

SOCIAL TRAFFIC PLAN

Your Guide To Using Social Media
To Get Targeted Website Traffic



Table of Contents

Introduction	5
Chapter 1 – Utilizing Facebook.....	9
How to Utilize Facebook to Grow Your Business	11
Ask for Testimonials and Reviews	11
Strike a Connection with Your Audience	12
Utilize News Feed Ad Placement.....	13
Get Feedback from Your Audience.....	14
Offer Helpful Resources	15
Use Images in Your Posts	15
Chapter 2 – How to Use Twitter for Business	17
An Overview of Twitter.....	17
Types of Posts on Twitter	19
Proven Tips to Boost Your Business on Twitter	20
Utilize Hashtags	20

Understand the Best Times to Tweet.....	21
Make Use of Twitter List Function.....	22
Add Value in Your Retweets.....	22
Tweet Customer Testimonials	22
Interact with Your Audience.....	23
Chapter 3 – How to Utilize Instagram to Promote Your Business	24
Growing Your Brand and Business with Instagram	25
Incorporate Your Site Link to Boost Traffic.....	26
Use Audience-Targeted Hashtags.....	26
Ensure You are Using the Right Filters	27
Post at the Right Time.....	28
Engage with Popular Instagrammers	29
Chapter 4 – How to Utilize YouTube for Your Business.....	31
How to Use YouTube to Grow Your Business	32
Remain Active.....	33

Customize Your Channel.....	34
Think Through Your Titles	34
Engage with Your Audience	34
Chapter 5 – How Pinterest Can Get You More Targeted Website Traffic	37
How to Use Pinterest to Grow Your Business	38
Create Pinboards that Include Keywords in the Title.....	38
Describing Your Ideas	39
Chose Vertical Images to Make the Most of Your Real Estate	39
Embed Pins on Your Blog	39
Use Pins with Timetables in Mind	40
Utilize Rich Pins	40
Create Bi-Weekly Posts.....	41
Create Mutual Pinboards	42
Conclusion	43

Introduction



In 2006, Facebook expanded its already highly successful network of college students to include work networks. A year later, Twitter came onto the scene as a new marketing tool for businesses to better interact with their customers. When Facebook bought out Instagram in 2012, the number of users on Instagram more than doubled and currently has more than 300 million active users.

Over the last decade, social media has evolved drastically. Every day, more businesses are creating their profiles, and even more potential customers are also creating their profiles. Social media is no longer a novel concept for businesses but rather a necessity for building a reputation and brand awareness.

Online digital marketing has numerous advantages for businesses. First, the information travels fast, and it is very cost effective. Also, there are no geographical boundaries, and everyone can use it. When a new social media platform is introduced, there tends to be a mad dash to secure a business username and gain new followers.

Then many businesses seek advice on how to grow their followers and convert potential customers after the fact. Unfortunately, this often fails. To be successful on social media, a business needs to be sure that they have a solid understanding of their brand. It takes much more than a simple business website to succeed in today's digital age.

Social media has become a tool for establishing your brand. Consumers are connected 24/7, and social media is how you can keep up. How many times have you heard a friend or family member say that they heard about a new product or found a cool article on a social media site?

When it comes to social media, you need to view it as a golden opportunity to drive traffic back to your website and convert potential customers. Businesses can easily create noise for consumers, but with a robust social media brand, you can stand out and use social media to reach your business goals.

It is essential that you spend your time on the social media platforms that best represent your brand. If you don't have an established brand, this guide will help you understand the importance of building a brand portfolio. Before you venture off into uncharted social media waters, you need to understand what your business is and who you are trying to reach.

You might want to consider taking some time to watch from a distance and make some observations regarding how other companies are using the platforms and engaging with their customers. You need to develop a solid understanding of the demographics of each of the different social platforms and the kind of conversations taking place. Many businesses fail at harnessing the power of social media because they lack planning and branding. If you can understand who you are, establishing yourself on social media will feel less daunting.

As a business, you don't need to get your name on every social media site. Social media isn't a one size fits all solution. You need to decide which platforms will best help your company reach its goals. Particular social media platforms are more suitable for displaying your artistic skills, while others can introduce you to the software communities.

