



Social Media Overdrive

Module 01: Social Media Overdrive Exposed!

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 jot down ideas. Happy learning!



Hello and welcome to the Social Media Overdrive audio module course. This is the introductory module and I will be discussing the overview on Social Media Overdrive Exposed. If you are an Internet marketer who is just starting out or learning to market your website for the first time ever but you are on a low budget, you will appreciate the power of Web 2.0 and social media traffic because this is by far the best targeted and above all, free method that you can use to drive in massive traffic and reach out to a pool of prospects at virtually zero to a low cost.

- Content created by people using highly scalable and accessible technologies
- Prominent Social Media examples: blogs, micro-blogs, streaming videos, social networking sites, social bookmarkings, wikis

What is Social Media?

What is Social Media? In case you have been living under the rock, social media became prominent in the last few years just about the same time the word Web 2.0 was coined and became a buzz word all over the Internet.

Ever since websites like Youtube, Facebook, Wikipedia.org and more started surfacing on the Internet and becoming critically acclaimed, this was the time that ordinary folks, one-man Internet entrepreneurs, SME's and SMI's started taking advantage of these powerful social networking websites to drive in massive traffic, get in enormous pool of targeted buyers and are able to compete with big companies and corporations on the same level only at a very minimal of expense. So what is social media?

In a nutshell, a social media website constitutes content created by people using highly scalable and accessible technologies. You have probably seen a lot of prominent social media examples today. They come in a form of:

- Blogs
- Micro-blogs
- Streaming videos
- Social networking sites
- Social bookmarkings
- Wikis

This is why social media is synonymous with Web 2.0 whereby these websites are different from a lot of older generation Web 1.0 websites. They can be differentiated very easily by seeing that these websites today are mostly user-generated; meaning people and third-parties are actively contributing content to a common website to make a community online grow bigger and bigger.

- 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
- Examples of sites with excellent SMO: wikipedia.org, facebook.com, twitter.com

Social Media Optimization (SMO) In A Nutshell

Social Media Optimization in a Nutshell. I will also touch on Social Media Optimization (or SMO in short) in a nutshell although more of SMO will be discussed in the later module. SMO (social media optimization) is a set of methods to generate traffic and publicity through use of social media methods.

SMO involves activities such as increasing your back links to your websites, connecting communities one-by-one and the ability to help spread your content more effectively. Some examples of websites that offers excellent search social media optimization include:

- Wikipedia.org
- Facebook.com
- Twitter.com

- and even more.

You've probably realized by now that a lot of Internet marketers and small to medium enterprises have used websites like these very often to reach out to their pool of buyers, expand their marketing presence and get in more traffic.

- Conventional Traffic: SEO, PPC, Joint Ventures, Affiliate Programs, Email Marketing
- These conventional traffic methods are usually sales-oriented
- Social Media Traffic focuses on consumer-to-consumer communication and endorsement
- Social Media is FREE to use yet network leverage is potentially limitless

Why Social Media Traffic Is Better Than Conventional Traffic

Why social media traffic is better than conventional traffic? You see, conventional traffic constitutes methods that you probably have known so well off by now. Search Engine Optimization, Pay-Per-Click, Joint Ventures, Affiliate Programs, Email Marketing. These are just some to name and these conventional traffic methods are usually sales and marketing oriented.

Now what makes social media traffic different from these conventional traffic methods is that social media traffic focuses on consumer-to-consumer communication and using individuals to endorse something or recommending something without being to sales pitchy in the process especially if there is no monetary incentives involved.

Furthermore, social media is at large free to use and yet the network leverage is potentially unlimited. This is why social media traffic has proven to be better than conventional traffic on many grounds. So if you are just starting out on a shoe string budget, you don't have a lot of money to spend on traffic and you don't want to use slow ways of getting traffic like SEO or you don't have the money to spend on Pay-Per-Click, I recommend social media traffic methods for newbies.

And even if you're an expert, there's nothing stopping you from using social media traffic methods because this not only improves your search engine ranking for your websites, there is no better way to tap into a pool of buyers instantly and more targeted than using social media traffic methods.

In the coming modules, I will be touching on various methods in more detail so you can learn the mastery of using free social media strategies to get targeted traffic and buyers rushing to your websites. This was never made available to the small guy only until not too long ago, and there's no more exciting time than now to make a lot of money on the Internet at the expense of using the best type of free traffic methods!