

Social Media Traffic Report



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“ **IGNORING**
online marketing
is like opening
a business
but not
TELLING ANYONE ”



1 . The top traffic generating social media networks.

The Internet has provided anyone and everyone with an opportunity to start a business and market it to the world. This means that there are over 1 billion web sites online (based on information obtained from www.internetlivestats.com in September 2016).

Now don't let that scare you because not all web sites are revenue generating web sites and not all web sites are successful. It is because of statistics like these that you need to ensure your web site stands out from the others. How you ask?

Believe it or not, it has actually become easier in recent years with the dramatic increase in social media network success. Internet users (at last count in September 2016 were over 3.4 billion according to www.internetstats.com) have become more visual which means that photographs and video receive the most attention.

Think of your own internet and mobile use. How many times are you looking, sharing, tweeting and placing photographs and videos online? We now upload and share over 1.8 billion photographs online and watch millions of hours of video each and every day.



I am sure that by now you have guessed who are the top 2 social media traffic generating networks. That's correct it is...



FACEBOOK - Worldwide, there are over 1.71 billion monthly active Facebook users (Facebook MAUs) which is a 15 percent increase year over year. (Source: Facebook as of 7/27/16) What this means for you: In case you had any lingering doubts, statistically, Facebook is too big to ignore.

YOUTUBE - has over a billion users—almost a third of all people on the Internet—and every day, people watch hundreds of millions of hours of YouTube videos and generate billions of views.

If you are looking to first create an online presence, then attract visitors to your web site, the **FaceBook** and **YouTube** is the place to be. There are other social media networks such as Instagram, Pinterest, LinkedIn and Twitter but if I have to recommend 2 that you must be on, it has to be **FaceBook** and **YouTube**.

These 2 together are the **GIANTS** of online traffic generation and exactly where you should be advertising your product or business.

2 . Why you should be leveraging social media traffic.

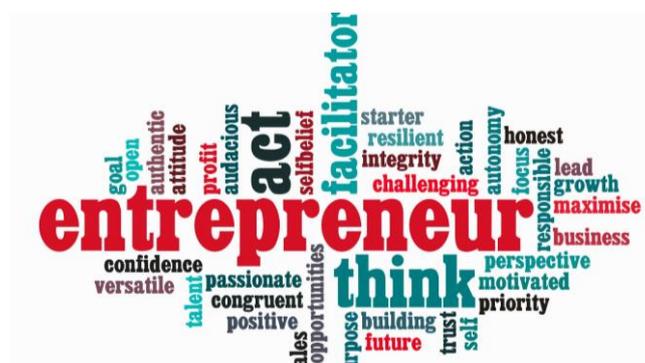
Apart from the obvious fact that social media drives massive amounts of traffic online, there are also free and very cost effective ways of attracting large amounts of traffic from social media networks to your product or business.

The massive traffic generated means you do not need 10%, 5% or even 1% of the traffic on these social networks. If you get a measly 0.001% of traffic you could easily generate 1000's of followers/visitors for your product or business.

It is just a matter of how you do it, what tools you use, what services you use and how effective all of these are.



This may all seem scary and overwhelming but, it does not have to be that way provided you know the tools and techniques that work for 1000's of successful online entrepreneurs.



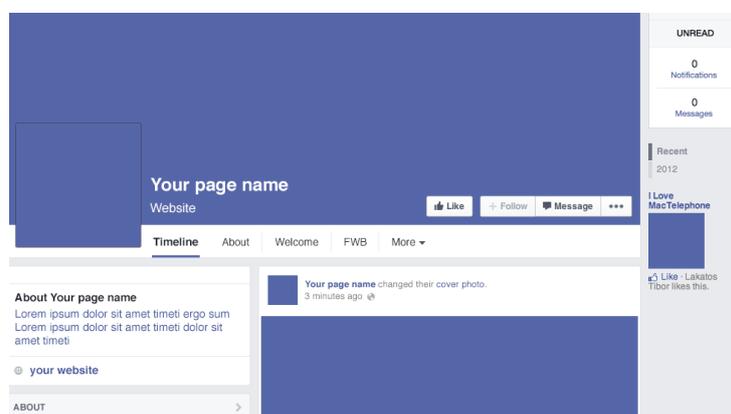
3 . The best performing techniques used by successful online marketers.

There are numerous techniques used by successful online entrepreneurs but I will focus on the most effective techniques that can provide you with large amounts of traffic to your product or business. For this I am going to focus on **FaceBook** and **YouTube** being the GIANTS online.

These 2 social media giants work hand-in-hand and together multiply the effect of your online advertising strategy. It goes without saying that if you are online and do not have a FaceBook page then you are absolutely missing out of FREE traffic.

