

Social Media Strategies: 17 Ways To Get More Traffic, Leads and Likes



Social Media is my 'Go To' place for instant article traffic for both myself and my [clients](#), after all social media now drives a massive [31% of all internet traffic](#). However most of the strategies everyone is using are 'overused' and do not get the results they did before. Add to this the declining organic reach of Facebook and you are going to see a massive reduction in the performance of your social media efforts (if you are not already).

It doesn't have to be that way and in this post, I will share with you 17 untapped social media strategies that you can use to supercharge your social media and get more likes, tweets and of course more traffic to your website. We will use, Facebook, Snapchat, Twitter and even email to get more from your digital efforts.

So if you are ready lets get going with the tips and strategies;

Join Us On Our Blogging Adventure

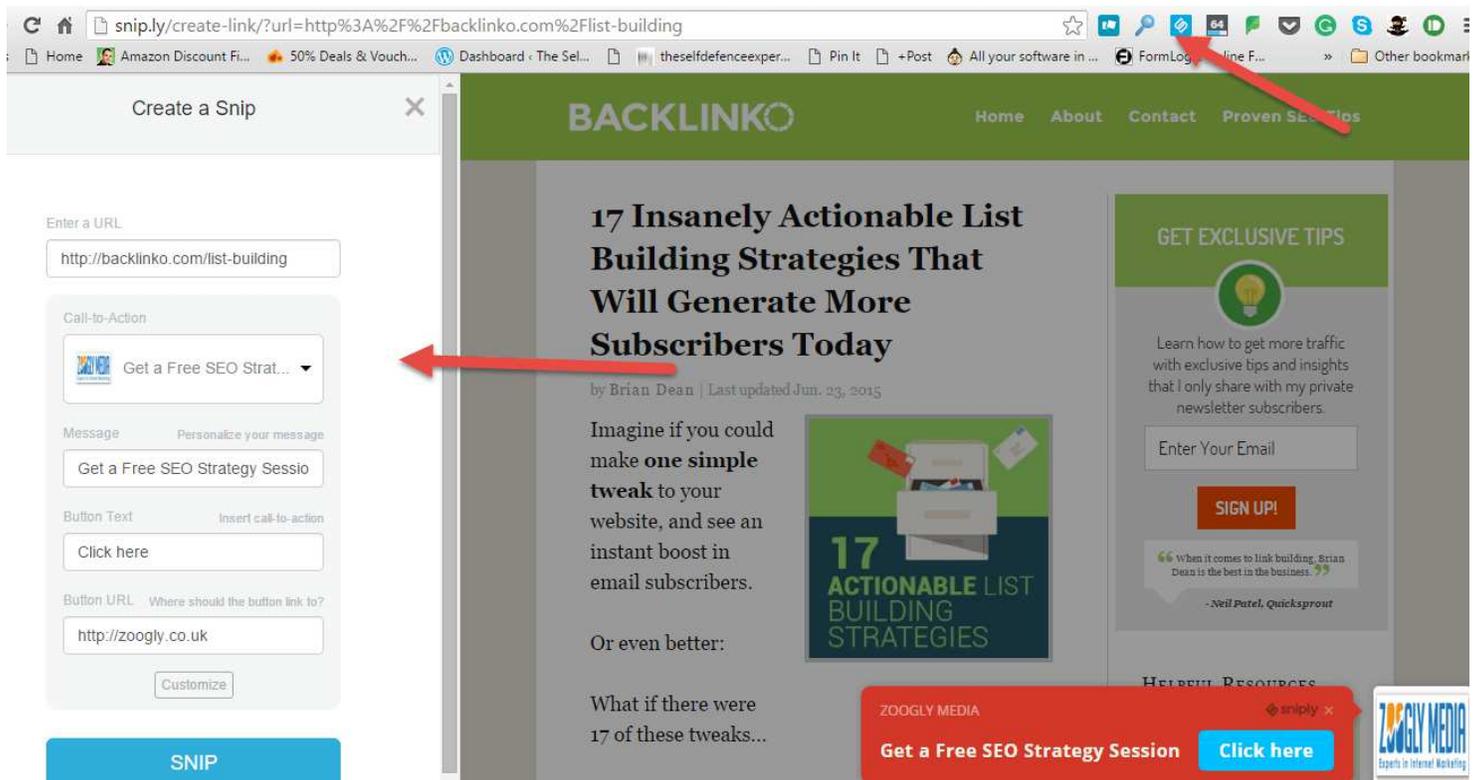
Do you love blogging? If so join us on our adventure and we will share our best tips and case studies along the way

1. Use Sniply To Get Leads From Every Post, Even If The Content Shared Is Not Yours!

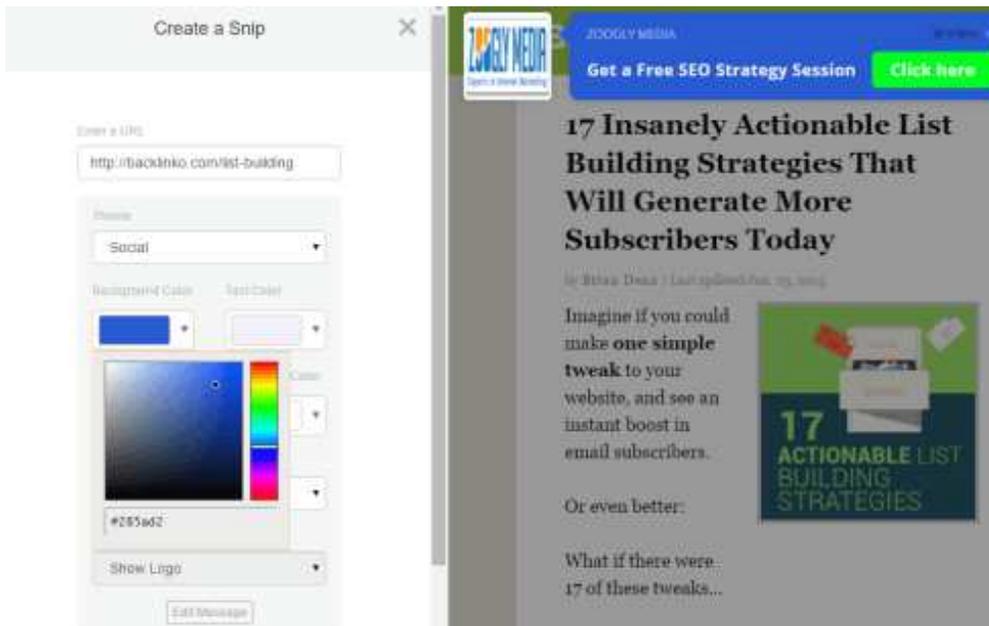
Wouldn't it be brilliant if every piece of content you shared could bring a lead to your site, and that includes content you share on Facebook, LinkedIn and Twitter. Well, you can achieve this using [Sniply](#).



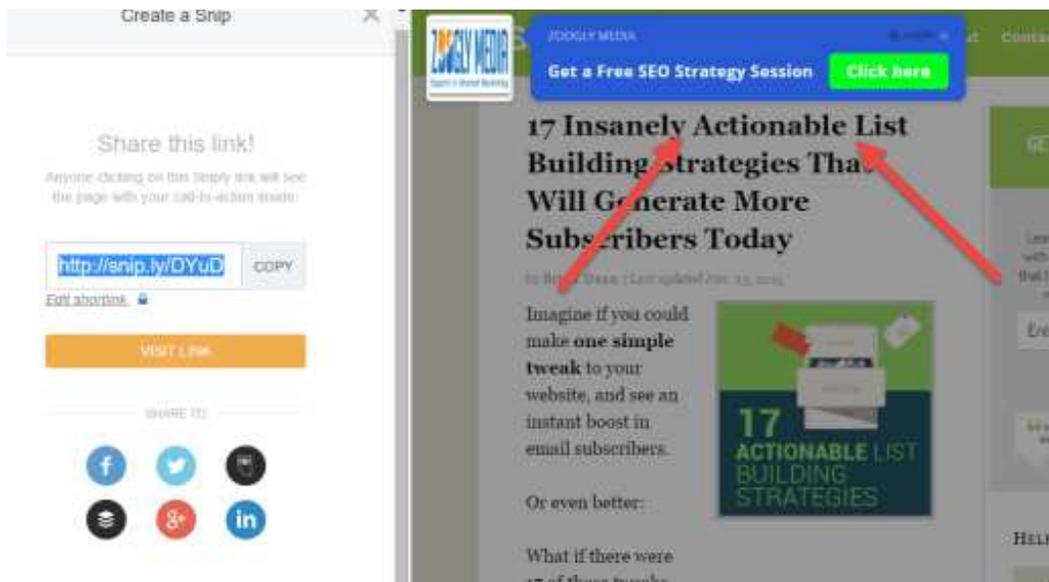
Sniply is a tool that literally lets you add a link to content on the content itself. here is how it works. Once I have a Sniply account I add the extension to my Chrome browser and whenever I find a piece of content I like I click the Sniply icon:



Once there I can create a call to action button and alter its colour and location as you can see below I have changed it completely.



After I have decided on it's location and style I will then press the snip it button and a range of sharing options pop up as well as the finished call to action.



If I am happy with it I literally just click the icon of the social media network I want to share it on and off the snip goes. This is what the Tweet looks like in my feed:



When one of my audience sees the post and clicks onto it they will go to the original content and see my pop up as it has been designed and if they click the link they go to my home site.

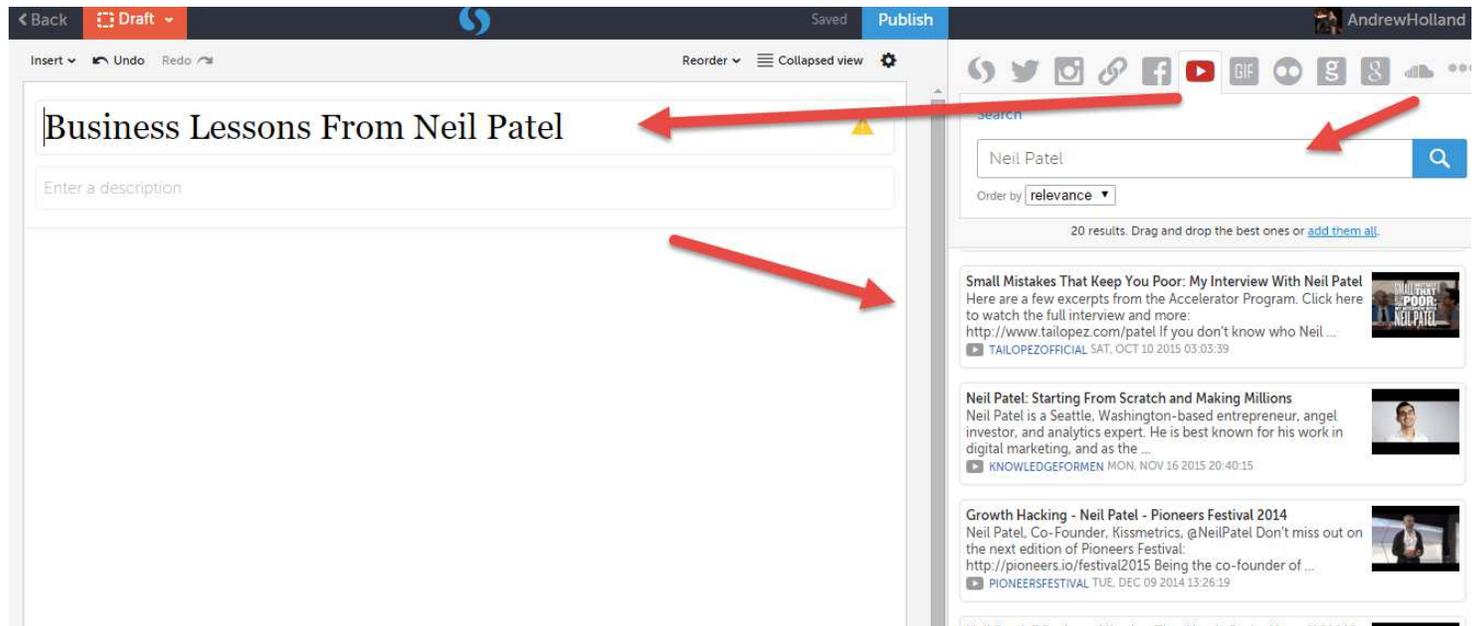


This technique is amazing and I can use it to get leads from the amazing content that others have created. So it is a win, win situation for everyone. In this example I used amazing post on [list building](#) by Brian Dean at Backlinko, I can literally share the best content and get the potential of leads from every share.

