

SOCIAL TRAFFIC PLAN

CHECKLIST



Utilizing Facebook

- Most complex social networking sites for business
- Offers personal and business pages
- Using Facebook to grow your business
 - Effectively grow your business with less effort
 - Create awareness with audience
 - Spread brand awareness
- Ask for testimonials and reviews
 - can post your best Facebook reviews on your website
- Strike a connection with your audience
 - First priority is to connect with your audience
- Utilize news feed ad placement
 - Provides your target audience the option to like your page
- Get feedback from your audience
 - Gives you a clear understanding of customer expectations
 - Surveys work best
- Offer helpful resources
 - Provide helpful and value-added resources
 - Helps you be seen as an authority and thought leader
 - Share a variety of posts
 - Blog entries
 - Breaking news
 - New tools, features, and products
 - Book recommendations
- Use images in your posts
 - They convey a wide range of information

How to Use Twitter for Business

- Five main functions in Twitter
 - Timeline
 - Notifications
 - Moments
 - Messages
 - Profile
- Types of posts on Twitter
 - Photos
 - Quotes
 - Status updates
 - Videos
 - Links to content
- Proven tips to boost your business on Twitter
 - Utilize hashtags
 - Know the best times to send tweets
 - Between 2 and 3 in the morning
 - Make use of twitter list functions
 - Add value to your retweets
 - Tweet customer testimonials
 - Interact with your audience

How to Utilize Instagram to Promote Your Business

- A gigantic photo album with content from around the world
- Users of Instagram are buyers
- Can use pictures to pitch sales to consumers
- Growing your brand and business with Instagram
 - Incorporate your site link to boost traffic

- Add your site's link to your profile
- Use audience-targeted hashtags
 - A way to showcase your ideas and conversations
- Ensure you are using the right filters
 - Mayfair or Inkwel are best for businesses
- Post at the right times
 - Wednesdays between 5 and 6 p.m.
- Engage with popular Instagrammers
 - Get them to review or feature your product

How to Utilize YouTube for Your Business

- Great way to increase visibility and reliability of your brand
- How to Use YouTube to Grow Your Business
 - Remain active
 - Create a variety of content
 - Webcasts
 - Webinars
 - Short tutorials
 - How-to videos
 - Product demonstrations
 - Customize your channel
 - Add color
 - Add images
 - Add links
 - Use your logo
 - Customize the tone of the videos
 - Think through your titles
 - Use relevant keywords
 - Engage with your audience
 - Reply to comments

How Pinterest Can Get You More Targeted Website Traffic

- Pinterest is the third largest social media network
- How to Use Pinterest to Grow Your Business
 - Create Pinboards
 - Include relevant keywords in the title
 - Describe your ideas
 - Utilize relevant keywords
 - Choose vertical images
 - Embed pins on your blog
 - Use pins with timetables in mind
 - Utilize rich pins
 - Create bi-weekly posts
 - Create mutual pinboards