



*Awesome
Internet Marketing
Traffic Hacks*

Written By: William F. Woolverton

Disclaimer

Index

Introduction

Hello, First a little about me, my name is William F. Woolverton. I have been marketing online since the mid 90's. Yeah, those days when you need to know how to write and read code to build yourself a website or pay someone a great deal of money to build you a website of three pages. (opt-in, thank you page (monetize), gift page(monetize)) My Google adwords account severed the great google slap. How, because I always captured an email before the offer. And, yes, I got penny leads from Facebook. I still know a trick to get them cheaply.

Now onto about this book. I have compiled some of the best ways to drive traffic to your website, ether free or very low cost. There are two big challenges we see people face when trying to make money online.

1. - Confusion.
2. - Lack of the Digital Gold

1 – Confusion

People honestly just don't know what to do. They are overwhelmed and their head is spinning with method after method.

Let me first start off with, you and your business's main goal is to **collect emails**. Never, Ever, send traffic strait to an offer, even your own offer, without collecting an email first.

You do this by sending traffic to a free offer for their email address that is in-line with the offer you will be sending them to next through your emails.

That's it, that's all there is to internet marketing.

But yet there is a little more to it all like building your 3 web pages, what to say on them, how to lay it all out, sending traffic (free or paid), A/B testing, etc.. Let me say, K.I.S.S., Keep It Simple Stupid. The simpler the better.

2 - Lack of the Digital Gold

The understanding that everything else is just traffic and free to cheap traffic to be exact is your digital gold.

Over the next several chapters I will be showing you how to use that traffic for you and your business's benefit.

Chapter 1 Google Groups

I found a way to not only tap into hundreds of thousands of niche email lists, for free, that you can email with your stuff, for free...

...But also a way to build your own email list, without an autoresponder that you can mail near unlimited subscribers every single day that can inbox better than any major autoresponder on the market could ever dream of, for free.

The creator of this Beast?

None other than the king of the internet, **Google**.

Google Groups are a beast unlike none-other and to you and me, they are extremely powerful.

There are 3 types of Google Groups. We will only be focusing on one type, The Email Group.

Google Email Group is essentially an email list that is (most commonly) used to allow a group of people to effectively communicate among each other as a group.

Everyone in the group is subscribed to the list and depending on the permissions set, everyone can "post" (**sending an email**) to the group and everyone can reply to those posts.

Those posts are essentially emails and are sent out as emails, to the entire group!

Google keeps it all organized as well as provides a group web interface to make it much more manageable for group admins (us) and giving members more viewing options beyond just email.

However, there is gold in them there groups.



This is one of the groups I will use as an example. My friends Jeremy Kennedy & James Renouf that taught me this hack, own this Google group and they have multiple, across multiple niches (they are actually quite fun).

All of the emails/posts are archived as well on the group's page to provide a forum feel.

Members can post & respond to threads there or via email.
Now here is the beauty.

We have been testing in multiple accounts and these emails INBOX **every time**.

We haven't had any emails go to spam on any of our tests. That in and of itself is crazy. Remember we never added these people to our list. We just access the list that is already there for us ready to email!

In fact we sent an email out straight asking "our" subscribers...

And, they've confirmed, yes it goes to inbox for them too.