Once you determine the perfect platform and the right audience, you need to figure out a way to strengthen these relationships to

satisfy the customer in a way that they become your marketers by spreading a good word about your brand.

Chapter 1 – Utilizing Facebook



Facebook is one of the most complex social networking sites for business because they are always changing the algorithms, which can make it challenging to reach your targeted audience.

Facebook offers both profiles and business pages. Profiles allow you to add friends and are a two-way connection to other members of the site. When Facebook business pages, users 'like' the pages, which allow businesses to push content out to the users who 'like' them.

Unlike profiles, business pages are public, which means anyone can follow a link to see everything that has been posted on the page. With a business page, you can also set up paid advertising for both Facebook and Instagram.

For single-man operations, like media personalities and authors, a Facebook profile may be enough. However, for most companies, you should be creating a business page. It is essential that you link your business page to your personal profile. The advantage of using both your own profile and business page is that you can utilize your friends' list from your personal profile on your business page.

With profiles, you can tag friends in business posts, invite them to events, and ask them to 'like' your page, while you also monitor conversations. Understanding your audience based on the content they post is not available with your business page, which is why you should have your personal profile linked.

The best way to grow your network with Facebook is to connect with the professional contacts on your personal profile. Be sure to add any media contacts, collaborators, other people in your industry, and potential clients. You might also be able to find potential friends in various Facebook groups or in the comments of other Facebook pages.

While it is understandable that you might want to keep your professional and personal pages separate, the great thing about Facebook is that you can create friend lists and control what the different lists see. You can have as few as one list for professional contacts, or make 100 lists and segment them in different ways.

When posting content, you can exclude lists from seeing a post or target a specific list, so they do look at your post.

How to Utilize Facebook to Grow Your Business

While you may have a Facebook page for your business, the question becomes whether or not you are using it to its fullest. Facebook is a great tool that can be used to effectively grow your business with a lot less effort than you've been putting in up until now.

In addition to posting updates about your business, there are numerous ways that you can utilize your Facebook page to create awareness among your audience to spread brand awareness and gain more followers.

Here are some of the most effective ways that you can use your Facebook business page to grow your brand awareness and gain more traffic to your company website.

Ask for Testimonials and Reviews

To improve your brand name and spread awareness about your company, it can help a great deal if you post testimonials and reviews on your business page. If you've ever used your page to promote local business, it provides you with the opportunity to gather testimonials and reviews from your customers.

While it might be challenging to motivate your customers to review your business page, you can put a sign up at your place of business to make your customers aware of the option to discuss your business on Facebook.

Apart from having a Facebook page filled with reviews of your customers, you can also select some of the best reviews and post them on your company site so visitors can see what others are saying.

Strike a Connection with Your Audience

An essential element of using your Facebook page for your business is connecting with your audience. Your audience on Facebook will consist of fans of your business, fans of your content, current and former customers, as well as potential customers. When you post content on your page, you need to keep this in mind, because your first priority is to connect with your audience.

If you follow the traditional method of audience engagement, you should be following the 80/20 rule. This means that 80 percent of the content that you post should be value-added content with the remaining 20 percent promoting your business. You can fill the 20 percent with material that is used for marketing, sales, or self-promotion purposes.

It is imperative to engage with your audience if you want to promote your business page. The best way to catch their attention is by posting unique and informative content that is related to your business or industry. To win a loyal and engaged audience for your business, you have to create content that is relevant to your niche.

It is also critical to interact with your audience. This can be done by providing them with the kind of content they desire, as well as replying to the comments they post to your page. To ensure that you produce content that will engage your audience, monitor the comments that are posted so you can find out what your audience likes or doesn't like about what you've posted.

If you notice that one of your posts gets a substantial number of likes and shares, it is up to you to try and find out what makes that post special. This will help you create similar posts in the future so you can increase the exposure that you gain by regularly posting the kinds of posts that your customers respond well to and by avoiding those that they seem to hate.

Utilize News Feed Ad Placement

Facebook provides its users the opportunity to place ads within the news feed that is located in the right-hand column of the site. The only requirement for this is that you must add your link to a Facebook page so that it is displayed in the news feed. In case

you don't have a Facebook page, you can only take advantage of ad placement services that appear in the right-hand column.