2. Use Storify To Gather Amazing Content And Get Noticed By Social Media Influencers

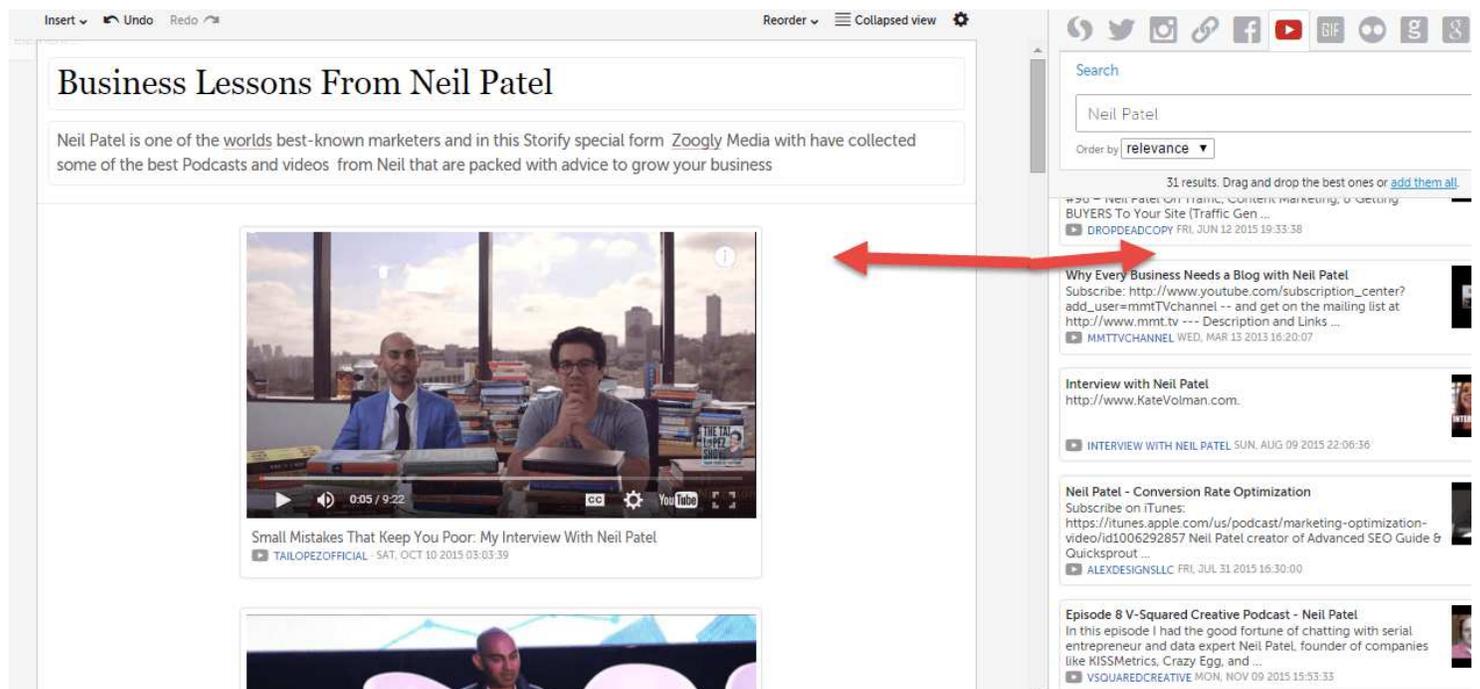
Storify is one of those things I wish I used more often because it is so fast and easy to use and curate great content.

To use it create an account and you will be greeted with a dashboard:



From this part, it is very similar to using WordPress as you have a title and a description you can add. However, you will notice that you have a search field to the right. This is a very powerful search engine that will get content from the web on any subject you wish.

For an example have decided to curate Neil some of Patel's videos and articles in one place, partially for my own use and also because I think others will find it useful who follow me on social media.



Storify is so easy to use, I literally just search for the content and then drag and drop it into the post and once I publish the story I get a really professional looking web page (see below)

But wait, that is just the beginning, you soon get noticed as I will show you next.



The great thing about storify is that it will notify all those who are mentioned in the story, this is an amazingly fast way to draw attention to the post. Just check the views when compared with the minutes on my story

That is 7 views in just 8 minutes and I know that this story will just grow and grow because it is literally packed with content.

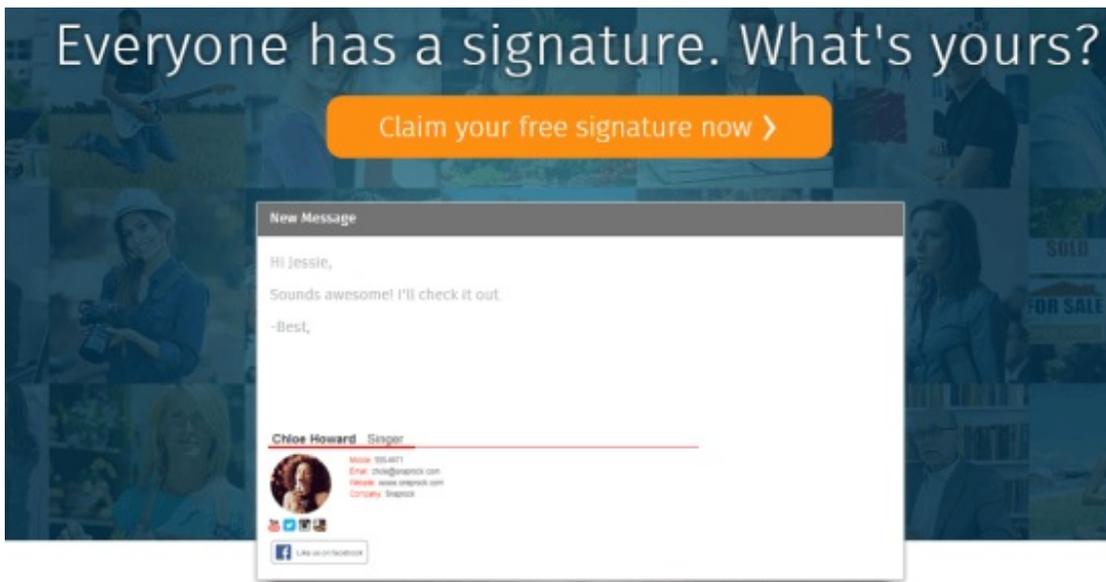
3. Use Wisestamp To Help Develop Trust With People You Email

There is a saying "people buy from who they know, like and trust" and it isn't rocket science to realise that it's true. In fact, leading social media expert [Gary Vaynerchuck](#) wrote in his book *The Thank You Economy* "Real business isn't done in board meetings; it's done over a half eaten plate of buffalo wings at the sports bar, or at the intermission of a Broadway show. It's done through and enthusiastic greeting, with an unexpected recommendation, or by offering up a cab when it's raining. It happens in the small personal interactions that allow us to prove to each other who we are and what we believe in. honest moments that promote good feelings and build trust and loyalty"

As building trust is essential to business, wouldn't it be great if there was a way to speed up this process?

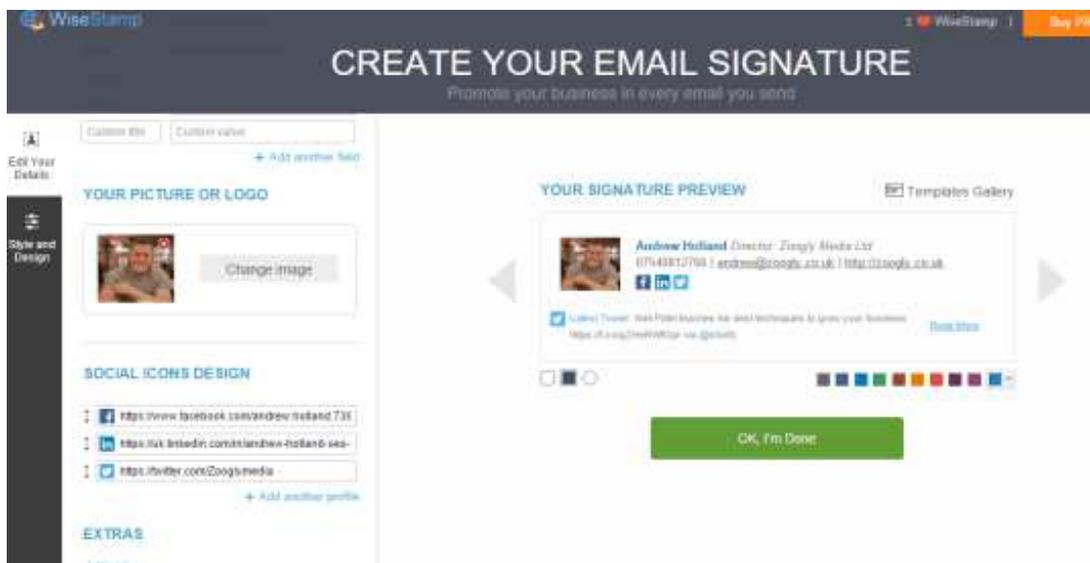
Well with [Wisestamp](#) there is!





Wisestamp is a free tool (they have a premium version) that allows you to add your image and social media links to your email signature in seconds.

All you need to do is go to their site and create your email signature from a range of templates.



And once done it will insert into every email you send like mine is below. This way, every time you send out an email you are starting to build trust with people by showing them all your contact details and media channels.

To: Andrew Holland

Hi



Andrew Holland Director, Zoogly Media Ltd
07540812766 | andrew@zoogly.co.uk | <http://zoogly.co.uk>

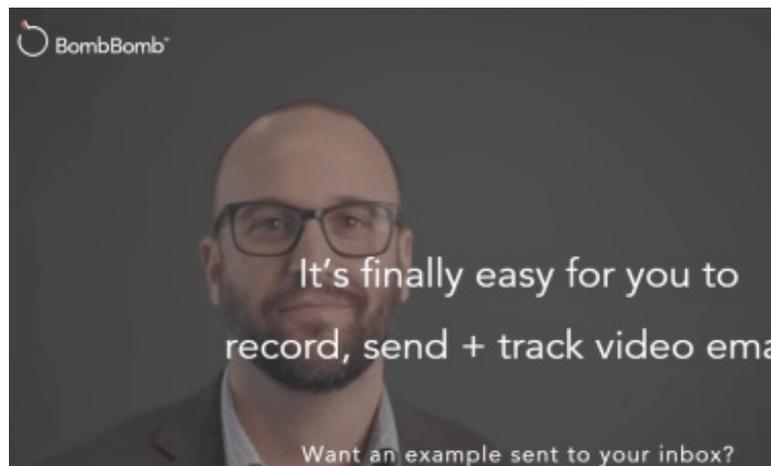


Latest Tweet: Neil Patel teaches his best techniques to grow your business <https://t.co/gZHeRWfGpr> via @storify

[Read More](#)

FREE Email Signature - By WiseStamp [Click Here!](#)

4. Send A Customer A Thank You VideoEmail To Help Deepen Your Relationship Using BombBomb



This tactic is again another great one to increase the personal connection you have with a lead or a customer.

But why is this so important? Let me explain.

According to Radicati.com; "In 2015, the number of business emails sent and received per user per day totals 122 emails per day. This figure continues to show growth and is expected to average 126 messages sent and received per business user by the end of 2019."

That means that over a typical working week the average person sends and receives 610 emails!

That is a lot of time spent typing and receiving emails!

But that is not all.....

We have to remember that everyone we send an email to is a human being, with their own busy life, family and workload. It is likely that you have never seen or met a lot of the people you email. It really does dehumanise the process of communication.

[BombBomb](#) changes this and according to a customer survey they ran, video email:

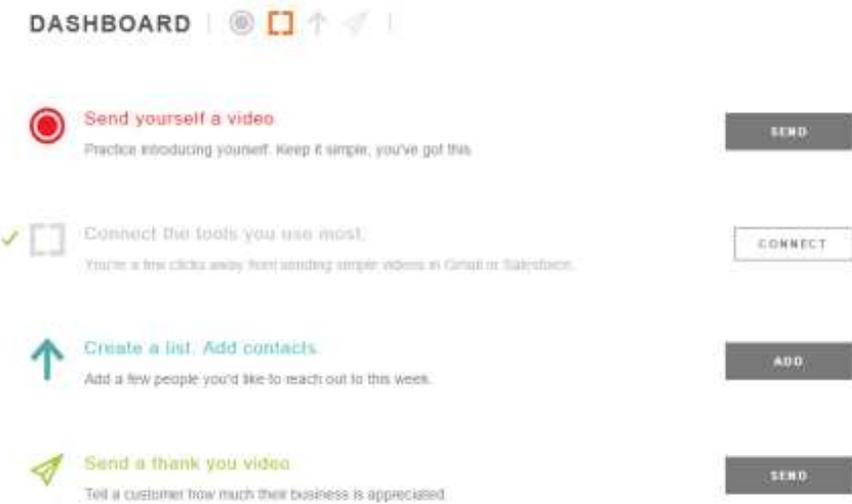
- **80.72%** of people generate more replies and responses

- **87.03%** get more clicks through their emails
- **68.21%** convert more leads
- **90.10%** stay in touch more effectively
- **55.88%** generate more referrals

So how can you use BombBomb to help you?