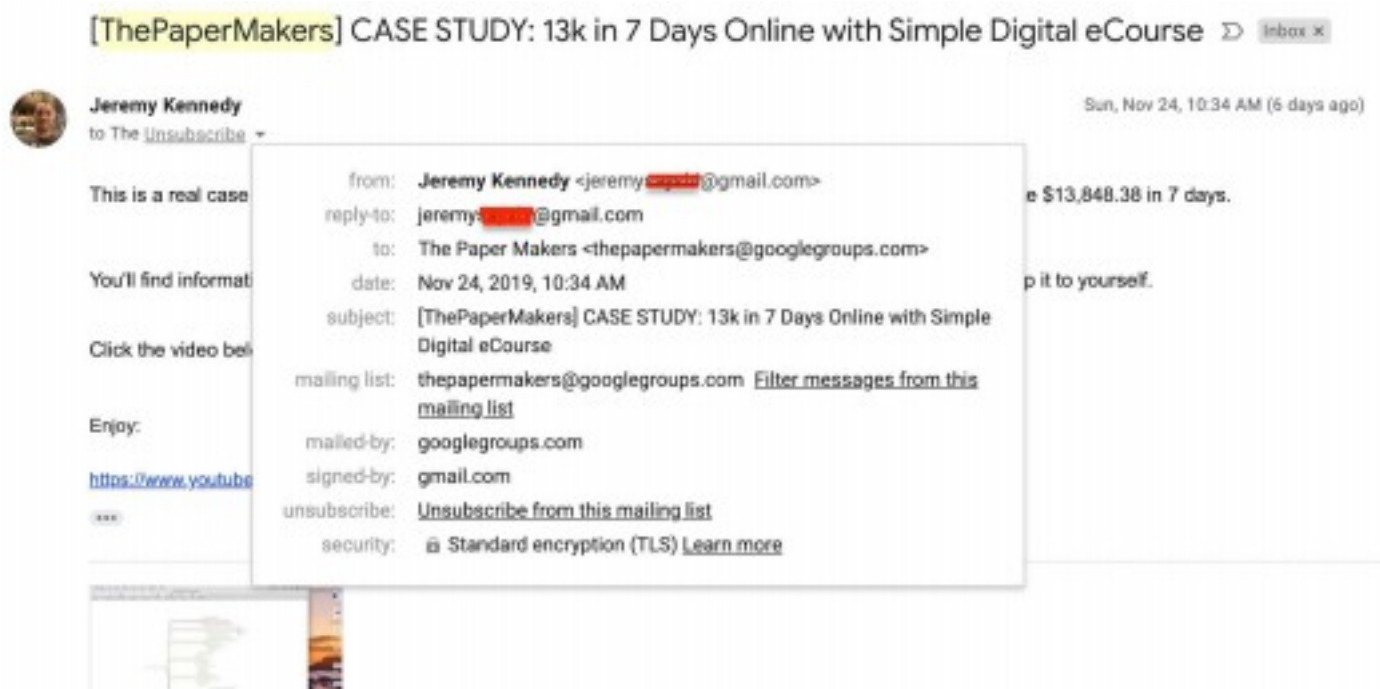
So, first we are going to cover building your own group/list and getting subscribers.

Then we are going to cover tapping into OTHER Google Groups (there are thousands) that you can post in :-)

1st Creating Your Own Google Group

First we recommend that you create a new Gmail account strictly for managing your groups.

Now, each group will have it's own email address however when you post to the group it will send the email from YOUR gmail address that we are suggesting you to create here.



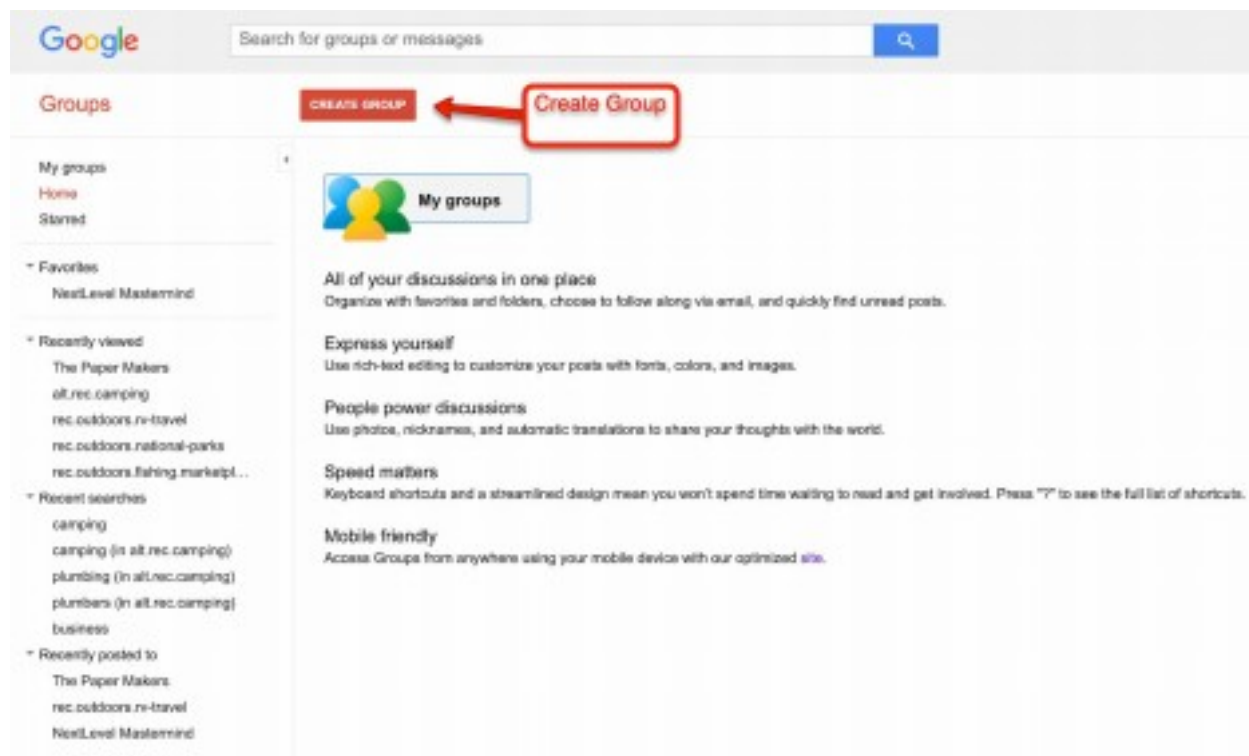
Here's a screenshot of an email Jeremy sent to his Google Group.