With news feed ads, your business page is used as the source of the advertisement by Facebook. This feature will provide your target audience an option to like your page apart from connecting with the primary objective of the ad.

Get Feedback from Your Audience

It is always best for your business to get a clear understanding of your customer's expectations and then to strive to fulfill their demands. The best way to get an accurate understanding of how current and potential customers feel about your brand or product is to survey them. Not only does polling your audience give you a path to connect with your customers, but it also helps you understand what your customer's expectations in a much better way.

If you find creating a survey is too time-consuming, Facebook has made it easy for users to create simple polls with their Facebook polling app. The app allows you to create a simple to use survey which can be easily understood by your audience. The best thing about the app is that it will provide you with readymade answers and can collect personal information in a way that will satisfy any privacy concerns that might arise.

Offer Helpful Resources

The best way to grow your audience and get more targeted traffic to your business site is to offer resources to your audience. Providing your audience with helpful and value-added resources will also help to set you up as an authority and thought leader in your industry.

Some of the best posts that you should be sharing on your business page is breaking news, blog entry posts, new tools, features, and products, book recommendation, and other useful websites. The kind of content that you post on your business page will shift depending on your specialty and business. On the off chance that there is a tool or blog that you depend on in your business, share the information with your fans.

Use Images in Your Posts

Photos are an extraordinary addition to your Facebook posts. So you want to post the highest number of pictures as you can. Not only can images convey a wide range of information, but it can also focus in on a single thought or emotion. Recent studies have also determined that images get shared more often than posts that contain only text.

The best part about adding images to your Facebook business page, it that they don't need to be created by an expert

photographer. Some of the best pictures that you can post come straight from your phone. The best images to display are ones of your employees, your products, or you in action.

When it comes to utilizing social media to grow your business, you want to try not to put all of your eggs in the Facebook basket. While Facebook can be an extraordinary way to showcase your business, it should be used in conjunction and supported by different channels.

Chapter 2 – How to Use Twitter for Business



If you want to know what's going on in the world at any given moment, Twitter is the go-to place. With only 280 characters to deliver your message, users are able to share news and opinions and interact with others instantly.

As a business, you can quickly reach new and existing customers. If people are already sounding off on your business, Twitter makes it extremely easy for you to find these people and respond to their comments or introduce them to your business.

An Overview of Twitter

Twitter has five main functions, the timeline, notifications, moments, messages, and your profile. The basis of Twitter is 280-

character 'tweets' that are messages that may contain text, links, images, or videos. Tweets are sent out by users, and every user has a 'handle' which is your username on the site.

Other users on Twitter can tag you in a post by putting an '@' symbol before your handle. This is what is known as a mention. Users have the ability to follow other users, resulting in the tweets you send and the accounts you follow to send populated information to your timeline.

Twitter will also make recommendations for people to follow and you can use your email list to find followers on the site. To find followers through your email list, add the contacts to your email provider and link it to Twitter.

Once users see that you are on Twitter, they may immediately follow you back. If you don't see the growth results that you were hoping for, you may want to consider sending a tweet out to active accounts letting them know you are on Twitter.

Your timeline on Twitter is listed in chronological order from newest to oldest. You have the option to retweet, quote a tweet, and like tweets from other users. The retweets share a tweet from someone else to your followers, while quoting a tweet allows you to add your own comment to the tweet.

Many tweets contain hashtags. Using the '#' symbol will hashtag your conversation. Many companies will use a hashtag to promote a campaign or to reinforce an ongoing message. When you search a hashtag, all of the tweets that are tagged will show, with the exception of tweets made by private accounts.

Types of Posts on Twitter

There are five main kinds of posts that you can create on Twitter; photos, quotes, status updates, videos, and links. One strategy to use with Twitter is the rule of 4-1. Select one main kind of post that your followers can expect to see from you, like status updates. Then, every fourth post you make, switch it up and post a different kind of post, say a video. This strategy helps you to remain consistent, while also providing you enough varied content that your followers don't get bored.

With Twitter, new content appears every second. However, this can pose a significant challenge for marketers. As you work on maximizing your brand on Twitter, it is important to remember that marketing on social media is not a 9-5 job. Social media updates constantly and when your consumers are online, you should be online.