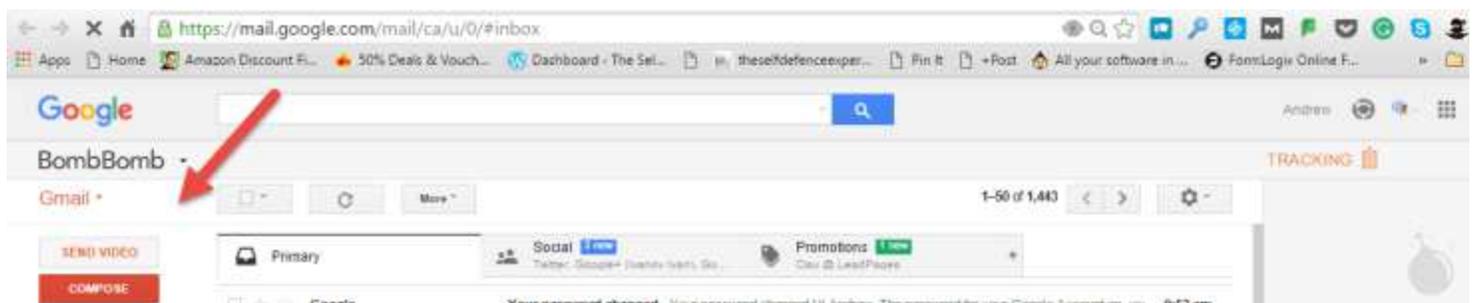
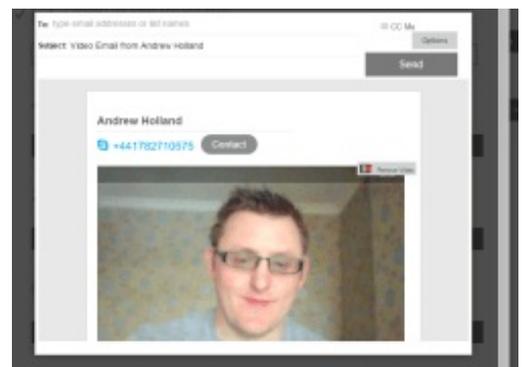
Well here is a great idea. Send all your customers a thank you email using the service, This helps to improve your relationship and maybe even get some repeat business. Heres how:

Once you go to BombBomb you can have 14 day free trial. and within the dashboard, you can create lists and contacts and you can quickly send your customers a video.



It really is a simple as clicking on the send a thank you message button and then a window pops up.....

Then record your message and simply send it, for those of you using gmail you can add an extension and a button will appear on the left of your screen.



We all like to be appreciated and this tactic will certainly put your personality behind the emails you send and help you to grow your business.

[Download This Article As A PDF](#)

5. Find and Use Trending Hashtags To Get Heard and Seen By More People

One of the world's most annoying things is to see a tweet or Facebook post with about 15 hashtags that the person just made up. Yes they technically could become viral but it really is not likely.

Hashtags allow you join the conversation on a variety of platforms and allow others to find your content more easily so it's essential to find trending and the right hashtags for your content. One way to do this is to use [hashtagify.me](#).

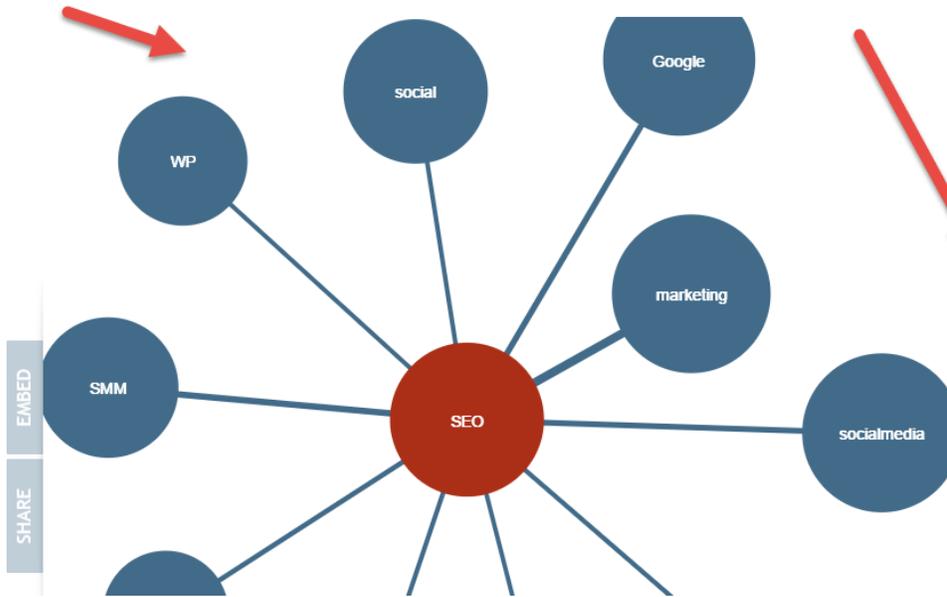
To do this just go to the site and type in your market in the search bar on the right top corner.

The screenshot shows the Hashtagify website interface. At the top, the logo 'Hashtagify Find, Analyze, Amplify' is on the left, and navigation links for 'Hashtags', 'Influencers & Competitors', 'All Accounts', 'University', and 'About' are on the right. Below the navigation, the search bar shows 'Showing: #NewYear' and 'Popularity: 64'. A search bar on the right contains 'SEO'. Below the search bar, there are tabs for 'Related Hashtags', 'Top Influencers', 'Usage Patterns', and 'Wall' (marked as 'New!').

The main content area is divided into two sections: 'All-time Top 10 Hashtags related to #NewYear' and 'Top Recent Media'. The 'All-time Top 10 Hashtags' section features a network diagram with nodes for 'Christmas', 'health', 'HappyNewYear', and 'gift'. The 'Top Recent Media' section shows a tweet from James Baker (@jamesbakerpro) with the text: '#HappyNewYear @jacksonliveben @benatribetomj @Waterlootribute @Sweeney_Ents @WorldForum_ Lets start the #NewYear in #Style WorldForum.nl' and a tweet from Wazz (@Wazz_F).

Once you do this you get some amazing results with a full list of the best hashtags and also the top recent media on the right.

All-time Top 10 Hashtags related to #SEO



Definition

Search engine optimization (SEO) is the process of affecting the ranking of online content in a search engine's organic search results.

Added By @MoElnadi 1 1 0

Top Recent Media

Victor Lerat @VictorLerat
Elle vaut quoi la version de #Siteliner en version payante ? #SEO
11:00 AM - 8 Jan 2016

Victor Lerat @VictorLerat

So you can now pick the best hashtags for your content that will help it get shared and seen, however there is more. You can actually scroll down and click the show more button on the right-hand side.



And this will give you access to a whole wall of hastags

Hashtag Wall for #seo

raskru... • a few seconds ago
ИНАСТ
Instagram

ngPoznan @ngPoznan
Performing #SEO on #AngularJS Web Apps - Developer's #Guide - DZone Web Dev ow.ly/WMN7C
11:15 AM - 8 Jan 2016

Mark Walker @fdimark
Tons of great content > 9 Link Building Resources That'll Increase Your Search Rankings ow.ly/WMRml
#Seo #contentmarketing
11:15 AM - 8 Jan 2016

Posizionate @Posizionate
Fundamental tener en cuenta #tendenciasseo #seo #marketingdigital ow.ly/WMTE4
11:15 AM - 8 Jan 2016

We Live Content @welivecontent
Tons of great content > 9 Link Building Resources That'll Increase Your Search Rankings ow.ly/WMRmm
#Seo #contentmarketing
11:15 AM - 8 Jan 2016

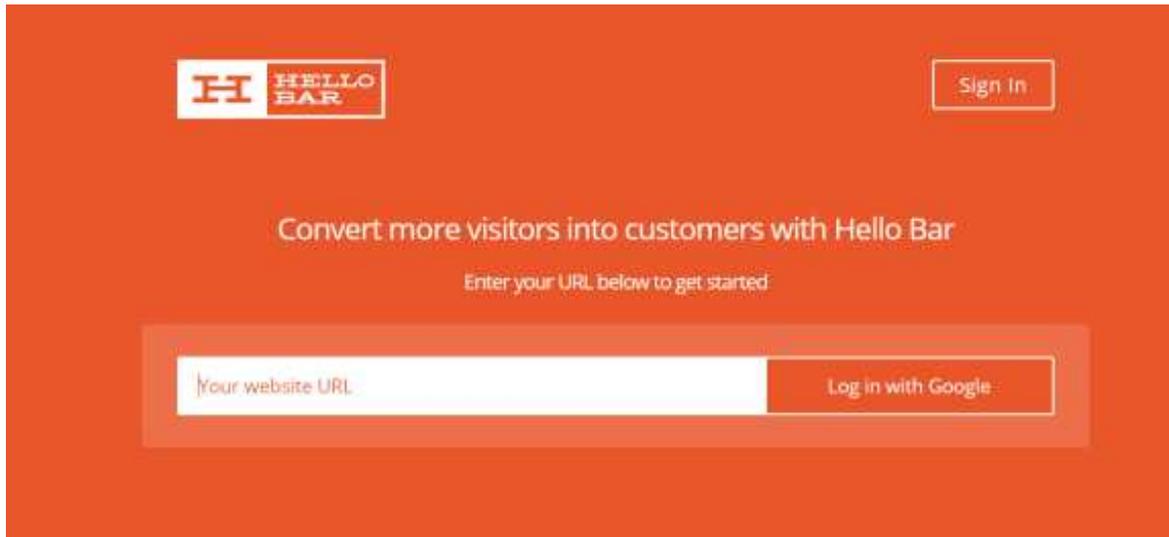
So now not only can you use the best performing hashtags you can actually join in conversations in your market with

others and this helps to grow your network and get your own content seen.

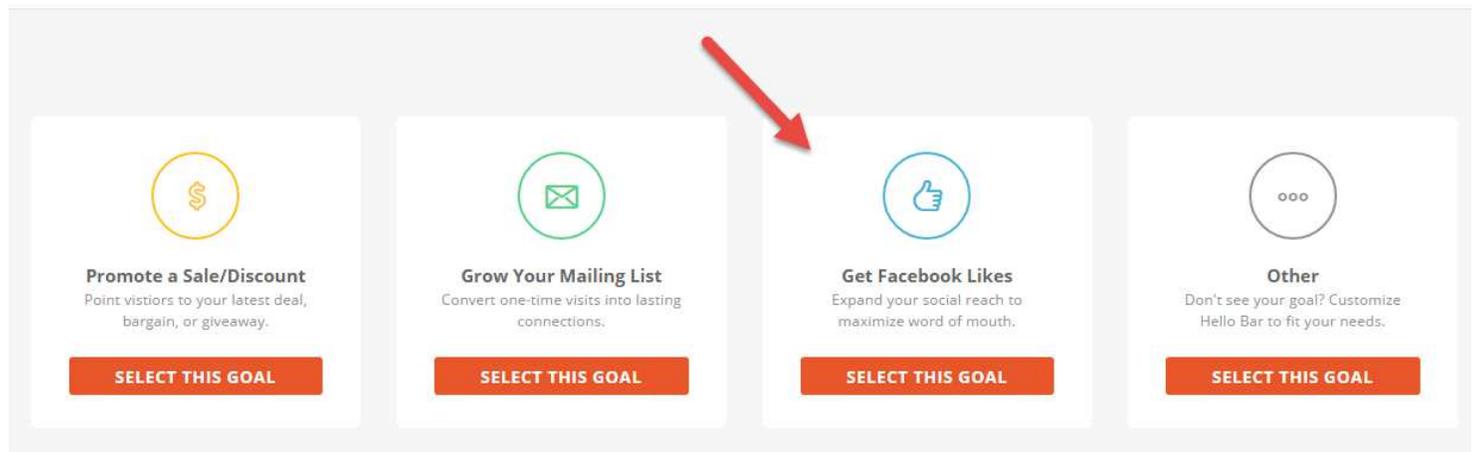
6. Use Hellobar on Your Site To Get More Likes, Fans and Followers

One of the best things you can do is take a look at what the best in your industry are doing and then try and do the same. Neil Patel is one of the best and he used Hellobar on his site [Quicksprout](#) to get more likes on Facebook, however that is just the tip of the ice berg for its uses.