A FaceBook page for your product or business is a must and the best part is that it is **absolutely free to create**. There are few worthwhile freebies online but this is one of them so go ahead and make use of it. If you are not sure of how to do this, then send me an email on support@abundance-4u.com and I would be happy to provide you with a **FREE report** on how to do this.

If you are concerned about mixing your online business with your personal profile on FaceBook then you need to know that that your FaceBook Business Page is different from your personal page. My FREE report will show you how to set this up.



So now that you have your FaceBook page up the next thing you need to do is to setup a YouTube Channel with the same (or similar) name to your FaceBook page. This is in order for you to link the two together and multiply your online advertising efforts.

If you would like my **FREE report** on how to create a YouTube Channel then send me an email to support@abundance-4u.com and I will be happy to share it with you.



Once you have both your FaceBook page and YouTube channel setup, you can now link the two together in ways that will drive FREE traffic to your product or business.

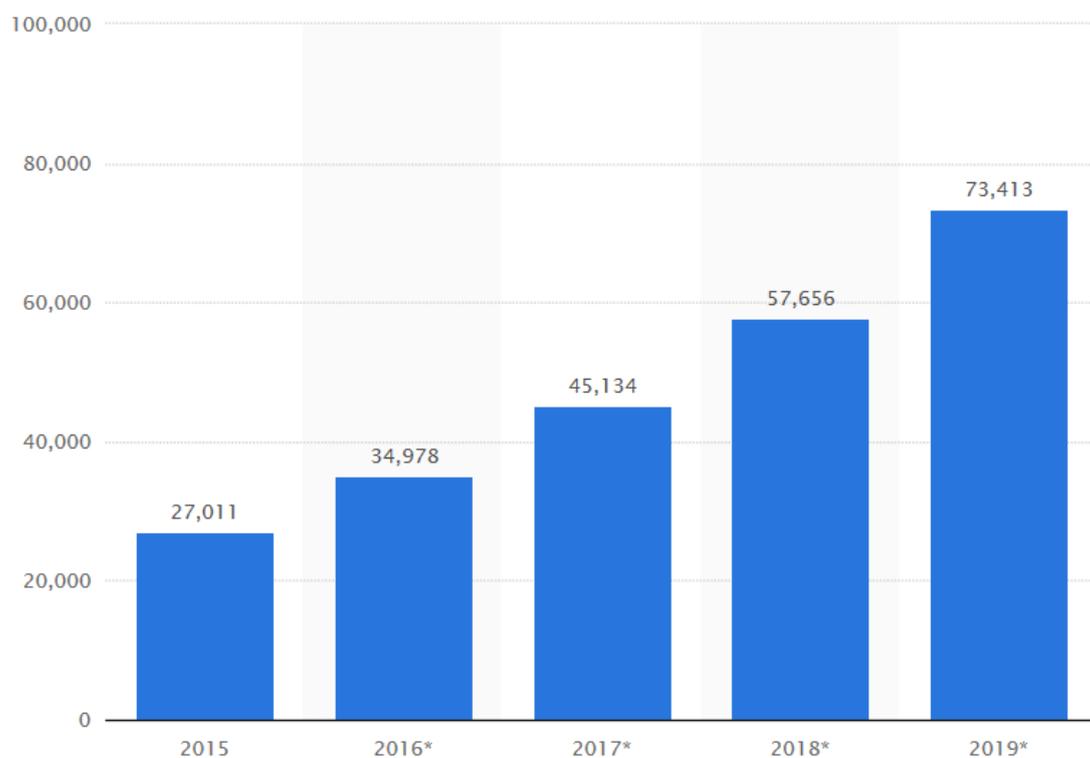


4 . The 2 must have tools for branding your product or business on social media networks.

Online video consumption is one of the most popular internet activities worldwide. According to recent industry data, online video penetration has is near universal in a number of leading online markets with South Korea leading at a 96 percent online video usage reach. In 2015, the number of digital video viewers in the United States surpassed 200 million. That is in the US alone. Can you imagine what the global statistics are? **MASSIVE!**

If you do not have a video for your product or business then you are absolutely missing out on the best online traffic generating technique now and in the future.

According to www.statistica.com here is the prediction with regards to global consumer internet video traffic:



There are numerous tools, web sites and services you can use online to create videos for you but i have found two great FREE software programs that I use regularly.