There are numerous social media publishing apps available that can help you schedule tweets in advance. These help you stay organized and ensure that you are posting frequent messages

that reinforce your brand. That being said, it is also imperative that you also monitor your brand on Twitter.

Proven Tips to Boost Your Business on Twitter

It's entirely possible that you may have been using Twitter for a while to market your brand or business, but haven't seen much growth in your business. It may be entirely possible that you haven't had much luck using Twitter to promote your business.

All of the issues that you've had with utilizing Twitter lies in how you're using the site. If you haven't had much luck in growing your business with Twitter, it might mean that you aren't well versed with the best strategies for promoting your business on the popular social media site. Rather than spend your valuable time researching the best methods for promoting your business on Twitter, here are some tips that can be used to help you get more targeted website traffic.

Utilize Hashtags

Hashtags hold primary importance if you want to utilize Twitter to promote your business correctly. However, you should use them sparingly, and the ones you use should be chosen carefully. When you are considering the use of hashtags, you have to pick hashtags that are relevant to the tweet. The best way to make

optimal use of hashtags is only to use them when a given hashtag is already trending.

If you are having trouble choosing appropriate hashtags to promote your business, you can use sites like Ritetag and Hashtagify to assist you. These types of sites help you to search the best-related hashtags that you can use in your tweets.

Understand the Best Times to Tweet

It is essential that you are fully aware of the best times to send out tweets. Just like with posting on the other social media sites, you need to know the most appropriate time to tweet to ensure that it gets read by your target audience.

While you can judge when the best time to send out a tweet is by having a clear idea about the time zones where your prospective customers are located, but if you want to get maximum engagement with your target audience, evenings and late nights are the best times, on average, to send out tweets. If you're going to get more clicks, you need to schedule your tweets to be sent out between 2 and 3 in the morning in the different time zones.

To help you determine when to send out your tweets, Twitter's analytics tool can help provide you with a proper analysis of time zones for your current followers. Based on their time zones, you can get an idea of when most of your followers will be online.

Make Use of Twitter List Function

Twitter lists are an excellent tool for grouping accounts together that belong to a particular niche. This makes it much easier to find relevant content to retweet. The best part of this tool is that it also provides you with the option to subscribe to someone else's list apart from creating one's own Twitter list.

Add Value in Your Retweets

It is perfectly acceptable to retweet other's content as long as you give credit to the original post. However, it becomes crucial to make the retweet valuable as well. This can be accomplished by merely retweeting a quote while adding your reaction or opinion as well. It can also be used as a fantastic opportunity to connect the retweet with your brand.

Tweet Customer Testimonials

The testimonials from your customers play an influential role in promoting your business and gaining more targeted traffic to your company website. When you post the words from the mouths of your customers and fans, you will double your chances of catching immediate attention of expected followers and buyers on Twitter. This can be extremely helpful in increasing your credibility and gaining the trust of your targeted audience.

Interact with Your Audience

The entire point of getting your business on Twitter is to interact with your target audience. If you have dedicated followers who are commonly retweeting and commenting on your tweets, do your best to make them feel special.

If you have the workforce, make sure that every customer who engages with your tweets feel special by replying to their comments and helping them out with any issues.

In the long run, it will cost you very little to interact with your customers, but by doing it, you will create an image of someone who truly cares about their audience, which will lead to more exposure for your business.

Chapter 3 – How to Utilize Instagram to Promote Your Business



Instagram is really nothing more than a massive photo album with content from users around the world. Instagram has more than 750 million members that are active on the site, which is more than Twitter. This means more and more brands are discovering how to use Instagram to gain more followers and share their brand message.

If you're not convinced that Instagram would benefit your company, consider this, users of Instagram are buyers. There have been numerous studies done that show them in the last five years alone, Instagram's network has grown in purchasing power by customers, and it will only increase more.

When you put images and pictures on Instagram, you can pitch sales to them without much effort on your part. Customers head to Instagram and other social media sites for a variety of reasons, what you need to focus on with your business is purchasing power. When you focus on this aspect of Instagram, it can help you convert uninvolved customers into sure clients.