To get started go to the [Hellobar](#) site and add your url and also log in.



Once inside you have a range of options, as you can use Hellobar to grow your site, send a message or get more likes/ follows etc.





You can customise almost every aspect of the Hellobar and engineer it for more like, tweets or even email sign ups.

Once you are happy with your design and location just download the script via a plug in and add it to your WordPress site but going to the plug in section and uploading it. (Please note this is for self-hosted wordpress sites only)

Once the script is installed, your dashboard will begin populating data all about your bars and visitors. This only needs to be done once per site.

INSTALLATION METHODS



I can install code myself

If you know HTML and can edit your site, our install only takes one line of code.



I use WordPress

If you use WordPress you'll love our zero-configuration custom plugin. Just download, install and you're done.

1) Download Your Plugin

[Download](#)

2) Install Your Plugin

Now you just need to install the .zip file you downloaded it by uploading it to your WordPress site. The plugin was preconfigured specifically for your site (<http://zoogly.co.uk>). After you install and activate there are no settings to adjust!

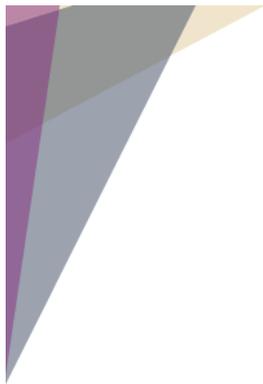
Need More Help?

Try reading these [helpful instructions for installing plugins on WordPress](#)

Once you have uploaded the plug in you can manage the pop up from the Hellobar site and you are all set to grow your audience. My follow us on Twitter pops up on the bottom corner of my site.



7. Create a Quiz Using Fyrebox To Boost Engagement



Make your own Quiz for your Website or Blog

Create a quiz to generate leads, to educate or simply to engage your audience.

[LEARN MORE](#)

[CREATE A QUIZ FOR FREE](#)

I started using [Fyrebox](#) for clients to increase the engagement with their site visitors and it works like a charm.

It is a quiz builder that has a free and paid for version and it is fast yet simple to use and you can embed the quiz into your wordpress blog also.

To start using you can either create your own Quiz or use one of their templates.

Dashboard

Latest News: You can now randomize the order of questions [Read More](#)

The dashboard offers two main paths:

- Use a Template:** A large box with a plus sign and the word 'TEMPLATE' at the top.
- Create a Quiz:** A grid of nine quiz format options, each with a plus sign:
 - MOSTLY A
 - OPEN ENDED
 - YES/NO
 - SCENARIO
 - WORD SEARCH
 - MCQ 1
 - MCQ 1+
 - HANGMAN

From there all you need to do is start to add your questions within your chosen format



Once you have added your questions and answers it is a case of embedding your quiz in your site or literally just sharing your post on quiz on social media via link.

I personally suggest embedding your quiz so that you increase your site visitors time on page which is great for SEO purposes. But what were the results of doing this?

Your Quizzes and Games

	Type	Plays	Edit	Share	Profiles	Statistics	Copy	Delete
My Custom Online Quiz	MCQ-S	167			86			

Well one quiz I did gathered 86 email addresses and had a 167 users in one day! Not bad for 15 minutes work.

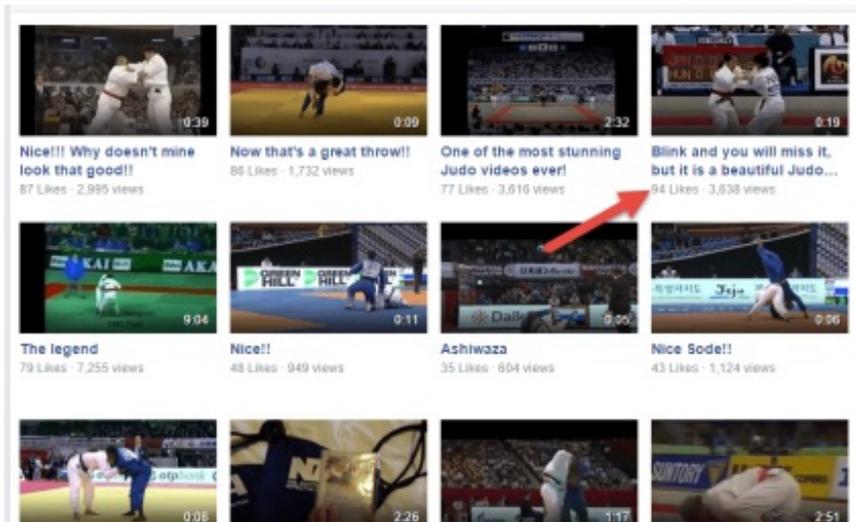
8. Make Sure You Invite Video Likers To Like Your Facebook Page: This Will Help Grow Your Fanbase

This is a really cool trick that so many miss.

You spend all week creating a great video and once you add it to Facebook people love it. It gets lots of likes but for some reason these people do not 'like' your page.

I am not sure why but I personally think people just press the like button for the video and they think that's all. However, we need to get them liking your page and here is how.....

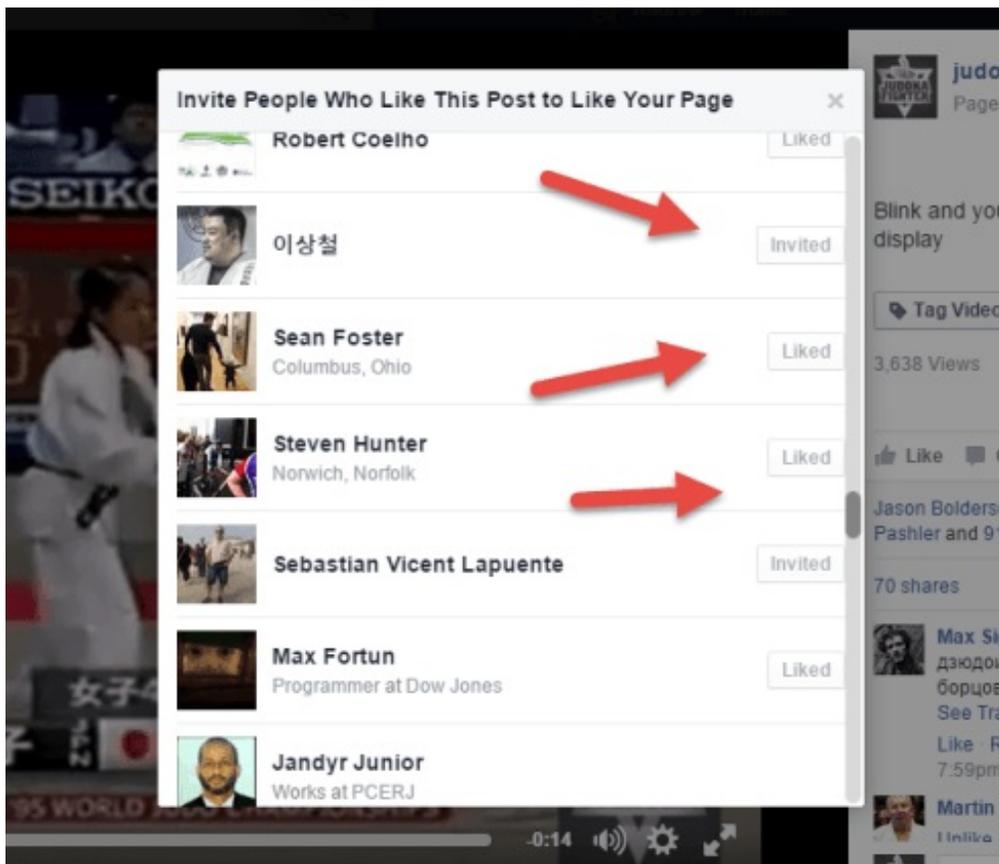
Go into your Facebook page and go to your video section



Once there pick a video that has a good number of likes, once you click on the video you will see the names of all the people that liked your video.



Next you need to click on the 'others' text and up pops a box



You can see straight away if the person that liked your video actually likes your page and then you can invite them to like your page if they haven't.

This is a quick trick that is out there but few know about.

[Download This Article As A PDF](#)

9. Create Memes With Share as Image and Free Images From Pixabay To Get Massive Shares And Likes

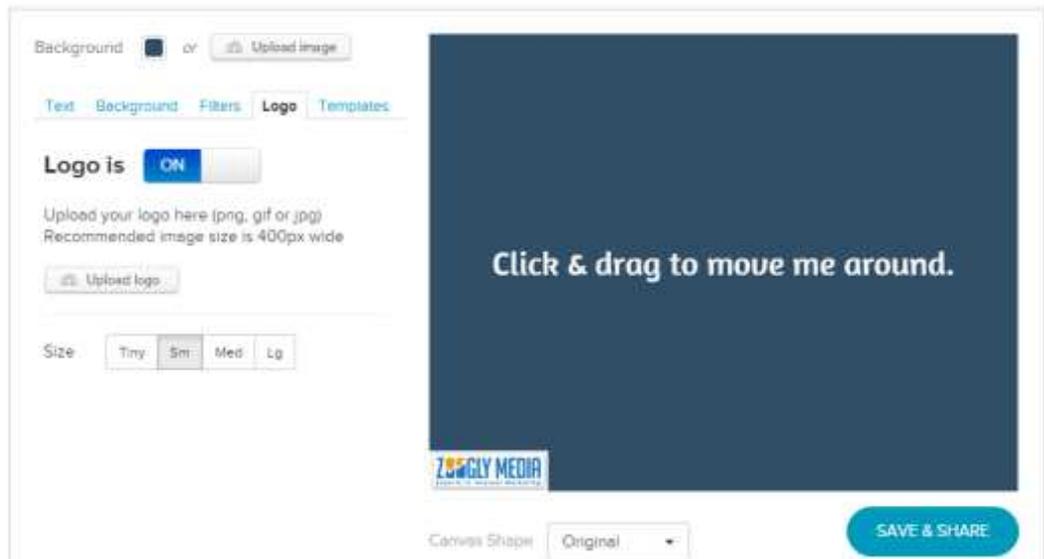
A lot of people think that memes are a thing of the past and Gifs are the way forward. That might be correct to a degree, however every day I keep seeing memes on Facebook and as such they still have relevance. But if you step out of the traditional way of doing memes you will see epic results.

You see most people use the same old boring quotes and cat images. My way is to create your own. And the tool I use for this is [Share as Image](#) backed up with [Pixabay](#)

Get Share As Image for Chrome!

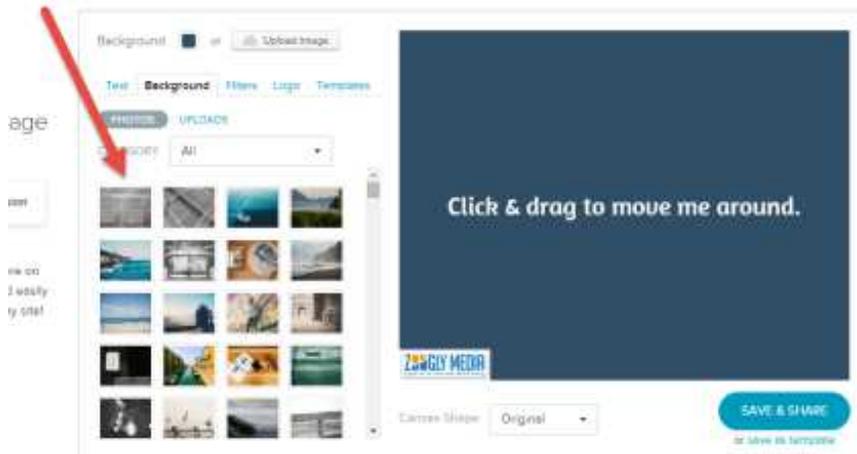


Create images from anywhere on the web. Add text, photos and easily create micro-content from any site!



Share as Image has a pro account for as little as \$12 and trust me it's worth it for the extra features

Once logged in you can choose from a wide selection of images, upload your own logo and add a quote or saying and you are soon ready to go.