As you can see, the email comes directly from his personal gmail address and out to the group email address which basically forwards the email to all members of the group.

(btw, no need to try and email that address above, he has permissions set so he is the only one that can mail it)

So, create a Gmail address that makes sense. Your name if you want your name to be known, or branded to the group name. The choice is yours. Jeremy just used his real name.

Next head over to <https://groups.google.com> Click the red “Create Group” Button



Now, let's set up your group!!!

← CREATE Cancel

Group name

Group email address @ googlegroups.com
<https://groups.google.com/d/forum/outdoor-survival-club>

Group description
180 characters remaining

Group's primary language
This is the language emails from the Google groups service will be sent in. For example: digest emails, email footers, etc.

Group type
Group types are pre-configured settings for your Google group and make configuring your group a little easier. You can always change the specific settings and enable additional features to match your needs. Select a type to get more information.

An email list allows users to post from the web or through email. This is a mailing list group.

Basic permissions

Group visibility
The group's name, email address, and description will be visible and searchable to the selected users. This setting overrides other access settings such as viewing topics or archive.

View Topics ✓ All members of the group
These users can view topics in this group. If users experience trouble, check your [directory settings](#).

Post ✓ Owners of the group, Managers of the group
These users can post messages to this group.

Join the Group ✓ Anyone on the web

Group name: Pick a good name. Thesaurus is your friend. You actually can change this later.

Group email address: Generally the same as the name but you can change it if you want.

Group description: Be descriptive.

Primary Language: Select your language.

Group Type: Email (**important!**) **Basic Permissions:**

Group visibility: Anyone on the Web

ttiew Topics: All members of group

Post: Owners & Managers (important! otherwise all members can mail your list)

Join Group: Anyone on the Web

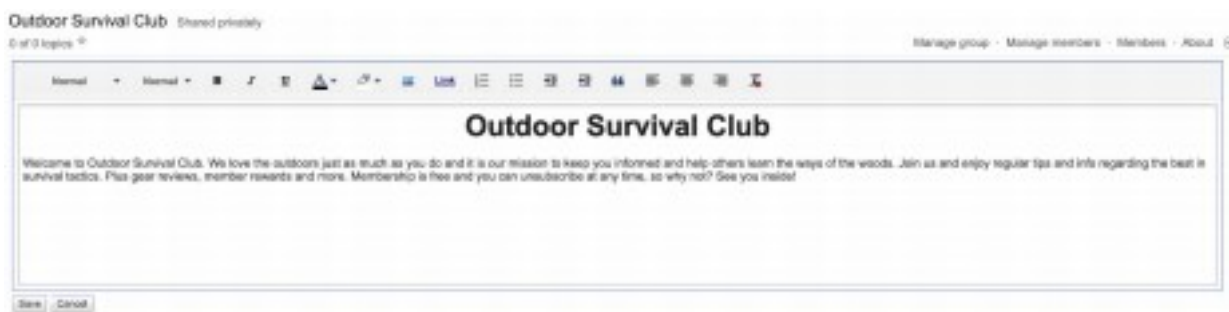
Once done, click **CREATE**.