As opposed to the other social media sites that you can utilize for your business, Instagram is wholly comprised of the visual appeal element. Exploring the use of Instagram to grow your brand will force you to think about the visual component to your brand. Many businesses overlook this aspect and rely on stock photos to share their visual story. While this might work when you are first starting, as you further define your brand, it may end up deterring you from your goals.

If your brand is built on authenticity, you need to consider budgeting for a few professional photo shoots that capture the true essence of your brand. Photos that are unique to you and your company will only reinforce what your brand is to your target audience.

Growing Your Brand and Business with Instagram

While Instagram might be a newer way for businesses to promote their brand, it has already become a favorite platform for many. Whether it's from an exciting interaction point of view or promoting

one's brand in a more straightforward way, the efficiency of the site shows that both have been grabbing the attention of nearly everyone. If you are making use of social media to reach your customers, Instagram shouldn't be ignored.

Recent studies have found that Instagram is 15 times more efficient in attracting customers and marketing a business, compared to Facebook, Twitter, and Google+. You can't ignore the fact that a simple photo sharing application has emerged as one of the critical sales channels today.

Incorporate Your Site Link to Boost Traffic

With Instagram, you have many opportunities to lead more traffic to your company site. Your Instagram profile is the one place where your connections with other members are interactive, directly under your name and description at the highest point of your page. Within this area, you can post a link to your business site or a landing page for your products. Keeping a link to either of these two places can help you boost targeted traffic to your site.

Use Audience-Targeted Hashtags

Hashtags, as we've touched on before, are an excellent way to showcase your ideas, concepts, and conversations in a group. It's also an easy way to look for people who post on topics that you may be interested in exploring further.

By using suitable hashtags in your updates, you can find an easy way to reach people showing an interest in your products. The best way to ensure maximum benefit is to use hashtags that not only give the details of your photos and business but are also famous on Instagram and are actively searched for by people.

To find the most appropriate hashtags for your business, you can use a free online service like Websta or Iconosquare, which provide a list of relevant hashtags based on your individual needs.

You can make efficient use of these types of lists to find the best 10 to 20 hashtags that are related to your brand, business, or products. This way you are able to get the most suitable hashtags for promoting your business.

Ensure You are Using the Right Filters

One of the most significant issues that people face is not being aware of the way Instagram filters may affect the engagement of the audience. Generally, people post what they find attractive, and most of the times these posts turn out to be nothing more than filters that affect the overall interaction on the site.

A recent study released by TrackMaven showed that a number of images on the site that incorporated the Mayfair or Inkwel filter received more likes and comments.

Since the target audience differs from business to business, it is recommended that you experiment with various filters and use an Instagram management tool to check the filter to see one will be the most popular for your particular business needs.

Post at the Right Time

As will all of the social networking platforms, you need to post your content at the right time. According to SimplyMeasured, an analytics company, the best time to post to Instagram is on Wednesdays between 5 and 6 p.m.

When scheduling your posts; you want to be sure you are aware of when your target audience will most likely be online and on Instagram. It helps you in judging the best time to post and act accordingly. One of the best websites for choosing the peak times for increasing engagement is IconoSquare, which give an optimization report based on one's participation and posting history in the past.

With IconoSquare, you get a detailed report in which black circles represent the times that you're posting, and light-gray circles that represent the level of engagement the posts received in the past. The best times or the peak times to post are shown by the most prominent light-gray circles, which are calculated based on your followers' engagement on the site.

Engage with Popular Instagrammers

One of the best ways to grow your community on Instagram is to get a favorite Instagrammer to feature your product on their feed. This is a lot like paid advertising on some of the other sites, because you are charged a fee, which can be in the form of payment or by sending products for review.