In the end you are left with a high definition image you can share, yet that isn't the only cool thing. It also allows you to download the meme in the right shape/size for the social network.



Create your own

Email to a friend

Share 0 Pin it 0 Tweet 0 G+1 0 Share 0

Now I like to go that little bit more and use images from [Pixabay](#) which are free or I also have a paid account at [Fotolia](#) that I use a lot because they have more images. But what are the results?

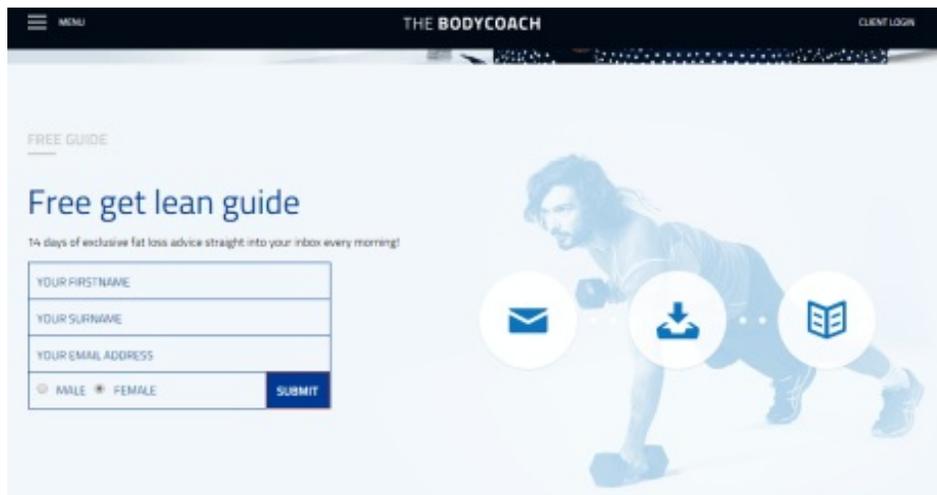
41 likes and 58 shares for something that took me 10 minutes to put together isn't bad at all! The trick with this technique is to use it sparingly. Maybe once every 14 days, so you can afford to spend time looking for comments and quotes that will really work. One super tip I have is to see what is working now and look on the same line.

To do this, I log into Facebook and go to their search bar and search for pages. I then look at the popular ones and click on them.

I then look at their photos and see what they are uploading and what is getting liked and shared and I will use a Google Doc to record the meme words and phrases. This way I have a go-to resource for memes that get liked and shared. The effort level for this is pretty low but it works really well.

10. 7 or 14 Days of Tips To Increase Your Engagement



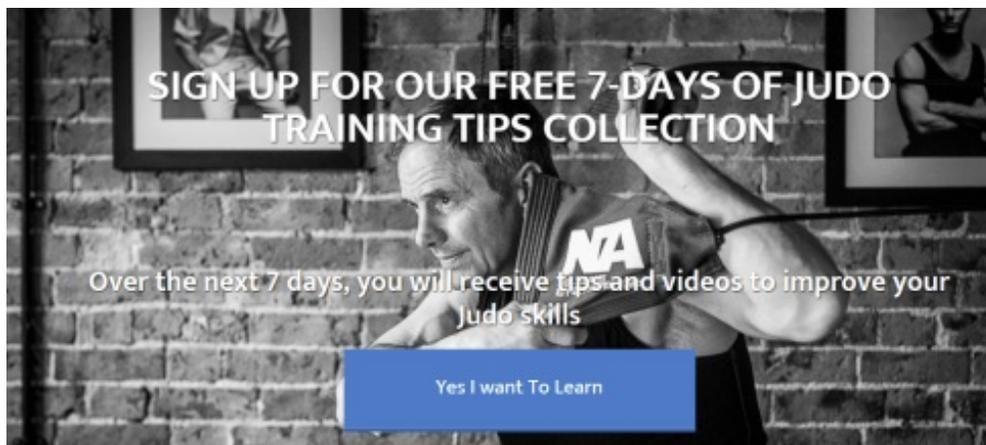


Permission based marketing isn't anything new and it is something that Seth Godin talks about a lot in his blogs and books. However it is still extremely effective.

As marketers know it is a case of giving something really valuable in exchange for a name and email. Once you have this you can build upon the relationship you have with more great content and eventually offer them a paid for service.

However instead of just giving one item in exchange for an email what about a free course or programme? This can be seen being used by [The Body coach](#) who gives a 14 day get lean guide.

One of my clients really wanted to try this so we used [Thrive Themes content builder](#) and Thrive Leads Plug in to create a new landing page for them.



Now I have to admit I basically stole this idea from [Bryan Harris at Videofruit](#), after he wrote an article about the 'upside down landing page'. I read about how this approach increased his subscribers. So we tried it out.

Although Bryan used [lead pages](#) for his and we used Thrive, the idea was quite simple. To grab the attention of the visitor right away. Did it work? Take a look at the conversion rate for the page after a few days!

Source	Type	Impressions	Conversions	Conversion Rate
Homepage	Homepage	1521	316	20.78%

Now for those of you who think isn't social media think again, because we promoted this free course on Facebook

which helped with the exposure and the results as well. But a 20% conversion rate is not to be sniffed at

11. Use Sumo Me Highlighter To Get More Blog Readers



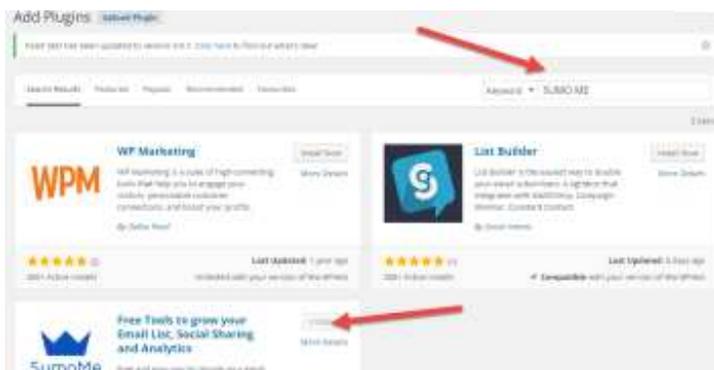
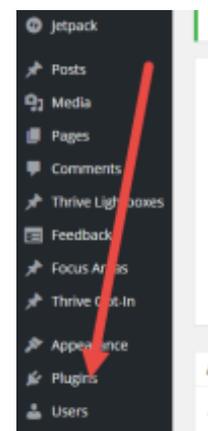
If you are into content marketing and social media you need to check out [Sumo Me](#) and also their really cool highlighter tool.

The tool is free and is easy to install on wordpress. However here is a really quick guide:

First go to your plugins section on your wordpress dashboard:

Next up click the add new plug in and type in Sumo Me in the search bar and up it comes.

Once activated you will notice a very small blue icon tucked away at the side of your screen, put your mouse over it and the crown sign will pop out and you can click on this

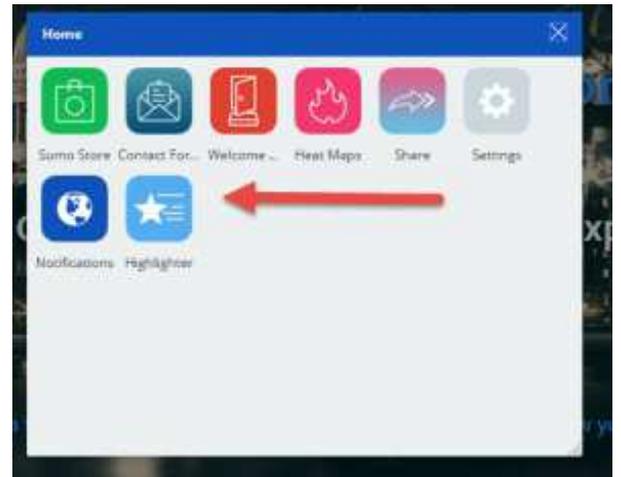




Once clicked and logged in the sumo me store opens up with lots of cool free and paid for things however for now we want to install the Highlighter tool:

As you would expect you can edit the pop up however you wish and there are some paid for features but this tool allows you to be able to highlight any part of your text and share it as a Facebook post or Tweet.

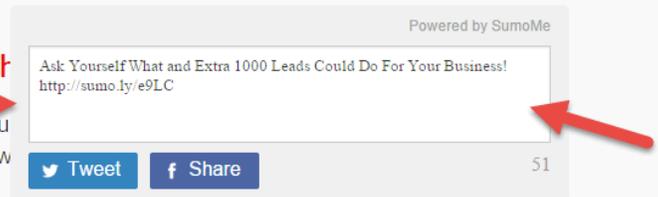
Just think about that for a second, you can literally take any element of your post and re-use this again and again. It takes seconds to do, just highlight a line of text and away you go



Our Clients Have Thousands Of New Site Visitors As a Result of Our Logging Services - Ask Yourself What and Extra 1000 Leads Could Do For Your Business!

However lets break down what we do with

Defence Lab is a global Self Defence and Martial Arts franchise that has been featur
spokesperson is Hollywood mega star **Liam Neeson**. Here is a breakdow



I'm sure you can see how super powerful a feature like this is and it can give you a whole lot more to Tweet or post about whilst driving great traffic to your website

12. Use Vid IQ With YouTube To get More Video Views

Solutions Apps Services Pricing Request Demo Login [Sign Up](#)

More Views, Less Time

Sign up to start using vidIQ to grow your YouTube channel for FREE.

Your Name

Email address

Password

Confirm password

I agree to the [vidIQ terms](#)

TRUSTED BY THE FINEST BRANDS



I have an extensive guide on using Vid IQ [here](#) however today I will give an overview for you.

Vid IQ is basically an intelligence tool for YouTube. It allows you to see what the best videos and keywords are for your niche so you have a better chance at being discovered by the world's [second largest search engine](#).

Once you sign up with Vid IQ you have a load of options but once their extension is installed you start to see more data than you ever thought possible:

The screenshot shows a YouTube search for "books for teens" with approximately 205,000 results. The vidIQ PRO extension is overlaid on the right side of the page, displaying the following data:

- SEARCH TERM:** books for teens
- DISABLE INLINE KEYWORDS:** A red arrow points to this button.
- HIGHEST VIEWS:** 3,177,239
- AVG VIEWS:** 326,325
- ADDED LAST 7 DAYS:** 0/20 HD: 17/20 CC: 3/20
- AVG AGE:** 2 YEARS
- TIMES IN TITLE:** 3/20
- TIMES IN DESC:** 2/20
- TOP CREATOR:** HooplaKidz
- Keyword Score:** 34/100
- Search Volume:** 0 (indicated by a red bar)
- Competition:** 31 (indicated by a green bar)
- Overall:** 34/100
- Not enough search volume for Search Queries reports**
- Top Search Keywords:**
 - book 140
 - series 99
 - young adult 84
 - read 65
 - books read 54
 - favorite books 48
 - reading 41
 - young 35
 - music 33
 - list 32
- Trending videos:** (List of video titles and thumbnails)

Without going into too much detail here, Vid IQ is literally a power tool for YouTube, and it has amazing features that will help you to rank videos.

If we look at Tim Ferris (author, speaker and 4 Hour Brand genius) on YouTube and go to his top video on how to

peel a boiled egg, we can see that it has over 7 Million Views!!!!



However using Vid IQ we can see exactly where those views come from and what types of tags he is using.



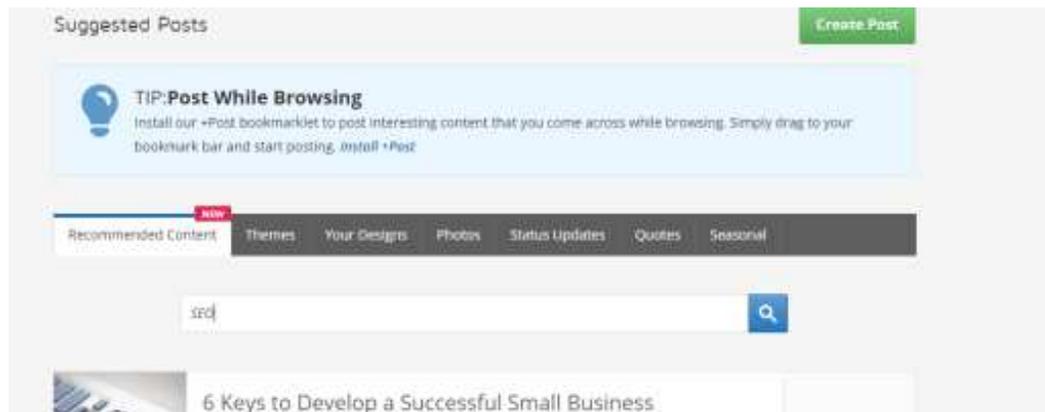
Vid IQ also has a very handy keyword score which lets you know how easy it will be to break into a search term. So this will stop you wasting your time when trying to rank a video for a super competitive search term.