Now you are taken back to the Group's home page. You will need a welcome message.

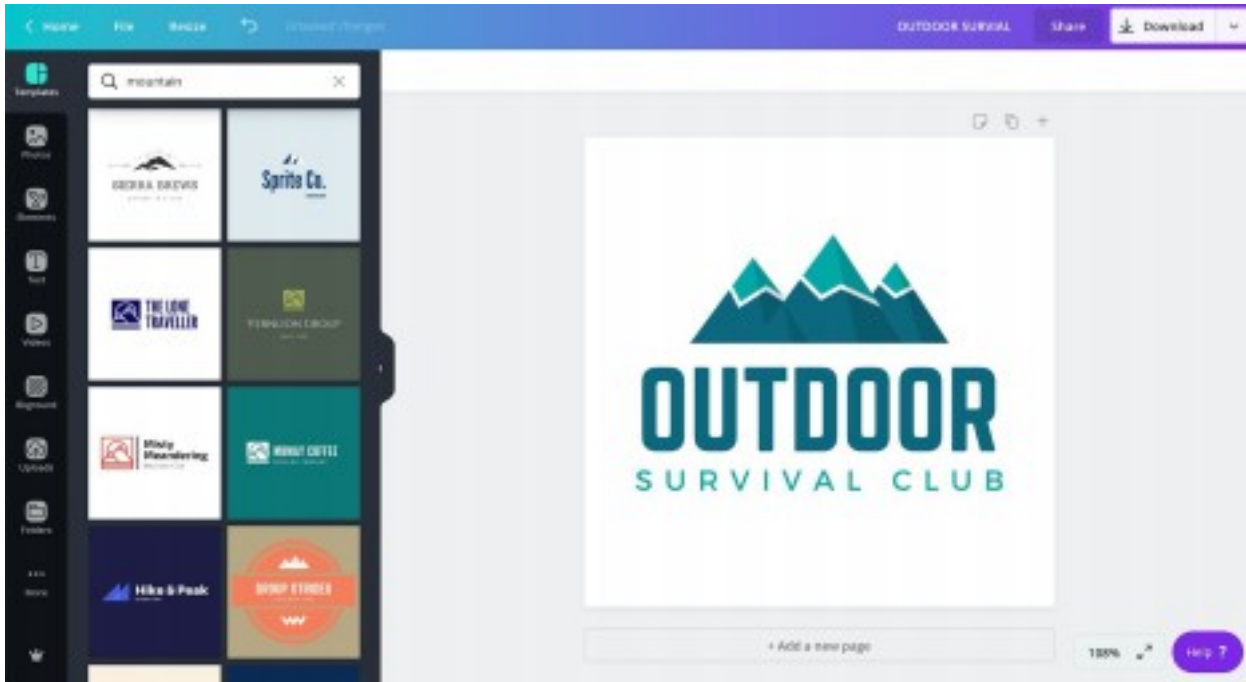
Click "Add welcome message."