The first is **Draw Plus Starter Edition** which you can download here:

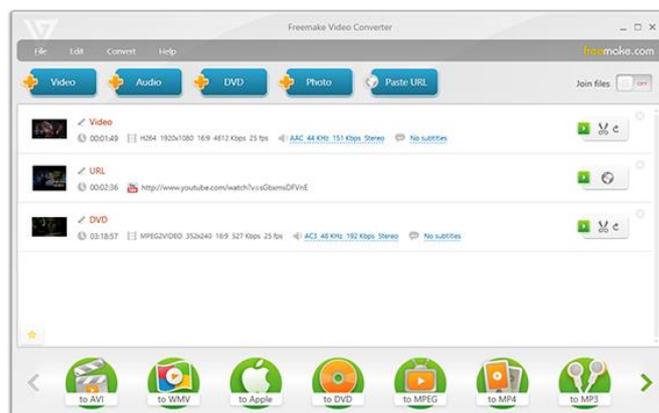
<http://www.serif.com/free-graphic-design-software/>

I use this tool to to create each slide that I will be using in my video. I search the Internet for free graphics, backgrounds, images etc.

I then use Freemake Video Converter to then combine my slides together with music to create an MP4 video which I then upload to YouTube.

You can get Freemake Video Converter here:

http://www.freemake.com/free_video_converter/



5 . How you can take advantage of the fastest growing social media technique to drive traffic to your web site on autopilot.

So you now have a Facebook page, a YouTube Channel and some videos to upload. When uploading the videos, make sure to do the following:

- Pick a catchy headline.
- Include keywords in your headline.
- Make sure your description is at least 10-15 lines long.
- Include keywords in your description.
- Include your web site address in your description.
- Use hashtags in your description.
- Add annotations to your video pointing to your web site or FaceBook page after you have uploaded the video.
- Add cards to your videos with call to action pointing viewers to your web site or FaceBook page.
- Put links to your YouTube channel and videos in your FaceBook page.
- Have 3-5 videos on the same key words so that you get a higher listing in YouTube suggest videos.
- Make sure to select and set the video you want new and returning visitors to see when they visit your YouTube Channel.



Can you imagine being able to have your articles and videos sent on autopilot even when you are not online? Well it is possible using <https://buffer.com/>



This is not a free tool or service but absolutely worth it considering what it can do. You are able to link numerous of your social media accounts to Buffer, setup your articles with links to your web site then schedule them to be sent even whenever you want.

This is an amazing tool and I use it to post between 60-120 articles, videos and links to all my social media profiles. This creates presence and credibility for your brand online.

The internet is all about content but not just any content. It needs to be valuable content that viewers want to watch or read so be sure to keep your content relevant and valuable and don't also post a sales pitch with every article or video. Offer something for free in return for their email address and at a later stage, you can send them a sales email.



Does this all sound a bit overwhelming to you? It can be but if you put together a plan of what you want to do, how you are going to do it and why you want to do it, then you will find it easier to deal with.

Another choice you have is to outsource it and rather focus your spare time on developing products, your web site and your business and let someone else **manage your social media advertising**.

You may think that a service like that could be costly however we have created **Social Media Management Packages** to suit all businesses at **very affordable prices**.

You can find out more here: <http://goo.gl/pSKtKu>

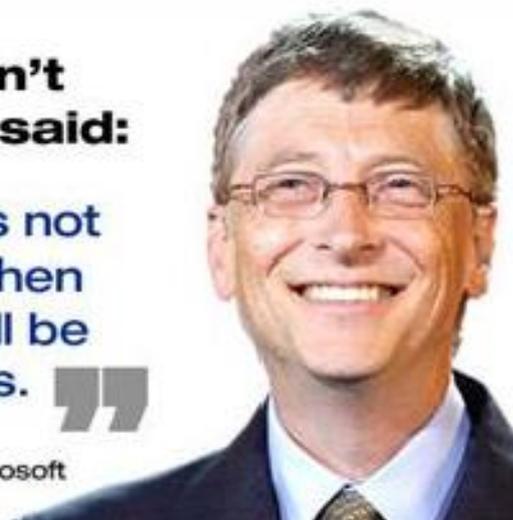
We have created a **Joint Venture** with online entrepreneurs and together we will ensure you have **hand picked, curated, relevant** and **fresh content** to all your social media networks a minimum of 10 times per day per social media network account you have.

Visit <http://goo.gl/pSKtKu> to find out more.

Bill Gates wasn't kidding when he said:

“ If your business is not on the internet, then your business will be out of business. ”

-Bill Gates, Founder of Microsoft



We have also developed an ever growing extensive network of **Video Channels** on **YouTube** where businesses can market themselves through video (tailormade by us for you). Think of this network as the “Yellow Pages” for business videos.

To find out more about **NetWork Pages** go to <http://goo.gl/C4Y8lq> and you will see that our network is extensive and our packages (inclusive of a tailor made video of your product or business) and **extremely affordable**.



Go ahead and visiting the links, you have nothing to loose by looking:

Social Media Management - <http://goo.gl/pSKtKu>

Network Pages - <http://goo.gl/C4Y8lq>

I trust you have found this report useful and informative and I would like to take this opportunity to thank you for downloading and reading it. Wishing you online success!

Carlos Batista

www.GlobalNetWorkPages.com

www.abundance-4u.com