A lot of people ignore YouTube and forget it is a search engine. Vid IQ allows you to really lift the bonnet on the search engine in a way you have never seen before.

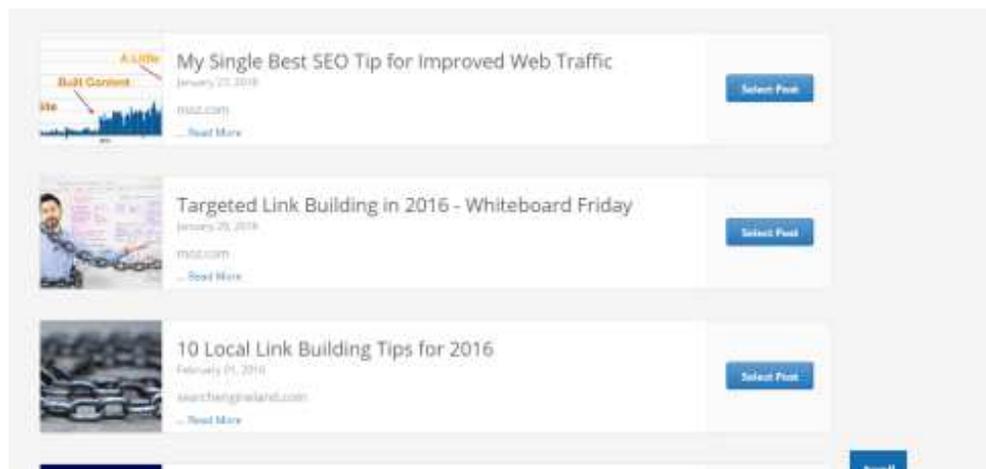
13. Use Pagemodo to create Awesome Facebook Posts And Find The Best Content To Share

Pagemodo is a great tool for Facebook that allows you create great looking pages, Contest, posts and ads with little fuss or stress.

However, one of the best features I have found is that it allows you to find great web content that your audience will love. To do this simply go into their suggested posts and enter your topic or niche. Here I use the phrase 'SEO'.



Once you have done that you will see a range of the best content on the web that you can check out and share.



From here it is a case of choosing which images you want to show and the layout and you are away.

Create Post ✕

Zoogly Media
Day posted Near Location

10 Local Link Building Tips for 2016
<http://modo.ly/1SD3Meq>



10 Local Link Building Tips for 2016
searchengineland.com
Building links for local businesses often requires a different strategy than traditional link building. Here, columnist Greg Gifford offers up actionable

Zoogly Media

Layout: Share On:

🔗
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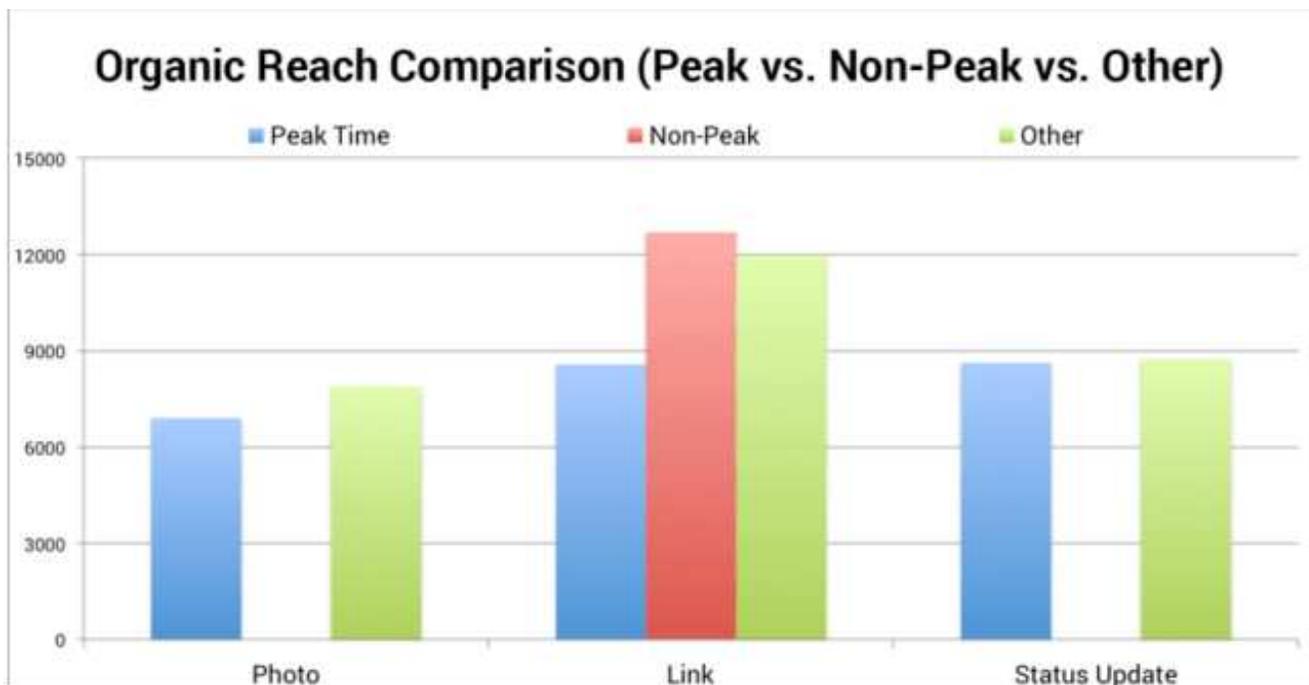
10 Local Link Building Tips for 2016 <http://modo.ly/1SD3Meq>

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When you are running one Facebook page, finding content is easy however I have found that when running 10 or more client pages life gets tricky and Pagemodo saves a massive amount of time by helping me to find relevant content for the clients audience.

14. Post Off Peak To Facebook To get More Engagement



The common goal with Facebook was to try and post when your audience was on-line. It makes sense right?

Wrong.... whilst in essence, you would think that it makes sense for you to post to a bigger audience, in actual fact you are going up against increased competition.

In his excellent post on Facebook reach [Neil Patel](#) goes into detail on this subject and in the last 8 months I have been testing this idea out and this is what I discovered....



On one page I look after for a client I started to run some tests based on audience location. To do this I went into their page manager and checked on the insights tab, from there I went to people.

What I was able to tell was where in the world the vast majority of the people that liked the pages are based. This page I have shown has a huge quantity of Indian based fans who speak English.

Now if you are newly taking over a Facebook page as a social media manager do not assume that this is a sign of 'fake likes'. In fact, with a global business, you can really grow your Facebook page by targeting English language speakers in a foreign country. However the game here is simple..... to get your posts seen by the most people.

To do this you have two options depending on the amount of time you have.

Option 1: Post Once To Get Both Audiences



As my largest audiences for this page are India with the UK coming in as second, I know that these are the 2 areas I

want to promote a post to get more people seeing it organically.

If we go to posts and see when my audience is actually online we see the following:



You can see from this data that my audience is pretty low on a Wednesday and slowly builds up over the weekend and drops off like a cliff between Tuesday and Wednesday.

The data also shows me that my audience is mostly on line between Lunchtime and 6.30pm. Although I have no hard evidence I think this is due to the large Indian Audience becoming active around the time they finish work which coincides with the lunchtime of the UK.

So my off peak time is clearly midnight! And guess what time it is in the UK when its midnight in India? 6.30pm!

For this page I tested posting at 6.30pm and it worked brilliantly. Take a look at the engagement:

Although you never know for certain, I believe that I am actually competing against less people in both the UK and India with this tactic. Which allows me to get the best of both audiences, however there is another way I can use to be more exact.

Option 2: Target Your Audience



The second option I have used is to target your specific audience.

To do this you simply click on the 'target' icon as show in the image above when you post.

Next you have two options:

Preferred Audience **Audience Restrictions** ×

Limit who can see this post. Only people in the audiences you choose can see this post anywhere on Facebook.

Age ⓘ **Gender** ⓘ

13 ▾ - 65+ ▾ **All** Men Women

Locations ⓘ

Include ▾ | Add a country, state/province, city or ZIP

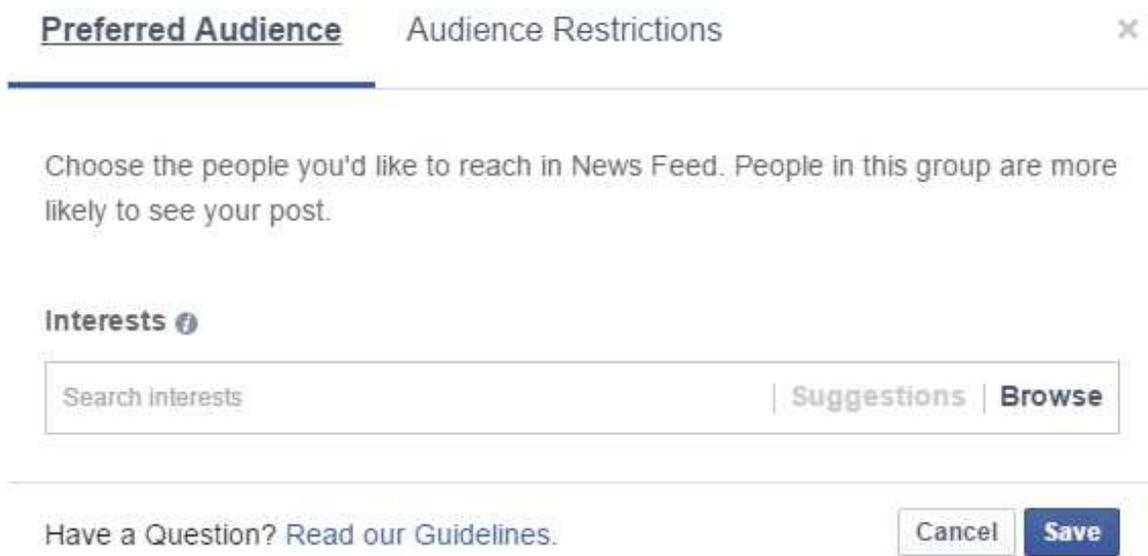
Languages ⓘ

Enter a language...

Have a Question? [Read our Guidelines.](#) Cancel Save

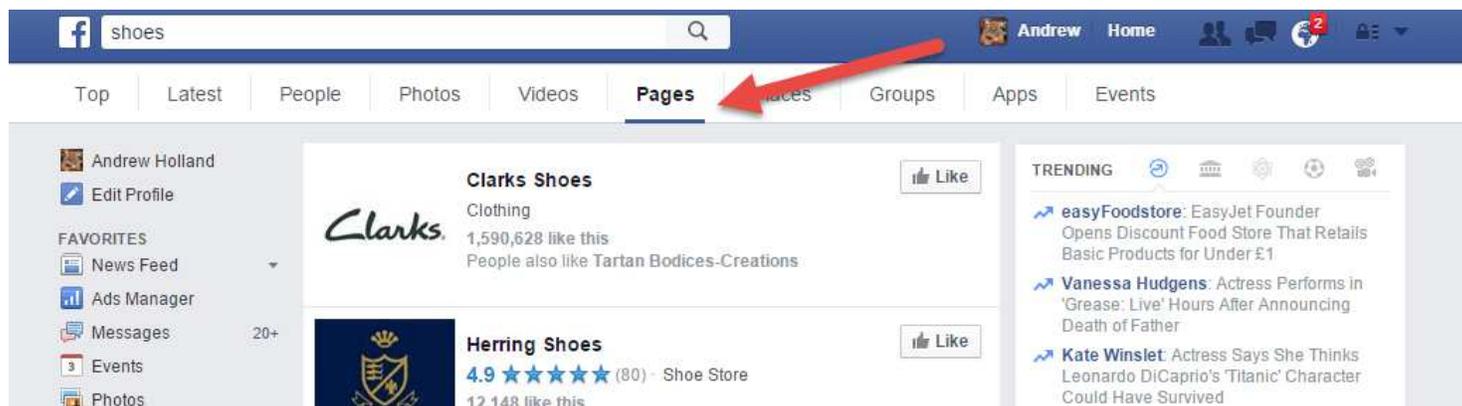
For my page I would probably like to target separate countries with posts that are specific to them, this in itself would really help with engagement. So I simply click on audience restrictions and set my locations and away I go.