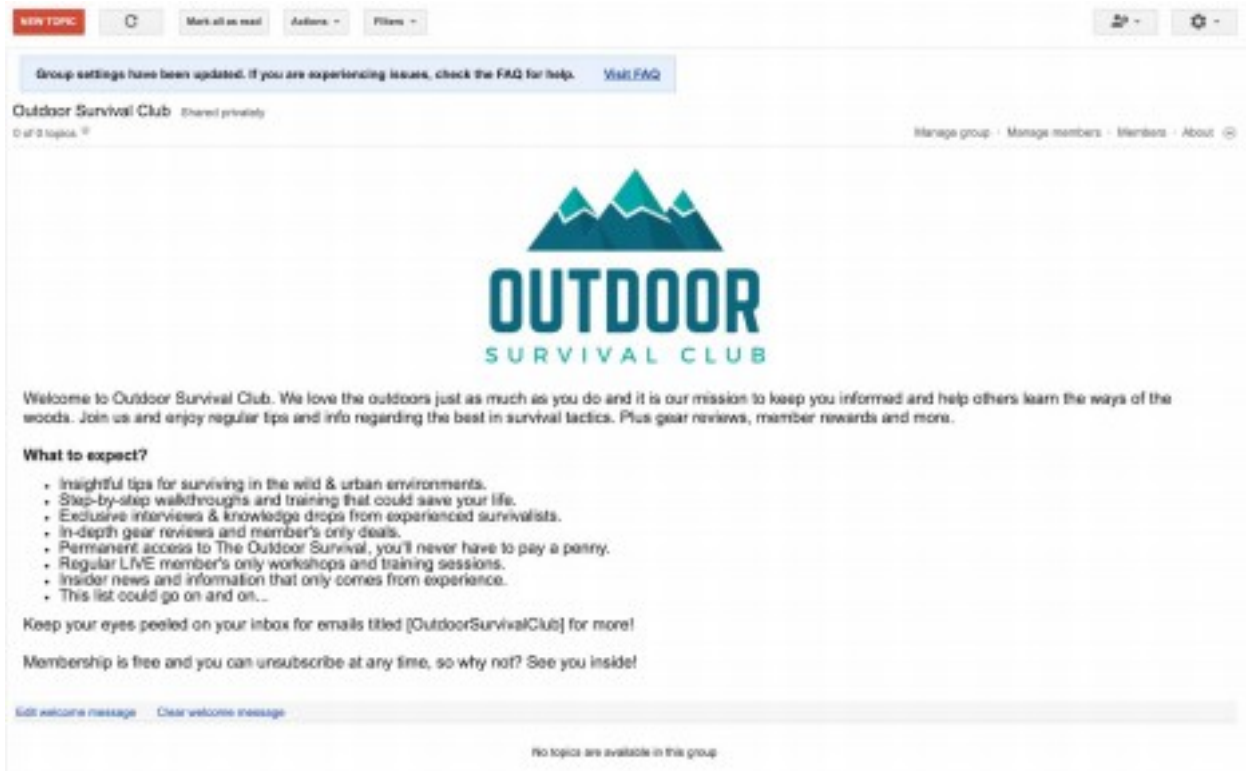
In your welcome message get straight to the point, what your group about and what to expect.



Go over to [Canva.com](https://www.canva.com) and create a free logo, Canva makes it point + click easy. Remember there is No money out of your pocket for this method!



Add that logo to your welcome message and your group wall, you now have a nice looking group page.



Now you need to hop over to “Manage Group” and tweak a few settings.



1. Go to Settings > Email Options

2. Add a subject prefix, this will be added to the subject line of every email sent and will help members recognize it's coming from the group. (this is optional but recommended for more opens).

3. Change Post replies to “To the author of the message only” so that you're the only one who sees the replies (or whoever you let post).

Then go to Permissions > Posting Permissions. Be sure to match the settings in the screenshot below.

Groups [←] [Save]

Outdoor Surviv... Group settings have been updated. If you are experiencing issues, check the FAQ for help. [Visit FAQ](#)

- Members
 - All members
 - Invite members
 - Direct add m...
 - Outstanding L...
 - Join requests
- Messages
 - Pending mas...
- Settings
 - Email options
 - Identity
 - Moderation
 - Tags
 - Categories
- Permissions
 - Basic permis...
 - Posting perm...**
 - Moderation p...
 - Access perm...

Moderate metadata Select groups of users - ✓ All members of the group
These users can assist with basic tasks, such as taking and assigning topics, or marking no response needed.

Attach Files Select groups of users - ✓ All members of the group
User can attach files from the web interface.

Post Select groups of users - ✓ Owners of the group, Managers of the group
User can post messages to forum

Post As The Group Select groups of users - ✓ Owners of the group, Managers of the group
User can post topics and replies from the group email address

Reply To Author Select groups of users - ✓ All members of the group
User can reply privately to the author of a topic

Permissions > Moderation Permissions...

Members

- All members
- Invite members
- Direct add m...
- Outstanding i...
- Join requests

Messages

- Pending mes...

Settings

- Email options
- Identity
- Moderation
- Tags
- Categories

Permissions

- Basic permis...
- Posting perm...
- Moderation p...**
- Access perm...