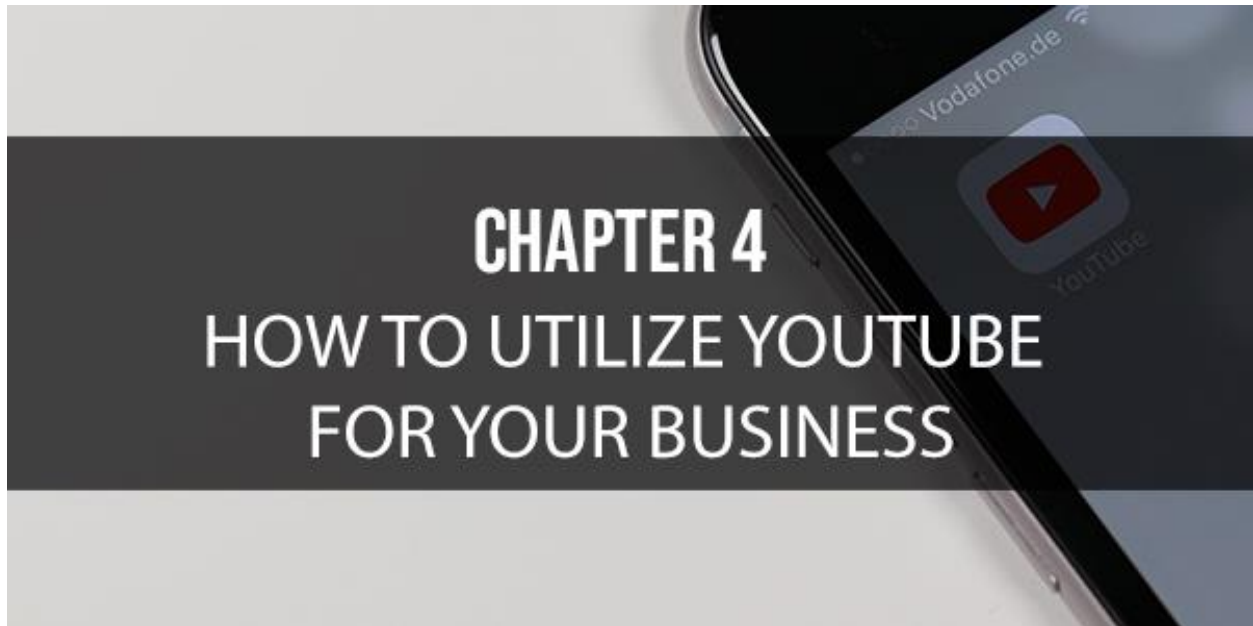
To find the most influential accounts in your niche, you can use Instagram's search function, which requires typing in keywords, hashtags, and company names. After finding and following a large account, Instagram will provide you with a list of similar users who can be followed by you to boost your business.

Before you connect with another user, it is always recommended that you check the account profile of the person. In most cases, you can get an idea of and know if the account accepts product reviews or sponsored posts. Plus, you might also find numerous users that have a note displayed in their bio that shows their willingness to work with different companies.

If there isn't a clear indication that a user is willing to engage with different brands, you can email them directly and ask whether they are willing to do a featured review or sponsored post for your business.

Your popularity on Instagram ultimately lies in your hands to grab the attention of your target audience and showcase your business on the site. Instagram's continuing popularity will prove to be a great way to grow your business and bring more targeted leads to your company site.

Chapter 4 – How to Utilize YouTube for Your Business



When someone mentions social media in terms of business tools not many people think of YouTube. While it may not initially look like it is a suitable platform for marketing, now that the comments on YouTube are tied to Google+, it has become even better. Creating and uploading video content on YouTube is a fantastic method for increasing the visibility and reliability of your brand.

It has had many ups and downs since it made its debut in 2005, but today it is one of the most visited sites around the world. Every day, more and more videos are being uploaded, and in 2014 YouTube claimed that 300 hours of new videos were being uploaded to the site every minute.

Now YouTube allows high-quality videos, live streaming, 3D, 360° videos, as well as being able to manage your profile, create partnerships with video creators, and much more. YouTube allows the uploading of videos in most container formats.

It also allows 3GP, meaning videos can be uploaded from mobile phones. This can make it easier for you to decide to advertise your brand on YouTube. While other social networks are trying to incorporate videos to their sites, YouTube sticks with what it does best.

To present your brand correctly on YouTube, you need to set up an account, create a channel and make a short video about your brand and yourself and tell your viewers what they can expect from your channel. If you want to be successful, your videos need to have a purpose.

How to Use YouTube to Grow Your Business

While the user base of YouTube makes up the essence of every single social medium, a supporter on YouTube is substantially more vital than a user of either Facebook or Twitter. Facebook users are a lot more challenging to reach than they used to be, and Twitter users see an onslaught of tweets, making it more than likely that your tweets will go unnoticed.