The second tab, preferred audience is a great one to use if your business has multiple products



Preferred audience would be great for example if I was a large store/ chain and I was selling multiple product lines. Depending on your audience you really tap into the right people who want that type of post and it is also a great way to reduce people 'unliking' your page.

15. Cross Promote With OPP's (Other Peoples Pages) To Grow Your Own Audience.



This one is super simple so I won't over do it. I actually picked this up from [Neil Patel's \\$100,000 challenge](#).

One of the best ways to stay relevant to your audience is to actually post content from other people. In fact a recent guide was put together by [Sproutsocial](#)

5. Share Brand Adjacent Content

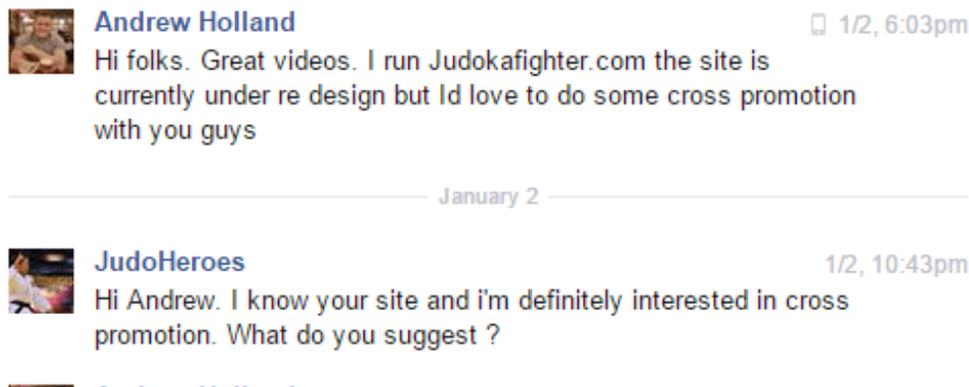
Don't just post your own material! Try to sprinkle in links and mentions to other thought leaders in your field. This isn't only good in terms of expanding your reach, but it's also great for developing relationships with the leaders of your industry.

The snippet above is from sprout social's great guide to Facebooks Edge Rank. However just as Neil Patel uses this technique so can you.

As the image at the top shows you, simply go and search your niche in Facebooks search bar and click pages. In this example you might be the social media manager for a shoe company, so simply find a page with a decent number of likes and click on it....



Once on the page check it out and simply message the page admin. Here is an example of an out reach message I used recently for a page I run:



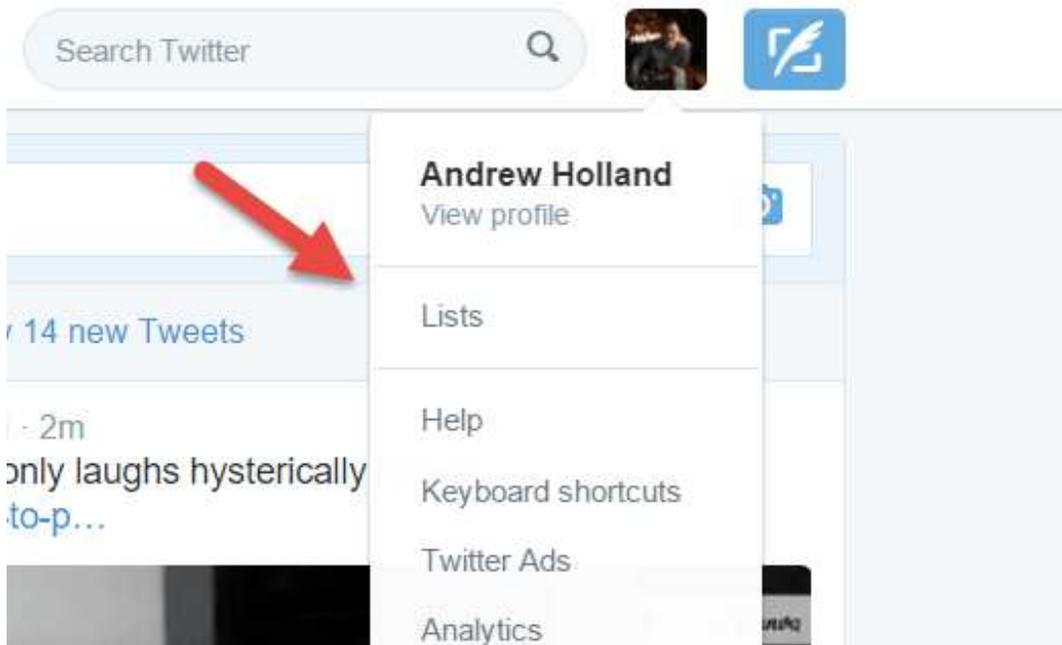
The trick is knowing that everyone is really busy, so having great content from another page can really be helpful for both of you. Social media is about people and not robots so go out and build relationships.

16. Use Twitter Lists To Connect With Influencers



Twitter is an excellent tool but it is filled with noise. If Twitter was a room with real people in, I think it would resemble the stock exchange. So you need a way to stay focused on those things that matter to you.

To achieve this I use lists. If you head into your Twitter account and click on your profile link



You can then see your lists and create a new one. You could have one for authors you like, one for SEO, one for influencers and even a local one.

To add people to your lists simply click on the cog icon, in this example I pick my favourite writer [James Altucher](#)



Now when I log into Twitter I can just check my lists to see what the influencers are up to and I can join in with their conversations. It means that my Twitter account becomes far more useful for my goals (which are to be educated and help others).

Does it work? Well I am still trying it but here is what recently happened to one of my Tweets:



I used the same approach for one of my favourite bloggers and [SEO experts Glen](#) from [@Viperchill](#), if you haven't already you need to check out his amazing site.



Glen liked your Tweet

Jan 9

Jan 9: [@ViperChill](#) Loved the article you wrote the other day. Productivity is something I am focusing on a lot these days. Thanks for writing it.



A word of warning though! This is not about stalking but actually about getting involved with a conversation on-line. I am not a huge Twitter fan, but I am using it more these days and trialling it at the moment and loving it more since I started using lists with more precision.

17. Get Your Business Ready For SnapChats Impending Growth



I have to admit, I didn't like the idea of Snapchat at first. However this was before Facebook started to get harder to get engagement due to the sheer amount of competition. I was looking for a platform that allowed people that wanted to hear from me, to actually be able to see my posts and not what Facebook decided.

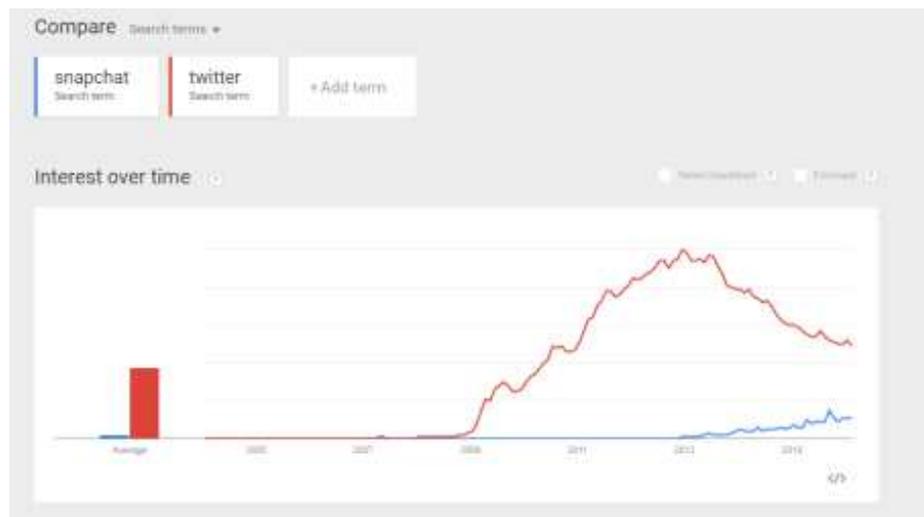
I have to say it was [Gary Vaynerchuk](#) that really got me into thinking how great Snapchat is and will be. Check out his YouTube video below to see why it is so great:

Part of snapchat's appeal is that it forces you to pay attention to the things that matter most, so this mini-guide I have put together is both a way for you to start using Snapchat and also to get something cool from me.

Why Use Snapchat?

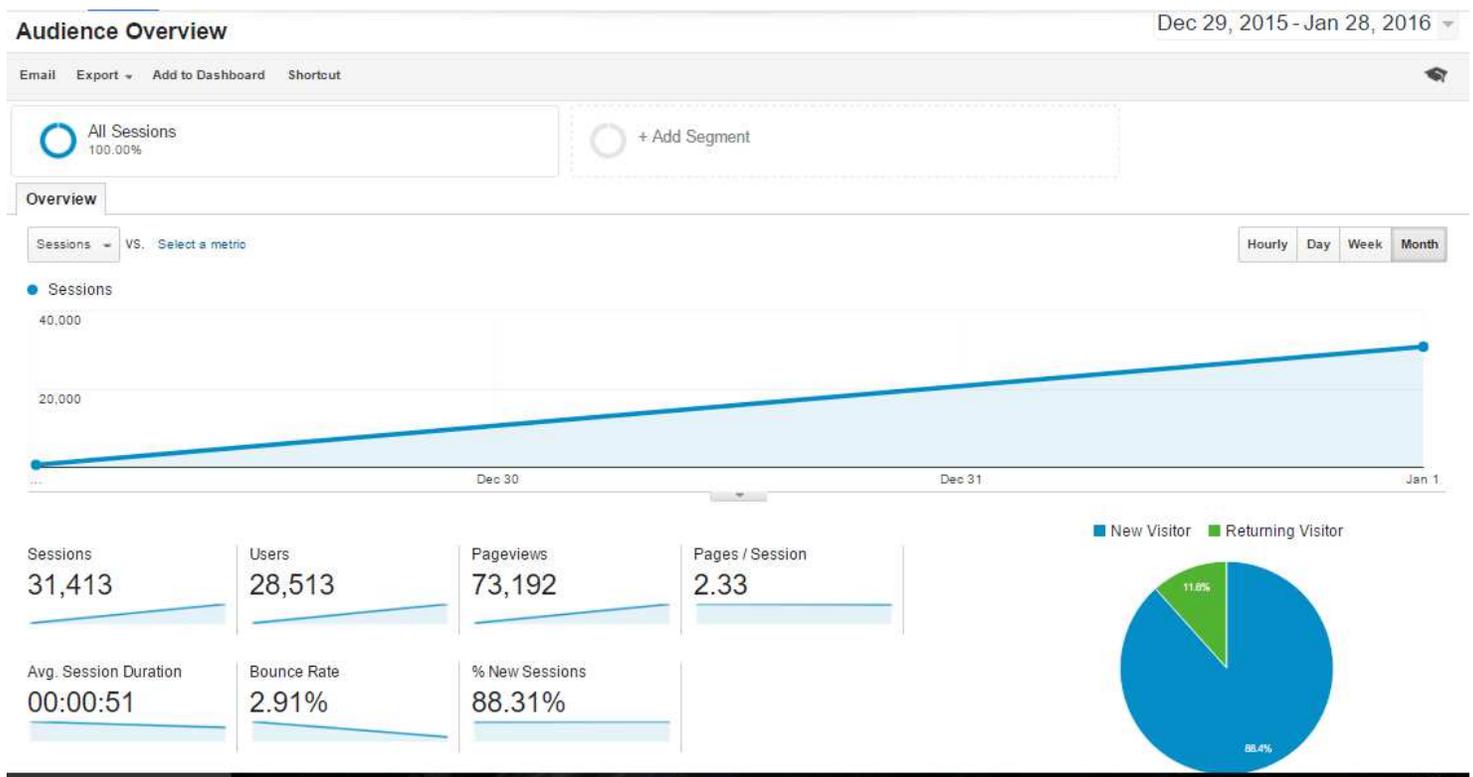
According to [stats](#) there are over 100 million users of Snapchat and most of them are under the age of 24. In essence when everyone's mums started using Facebook we saw the teenagers of the world go to Snapchat. A place where parents couldn't snoop and messages disappeared.

However those teenagers are now growing up and are adults and guess which social media app they are using..... you guessed it. In fact, if you go to Google Trends and look at compare searches for Twitter and Snapchat the results are surprising.



I truly believe that now is the time to develop a following on Snapchat and over time you will start to see great results.