Manage members ✓ Owners of the group, Managers of the group
These users can manage members of the group

Moderate content ✓ Owners of the group, Managers of the group
These users can moderate content posted to the group, such as deleting or moving topics

Edit Own Posts **None selected**
User can edit the text of his or her own posts

Modify Roles ✓ Owners of the group, Managers of the group
User can modify roles, such as creating, modifying, and deleting roles

Permissions > Access Permissions...

Outdoor Surviv... [Visit FAQ](#)

Members

- All members
- Invite members
- Direct add m...
- Outstanding i...
- Join requests

Messages

- Pending mes...

Settings

- Email options
- Identity
- Moderation
- Tags
- Categories

Permissions

- Basic permis...
- Posting perm...
- Moderation p...
- Access perm...**

Contact the owners and the managers of this Group ✓ All members of the group
User can contact the owner and the manager of a group

View Members ✓ Owners of the group
User can view the forum membership list

View Email Addresses ✓ Owners of the group
User can view email addresses on the web interface. Regardless of this setting, user can still see email addresses on posts delivered to his or her inbox

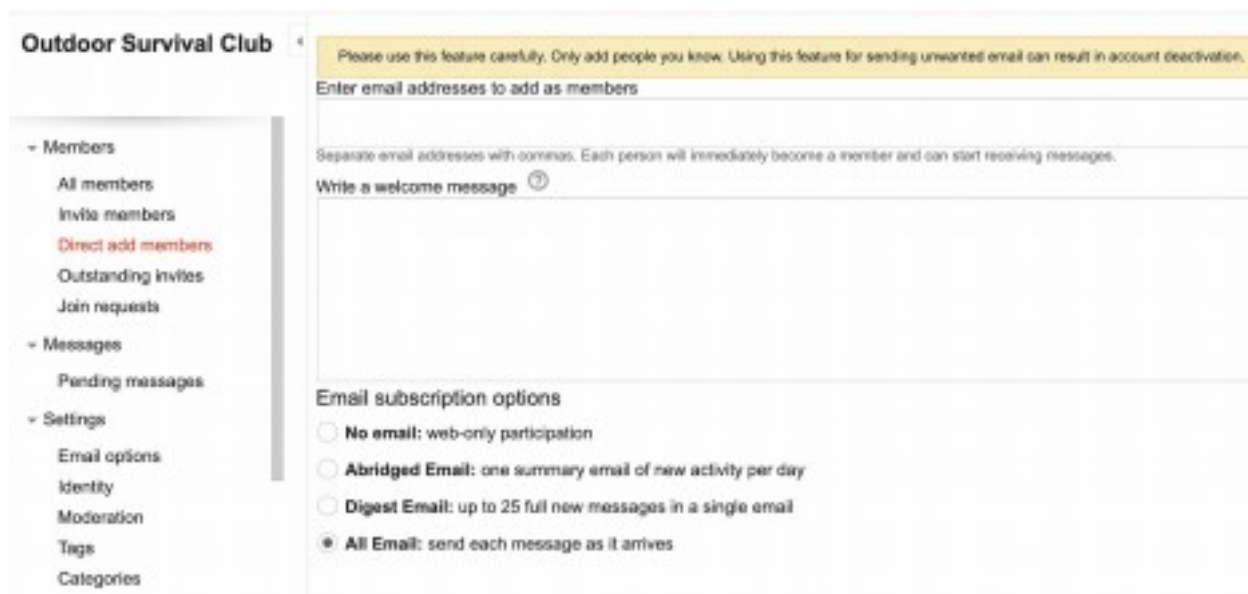
View Topics ✓ All members of the group
User can view topics of a forum

Feel free to go through the remainder of the settings but those are all the important ones.

Now you have a group turned email machine. Let's go add a member.

Google allows you 3 ways to add members.

#1 - Direct Add **(USE WITH CAUTION!)**



The screenshot shows the 'Outdoor Survival Club' settings page. On the left is a navigation menu with categories: Members, Messages, and Settings. Under 'Members', 'Direct add members' is highlighted in red. The main content area has a yellow warning banner at the top: 'Please use this feature carefully. Only add people you know. Using this feature for sending unwanted email can result in account deactivation.' Below this is a text input field labeled 'Enter email addresses to add as members'. A note below the field says: 'Separate email addresses with commas. Each person will immediately become a member and can start receiving messages.' There is a text area for 'Write a welcome message' with a help icon. At the bottom, there are 'Email subscription options' with four radio buttons: 'No email: web-only participation', 'Abridged Email: one summary email of new activity per day', 'Digest Email: up to 25 full new messages in a single email', and 'All Email: send each message as it arrives' (which is selected).

