



Social Media Overdrive

Social Media Integration

Important Learning Advisory:

To experience better learning, it is recommended that you print and follow this transcript while listening to the MP3 audio. There is ample space at the bottom of every page for you to write your own notes and jolt down ideas. Happy learning!



This is the final module on Social Media Overdrive where we will be summing everything up that you've learned and put them into action, to make your business happen! This is why it's called "Social Media Integration". The word "integration" is powerful. And it is even more powerful when you combine more than one component to achieve driven, focused results.

For example, you may get good results from using Facebook to drive traffic to your website. But it gets greater when you somehow match and combine Facebook AND Twitter to get laser-focused results – more targeted, more traffic, more visitors, which then means more buyers too.

- SMO is a set of methods to generate traffic and publicity through use of social media methods
- SMO involves increasing your back links, connecting communities, help spread your content
- In other words: the more Social Media methods you use and the more connected they are, the more targeted traffic you will get!

Social Media Optimization Reviewed

Let's talk about Social Media Optimization and review it again after discussing it briefly in the first module. Social Media Optimization, or SMO in short, is a system in which by using the attributes of search engine optimizations your web site is optimized amongst the most happening online communities. This can either be done by strewing links all across the community website to facilitate backlinking or by strengthening the interaction podium by writing numerous blogs and constantly updating their content. This will serve to recreate interest in your blogs amongst your regular visitors and have them coming back for more; though with additional company. This therefore is a more effective method of drawing traffic to your website.

So by now it is clear that if you have to popularize your brand you need to popularize your website. The guidelines below will simply help you a little in that endeavor.

Join a social media platform, for example---Digg, Delicious, Twitter, Facebook or Technorati. Besides the obvious advantage that your website will be looked up as a very 'in-thing' it will also improve the ranking and stature of your page in the tech community.

Tag your article in the correct way to increase visibility. Don't be stupid enough, to tag an article as Acne when it deals with the more specific issue of acne scars. Make your voice heard and opinion counted, by the tactful use of tagging.

Focus on quantity as much as you would on quality. Keep on adding articles and white pages so that you give your visitors more than enough to chew on. If you do not update your website regularly they will soon lose interest to visit your site in the long run. This tactic therefore assists in adding to the linkability of your website.

The most significant requirement is to provide for methods that simplify 'tagging' and 'bookmarking' for your customers. This can be done if you provide easy quick buttons or 'add to del.icio.us'. Allow for tag lists and notes for links to cumulate visibility.

Reward the incoming links as a sort of inducement to make them come back for more. This will not only bring in the existing customers but also pull in more traffic, who would want to get rewarded as well.

Offer downloadable files from your website in the forms of downloadable pdf. files ,audio and video files and make them available to your customer either for free or at a negligible cost. An additional propaganda mechanism can be by sending their copies to various other websites.

Social Media Optimization has immense potential of escalating the ranking of your website to great heights. Let us now move over to see the overall chart of how you can use multiple Social Media Traffic techniques to get people to visit your website.



As you can see from this chart, this looks like an excellent best case scenario when every method you use in the Social Media Overdrive course is applied to drive traffic – MASSIVE traffic – to your website!

Of course, you shouldn't do everything at one go. That would mean losing focus and getting diluted results. You should instead start with just one method. And once you excel well in it, start with another. Then another. Then another.

And when you finally master all of the Social Media techniques, you will get the best results you ever deserve. This wouldn't happen overnight but it goes to build a long term business that is self-sustainable and autopilot. Another school of thought in focused marketing is that you can use the same or similar content for all of the social media techniques so you can deliver a concentrated message through all available mediums.

When you use only one message, but deliver the same message over and over again throughout all of the social media methods – Facebook, Twitter, YouTube, Podcasting – your results will be concentrated too!

You're probably a believer of Social Media marketing by now and I hope this course has helped you in many ways. Until then, all the best in your marketing endeavors!