Almost 90 percent of viewers see themselves as a "normal" YouTube client. The convenience of YouTube, combined with its capacity to make huge numbers of various social signs, makes the platform a critical piece of any informal business marketing system. Potential new clients will see your new videos, and they will focus on the message in the videos, and even pull in new endorsers.

Remain Active

YouTube channels with the highest popularity are those that consistently update content. If you decide to use video as a tool for advertising your brand, you will need to make and upload a lot of videos. This can be done in numerous ways. You can create webcasts and webinars that can be broken up and posted as a series. You can create short tutorials or explainer videos and product demonstrations.

Along with posting a lot of videos, you also need to actively respond to comments left by other users of the platform. People will rate your videos and leave comments. You will need to respond to this feedback as soon as possible and be professional in your response. Remember, this isn't your personal site, but your brand's window to the world.

Customize Your Channel

Show what your business channel is really about so that it can be visible from plain sight. It will be great if you can create a channel that doesn't look like every other YouTube page. Add some color, images, links, and relevant information.

If possible, use your logo, particular color palette, tone, and slogans, so your viewers associate the video with your business. Encourage viewers to subscribe to your channel, so they receive notifications when you upload new videos.

Think Through Your Titles

People usually search YouTube the same way they do on Google, so you want to make sure that you use keywords that are relevant to your business and phrases that describe what they might be looking for. If you need a description for a video, there is a place for that as well.

Be sure to explain your video in a few short sentences, including your top keywords and add a link to your company's website or blog so people can find you if they want to get more information.

Engage with Your Audience

One of the most critical aspects of social media and what makes it different from all other press is that you get to see the comments

and feedback from your users in real time. The moment you post a video on YouTube, your customers can comment and like your video and share it on their other social media platforms like Facebook and Twitter.

Having one of your videos go viral on social media can be worth thousands of dollars in free marketing, getting some companies to dedicate themselves to creating YouTube campaigns that will gain real exposure for their companies.

If you take into consideration the amount of money some brands are spending on marketing their products, there is no doubt that successful YouTube campaigns can save you significant amounts of money and make your brand huge at the same time. The real trick to finding success on YouTube is communicating and interacting with your audiences.

Long gone are the days of merely throwing a TV ad out there and hoping that something good will come of it. Today, the trick is in interaction, which means keeping track of what your customers are commenting, even if those comments may seem like trolling. Yet comments made by trolls can gain you more exposure if you play your cards right.

For instance, if there is a joke that continues to recur in the comments section of your YouTube videos, why not use this to your advantage and create a video that uses this joke as its

theme and make your audience love your brand because you took the joke in jest, rather than immediately going on the defense. The truth is that audiences today love the hype and stuff that can go viral, so why not give them what they want.

What's more, the comments section of your YouTube channel is a great place to give your customers some great support without them even having to ask for it. It won't cost you too much to have one customer support agent go through the comments on a regular basis and leave replies wherever they can to help the customers out.

If your customers need some help or seem confused, the agent can help them, and if they are merely commenting on the product, they can interact with them, which can often lead to better customer satisfaction and more exposure. A happy customer is more likely to recommend you to people and share your content on their social media, which translates into free marketing.

Generally speaking, you could say that interacting with customers on your all of your social media platforms is key to increasing awareness of your brand, and YouTube is undoubtedly one where communicating with your audience can lead to great results.

Chapter 5 – How Pinterest Can Get You More Targeted Website Traffic



Another great way that you can promote your business and get more targeted website traffic is with Pinterest. Pinterest was started in 2010 and has become a catalog of the world's ideas.

One year later, Pinterest became one of the top 10 largest social network services with a total of 11 million visits per week. Just one month later, the site had 11.7 million unique users, making it the fastest site in history to break the 10 million unique visitor point. By 2012, the site became the third largest social network, behind Twitter and Facebook, in the United States.

How to Use Pinterest to Grow Your Business

The social media platform has proven to be especially popular among women. According to research, 70 percent of the female audience in the United States accessed the website through the computer and spent an average of 90 minutes a month browsing the site. The most popular categories you can find on Pinterest are DIY and crafts, food and drink, women's clothing, home décor, and travel.