We were flat out shocked to learn that Google allows you to simply add in a string of email addresses and auto-add them to the group.

While they make this possible we are going to recommend that you of course play it safe with this one. Make sure you have permission to add people before you go wild and start throwing handfuls of random address in there at a time, that could get you banned.

There is ONE reason I do recommend to use this feature, and that is to add YOURSELF as a member.

Add one of your email addresses or an email that you check often so you can see how the emails come through, etc.

Do that now, add yourself as a member using a separate email address.

Now let's go to the next methods.

#2 - Invite Members

If you want to manually add subscribers, this is the way we recommend you do it. This will allow you to drop lists of people to invite and if they want to join they just hit an accept button in the invitation email.

Think of it this way also. If you already have an email list this is a second way to duplicate your list. They may unsubscribe from your main list but may stay subscribed to this “new” list source. Same emails but different source.

#3 - Join Button

If you send people directly to your group URL and they are not yet a member they will see a Join Group button.

We also made note that if you add /join to the end of your group URL, a “join” dialogue box will pop up they can join with one click.

Create A New Post

Now that you have a group setup, let's go ahead and make a post / email and send it out.

The emails are also archived on the Group's main page, so any new members coming to the group will also see it.

For this first one we recommend Introducing value by giving a little “How-To” in your niche.

You can also feel free to briefly introduce yourself. The keyword being briefly. Focus on valuable content.

Need inspiration?

Go to the FB & Social pages of the brands & influencer's in your industry. Look at all the articles & how-to's, etc. There is literally endless content right in front of you, you just retype it in your own words (or record in a video or whatever you want).

[Check out Jeremy's Group Here!](#)

Chapter 2 Viral Marketing

Here are the components of a Successful Viral Marketing.

When you're planning your viral marketing strategy, it's crucial to keep in mind the main requirements of every viral campaign. Without these, your stampede might turn out to be more like a stroll.

To build a good viral campaign, make sure your plan includes:

- A free product or service
- The product has to be easily transferable to another person
- It has to be able to scale easily
- It has to take advantage of other people's resources
- It has to be unique, original, and relevant

Give Something of Value for Free. Every single viral campaign begins with giving something away for free.

It could be an ebook, a piece of software, an instructional video, or even a few laughs, but it has to be free. And when I say free, I mean free.

Not free with an opt-in or a free trial. It has to be free, because you're going to encourage your customers to share it with their friends, and no one wants to tell their sister she has to sign-up for your list to get the cool thing you're giving away.

Now that doesn't mean you're giving away the farm. But you do need to give away great stuff. There's lots of ways you can do that, while still leaving your customers wanting more.

For example, if you build and sell a software package that helps bloggers find free photos for use on their blog, you could offer a free version of the software that only searches one database instead of several.

Or if you've written an ebook, you might release one chapter for free.

One thing to remember, though, is that the free product must be useful all by itself. You're not releasing a free trial, you're essentially building two products.

One which you'll give away and one which you will sell, and they both need to be valuable to your users. Free software that is so limited as to be worthless is not a right candidate for a viral campaign.

The same is true for a chapter of an ebook that ends with a question. Some marketers pull just this sort of trick to "force" customers to upgrade, but very often it will backfire.

Customers are savvy, and they dislike being manipulated this way, so don't make the mistake of thinking you'll lose sales by giving away too much information, because the opposite is actually true.

You'll gain sales by giving away great stuff, especially if your great stuff is easy for your users to share among their friends, family, and colleagues.

[I'm also giving you a copy of EZ Viral Contest WordPress Plugin to help you.](#)



Chapter 3 Article Marketing

Article marketing is an exceptional technique at generating a flood of high quality back links to your website quickly and easily.

All you really need to get started create 10-15 articles that combine your keywords within the titles of each article as well as the actual content.

Every article should be about 300-400 words in length and whenever possible, try to focus on submitting original, high quality material, or at the very least, well written private label content (although not every article directory will allow private label content to be submitted).