Follow Me on Snapchat To Grow Your Blog To 30,000 Visitors Per Month



So here's the deal. This is a shot of my site stats for Dec 2015 to January 2016. Over 70,000 page views and 31,413 sessions on another site I run. In this mini guide I will show you exactly how to get on Snapchat and use it, however, I am also giving you a hands-on tuition with a bonus.

If you follow me right now on Snapchat, every day from the time this post goes live I will be telling you on Snapchat how to grow your blog to 30,000 visits per month!!! I will literally tell you everything, no stone unturned, every day there will be a new social media or blogging tip. All you have to do is follow the steps I will outline today. But don't worry I will explain here not only how to follow me but the basics of Snapchat.

The Basics of Snap Chat

If you are scared of Snapchat don't worry. All you need to understand is that it is the app that requires attention. So for example if you don't see my snaps every day you could miss out on key advice that could help you to grow your business. Why? Well, that is because the snaps disappear after 24 hours! In this guide, I am specifically going to show you how to use Snapchat to promote your business, blogs or whatever else you want. I would love it if you join me as I start to do the same. Here we go.....

To start off with Snapping go to the app store or Google play and download the app. Gary Vaynerchuk has a great guide to the basics of Snapchat [here](#).

However once downloaded open the app and take a picture of yourself and set up your profile

There are 2 ways to snap.

1. The Basic Snap

This is where you take a video or a picture and send it to one of your contacts. You can add filters, speed up or slow down the video, however it is the second element that you need to start to take seriously!

2. Stories

Stories are a way you can communicate with all your followers and it will be the exact way that I will be sharing all my tips and advice.

Posting Basics:

Photos: You can post a photo by simply tapping the big button in the middle of the page

As you would expect by touching the buttons at the top you can add emojis and text as well:

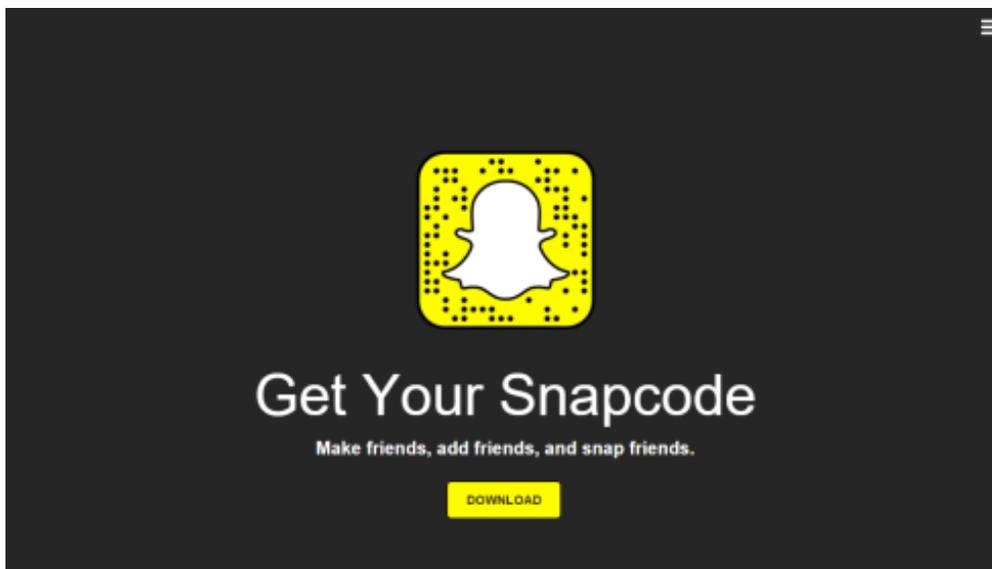
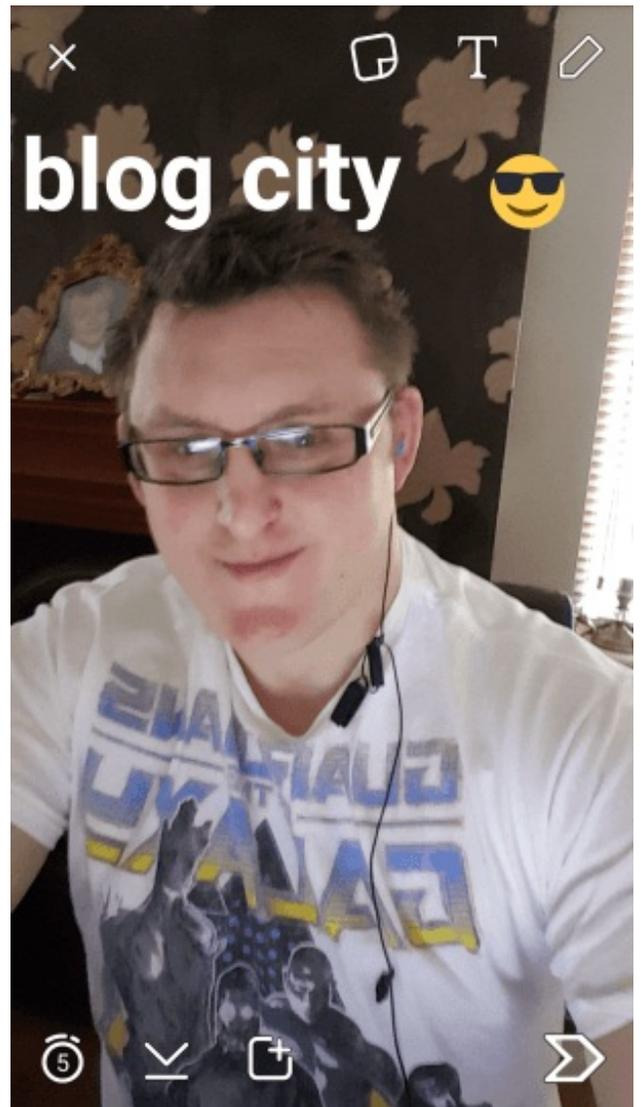
Videos: You can only post 10 second videos in your stories and they disappear after 24 hours. To post a story all you do is record a video by holding the big button and after recording you add it to your stories by clicking on the + box.

Building A Following

Now I have to admit I am literally just starting off on this platform and I have a grand total of 9 followers now! However, everyone has to start somewhere and to be truly honest it is not going to be easy to build a following at the moment as Snapchats search features are not that great. However this is how I am going to do this:

1. Add Your Snap Code To Your Website



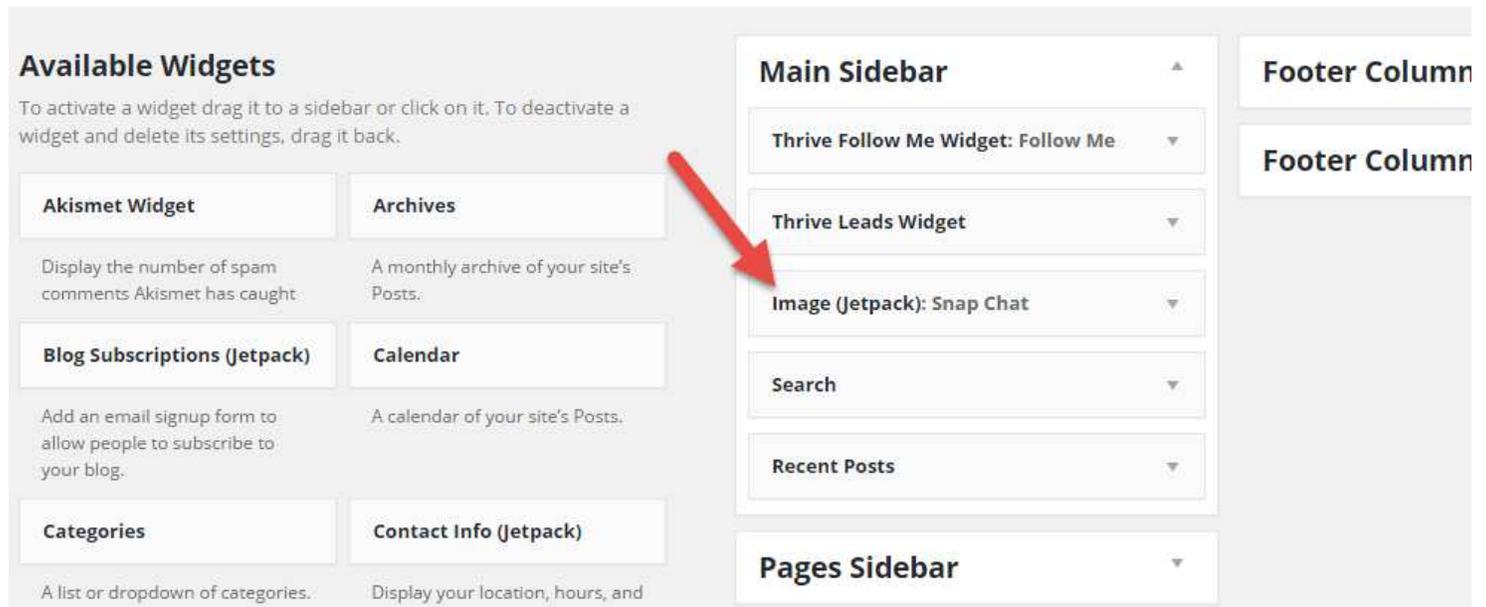


The first thing you need to do is go to <https://accounts.snapchat.com/accounts/snapcodes>

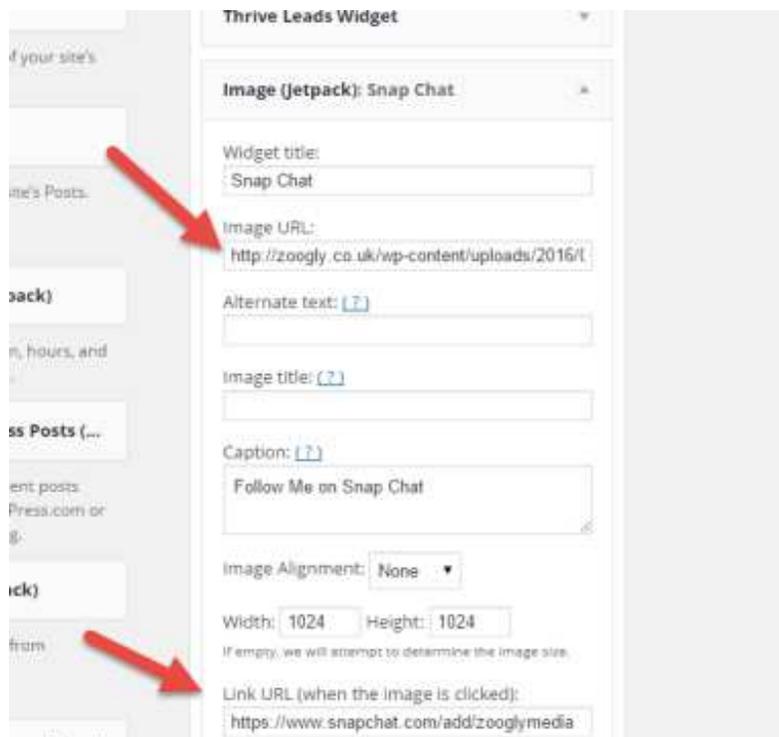
Once there you will see the above code. Download it and then extract the jpeg file. The next step is to go to your wordpress blog/ site and add it to your media in the site. use the Jetpack feature that is free. From there go to the

sidebar and click the image tab like so:

Next, use the Jetpack feature in WordPress that is free and go to your Widget dashboard. From there go to the sidebar and click the image tab like so:



Once you have done this you can add you jpeg Snapcode url from your media gallery and also a message such as a call to action like "Follow us to get a blogging tip every day"



From this area your snap code will be visible in your blogs side bar like mine is

But wait that is not all you can do to build a Snapchat following.

You can share your snap handle to other social media channels such as Twitter and Facebook. To save you time all you have to do is click on your Snapcode in the app and it will take you to a second screen on your phone. Then it is just a case of clicking the share icon and picking which network to share to

And slowly over time your Snap Chat presence should grow (I know mine is already). However what I want you to do right now is take action!

Get out your phone right now and sign up for Snapchat, it takes seconds.

Next simply open the app and press it over my snapcode below and it will allow you to add me:

Conclusion

So there you have it, 17 social media strategies you can use to increase your website traffic and brand visibility. If you have any others please feel free to comment below and I will update this post with some more as they come in.

As always, to download the PDF version of this post for offline reading then just click the button below and enter your details and your wish is my command. IOther than that if you know anyone that is trying to grow their business please share this post to them.

Thanks

Andrew Holland

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