw them to what you can offer and spread the word to increase traffic to your website which is more detailed.

# Conclusion

As said during the introduction, there are many, many applications that can connect to and re-direct viewers to your website to boost network traffic and sales of products or services. It gets a multitude of web viewers to look at what you have to offer and give responses that guide you to what may be considered as a compliment or constructive criticism.

Getting your website and product information out through social media marketing is the key to reach millions of people. Reaching them is the object of your social media marketing strategy.

Following the initial high volume boost of reaching out to cyberspace, these sites allow everyone to see exactly what you have to offer so they can choose if they want to ask for more information by bringing them to you via the internet. All of the tips for sites stated in this article are only a drop in the bucket in an indiscernible number of web applications or sites that can be used for directing web traffic to your business site.

The major tip is not to be afraid to include all social media types that can re-direct to your web page. This allows people to see what you have to offer and boost your popularity and reliability for the valuable exchange of profit for products or services.

Just remember, the more visible you are to people around the world or on the go, the greater the chance that your product or service will be looked at and requested. So get social and get noticed.