



LESSON #27

Social Media Traffic

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Foreword

Well here we are at week #27. If you'll recall, this week we're covering "social media traffic," and then we'll switch gears next week to discuss "product creation.. These next two lessons are pretty important, so I hope you're paying attention!

Introduction

We've spent the last couple weeks really going into detail about ways you can outsource some of your load so you can focus on the nuts and bolts of building your business. One of the most important "bolts" of your business is social media traffic. That's what we're going to discuss this week.

Unless you've been on a safari for the past 5 years, you probably know at least a little about social media. In fact, I bet you know more than you think. This week we're honing in on the all-important traffic that we get through social media sites, and we'll talk about ways to increase that traffic.

Why Social Media?

Social media entered our cyber universe like a tsunami... one minute it wasn't there and the next, it had consumed everything in sight! At first, you probably didn't see it coming. But we can now rest assured that social media is here to stay.

Just about every business, online or offline, is now using social media to drum up interest. The bottom line is, if you don't get on board with social media, and quickly, you'll be obsolete in no time. You just can't compete anymore if you aren't willing to use social media. So the question is, how can we best utilize the upward trend in social media to drive more traffic to our website?

"Social media isn't the end-all-be-all, but it offers marketers unparalleled opportunity to participate in relevant ways. It also provides a launch pad for other marketing tactics. Social media is not an island. It's a high-power engine on the larger marketing ship."

~Matt Dickman

Types of Social Media

Social media is considered any online form of media where users can interact with one another, i.e. "social" media. There are several different types of social media.

- **Social Networking**

Some of these sites are the ones you are probably the most familiar with. Sites like Twitter, Facebook, LinkedIn and MySpace are the forerunners in this category.

- **Blogs**

I don't need to explain this one to you guys... you have your own Tumblr blog! ☺ At this point in your lessons, we've even discussed some of the more popular types of blogs, such as Tumblr.com, Wordpress.com, Blogger.com. You should be a pro blogger by now!

- **Social bookmarking** is also on the rise with sites like Delicious and Digg. These sites allow users to share their favorite online bookmarks with one another.

- **Video sharing**

We've all had email forwards directing us to YouTube where we can watch videos posted by anyone with a little free time on his hands. Don't even try to tell me you've never wasted any time on YouTube... we've all done it.

- **Photo sharing**

You've probably had a friend or family member share their photo album with you on sites like Picasa, Flickr, Photobucket or any number of others.

- **Other types of social media**

There are other types of social media sites out there too.

- **Presentation sharing** sites are becoming increasingly popular.

- You've also probably used Wikipedia, a "**Wiki**" site, where multiple users can add to and expand on the same content.

You Need a Social Media Plan!

The bottom line is that you simply MUST have a social media plan in place for your business.

I thought I'd do something different this week and actually *use* social media – Pinterest – to teach you how to use social media.

Go to my Pinterest board about marketing for the web, and look specifically for the following pins:

<http://pinterest.com/elliottanne/web-design-marketing/>

- To Be or Not to Be <http://pinterest.com/pin/162903711493802896/>
- 30 Ways to Promote Your Blog Posts
<http://pinterest.com/pin/162903711493802902/>
- Social Media Cheat Sheet <http://pinterest.com/pin/162903711493548798/>
- Should You Use Twitter? <http://pinterest.com/pin/162903711493802899/>
- Social Media Best Practices <http://pinterest.com/pin/162903711493717041/>
- Rock Social Media in 30 Minutes a Day
<http://pinterest.com/pin/162903711493802817/>

(I suggest taking notes about what you learn. I'd love if you left me a comment this week about strategies you're hoping to implement!)

Conclusion

If you're still putting your toes in the water when it comes to social media, it's time to take a deep breath and jump right in. I promise, you'll acclimate more quickly than you think. And you might just have fun at the same time!

This Week's Assignment

- 1) Visit the Pinterest pins above.**
- 2) Create an “actionable” social media plan for the next month.**
- 3) Choose at least type of social media you do not currently use and create an account.**

(Don't forget to leave me a comment telling me what you've learned!)

See you in 7 days.

Blessings,

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Coming Up Next ...

Lesson #28: "*Creating Your Own Product*"