However, having a particular strategy for your Pinterest activities will help you achieve better results. While this isn't a recipe that needs to be followed precisely, the following suggestions can help you connect with others who have the same interests as you.

Create Pinboards that Include Keywords in the Title

Pinterest has terrific search capabilities. In order to bring even more people to your online backyard and learn about your business, you'll want to include relevant keywords in the titles of your boards.

You want to be sure that you choose a category for each of your pinboards, as well as utilizing the option for Pinterest to suggest your boards. This way you'll be found much quicker and easier by your target audience. It is also essential that you don't set your pinboards to private.

Describing Your Ideas

When writing the description for your boards, it is imperative that you utilize relevant keywords. You want to keep in mind that users can tweet and share your pins via Facebook, so by using keywords, your pins can be more easily searched on these other social media sites.

Plus, what you write in the description is what becomes the tweet, so you'll need to keep the description brief, appealing, and relevant.

Chose Vertical Images to Make the Most of Your Real Estate

In order to take up the most considerable amount of visual space, the images you add to Pinterest should be long and narrow. Look through the site and note what your favorite pins have in common and then apply the same techniques to your images.

You will be able to recognize the kinds of images that are most repined and shared. Most users don't include a big image but have one that pins with every post. So, you want to have a pinnable image on each of the posts that you share.

Embed Pins on Your Blog

A fresh and straightforward way to get more repins is to embed pins on your blog. To do this, you will need to create an embed

code on your Pinterest account. Then tweet your pin or share them on your other social networks where you believe they will be relevant.

Use Pins with Timetables in Mind

The most crucial new element that is now accessible on Pinterest is that you can plan all your Pinterest pins with Buffer from a single dashboard. Similarly, you can now plan pins to post reliably for the duration of the day.

You can share substance to Pinterest from the Buffer dashboard or from the Buzzer program augmentations for Firefox, Chrome, and Safari.

Utilize Rich Pins

In 2015, Pinterest introduced buyable pins that contain more information than a regular link. Rich pins allow users to buy things directly from other users that utilize this feature. With rich pins, users are able to see prices and select a particular product, choose the color or size, and whatever that specific product includes, and then press a button to buy the product.

There are five kinds of Rich Pins that you can take advantage of at the moment. They include movie, recipe, article, product, and place. Your business can advertise almost everything, and almost

everything can be bought. Take the time to find your chosen Rich Pins and apply to get them. If you're not skilled, you can ask your site developer or site owner to help you get what you're looking for.

Create Bi-Weekly Posts

In regards to timing your pins, there really isn't a bad time of day to post on Pinterest. With that being said, there are diverse subjects that unquestionably perform better on different days of the week. Pinterest shared some information on these connections a few years ago. Here's a look at what individuals focus on and when so you can time your posts accordingly.

- Monday: good aims start enthusiasm for wellness and wellbeing.
- Tuesdays: gadgets and new innovations are fairly popular posts.
- Wednesdays: motivational statements to help people get through the rest of the week.
- Thursday: fashion and design are the most popular posts.
- Friday: funny GIFs convey lighthearted elements for the week.
- Saturday: Vacations and travel posts.
- Sunday: food and specialty thoughts.

In addition, a recent study found that Saturdays, in general, are extraordinary in terms of posting new pins.

Create Mutual Pinboards

Collaborative boards can help you connect with a new group of interested users and allow your pins to be seen by a larger audience — no need to be careful about which boards to join since all the pins will show you on your Pinterest as well. If you are the owner of the group board, you can select the cover photo of your collaborative board.

Conclusion



As a business leader, you have the responsibility of upholding your company's brand to the highest standards. You have to be strategic and creative when adopting new tactics to grow your audience and gain more targeted website traffic. Social media is a golden opportunity that is almost a given in today's digital society.

One thing remains the same when it comes to business; you can make a lot of money with social media. In fact, the amount of people today who are using social media marketing is in the billions, and it isn't going to stop. It is continually evolving and has enough room for everyone.

We are in a digital age. The prominence of social media branding will continue to grow and become increasingly important in the

coming years. Take advantage today and maximize your business with social media marketing. By reading this book, you have already taken an important step to be ahead of the curve and put your business on a path to branding success.