Each article is “tagged” with your back-link by creating an author’s resource box that is attached to your article submissions.

Author resource boxes are often the only place where a back-link is permitted, so you need to ensure that your actual article content is compelling and focused on retaining your readers attention long enough to direct them to your resource box featured at the end of the article.

With your article, you need to:

- 1) Use a clear and direct title that captures attention instantly.
- 2) Follow it up with the first paragraph clearly describing the topic of your article.
- 3) Continue with the body weaving a story, and doing its job by keeping the visitor reading through to the end.
- 4) The closing paragraph or statement satisfying the reader with an ending to the story if you choose that style and prompting them to read the resource box below.
- 5) The resource box then compels the reader to click on a link by offering free information in the form of a free report, ebook, video, tutorial, ecourse or something else, relevant to the topic of your article.

With article marketing, the greater the number of articles in circulation, the more exposure you will receive from both your article directory profile and author resource boxes.

Here are the top article directories that you should focus on submitting content:

<https://ezinearticles.com/>

<https://www.ArticlesFactory.com>

<https://www.WebProNews.com>

<https://www.ArticleDashboard.com>

<https://www.ArticlesBase.com>

<https://www.ArticleWheel.com>

Here are a few freelance marketplaces that will help you get started in finding the perfect writer for your niche markets.

<https://www.Guru.com>

<https://www.WriterLance.com>

<https://www.GetAFreelancer.com>

<https://www.upwork.com>

Chapter 4 LinkedIn

Where Facebook is mainly about light-heated interaction with consumers (B2ti).

LinkedIn is the complete opposite. It's like Facebook for business owners and professionals.

This is where you should go if you think your website could be of interest to that demographic.

LinkedIn is no place to post "silly" updates and memes; if that's your thing you'd be much better off sticking to Facebook.

How to use LinkedIn

Just like Twitter, LinkedIn is mainly about people and networking. It's all about promoting yourself in a professional capacity, so it works best if the website you want to drive traffic to is directly related to you.

For example, it will work well if you're a copywriter looking to drive traffic to your website that sells your services, but it won't work if you're an affiliate looking to drive traffic to a Cilickbank offer.

The primary way of using LinkedIn to drive traffic is adding your website to your profile, and then simply going about your business interacting and networking with people.

Every time you do business with a new person, make sure you also connect with them on LinkedIn. The more connections you have, the more people will view your profile, and those who are curious will click the link to your website.

You may also want to participate in groups and discussions on LinkedIn to drive traffic to your profile. The more value you add, and the more often you post, the more traffic you'll get.

After a while people will start seeing you as an authority in your field, at which point you may find yourself getting quite a lot of qualified traffic coming from LinkedIn.

Try to avoid posting direct links to your site in discussions, unless you're absolutely certain it will be appreciated and not seen as spam.

If you would like to learn more about LinkedIn marketing, check out this awesome Video training! Plus, a whole lot more!



[Add Link](#)

Chapter 5 Google Hangouts

If you've been following the "buzz" around Google Hangouts, you will have heard many people talk about how it's the next big thing.

Hangouts offers a lot of functionality and features, for example text messaging, 1-on-1 video chat and screen sharing, but for video marketing purposes you're probably mainly interested in the **webinar** features.

Using Google Hangouts allows you to accomplish the same things as other webinar software, only free of charge and by a trusted name.

There is a limit to how many people that can talk/present at the same time (currently 15), but an unlimited number of viewers can watch your presentation concurrently using Hangouts on Air.

Give Google Hangouts a go if you're currently shopping around for webinar solutions - it may be exactly what you're looking for, and the price is certainly right

If you would like to learn more about Google hang marketing, check out this awesome Video training! Plus, a whole lot more!



[Add Link](#)

Chapter 6 Quora

Every seasoned marketer knows that there are always additional ways to make their marketing efforts easier, that there are always tricks and shortcuts that you

can take to make the most out of any platform where you're working to promote and grow a brand.

In this lesson we are going to teach you the best Quora marketing tricks that we have discovered and tried with proven results, so you can apply them too and take the lead!

Look For Questions Made By The Most Niche Segments Of Your Audience

Most of the time, marketers and businesses concentrate on reaching out to the largest and loudest segments of their audience, but we've found that reaching out to smaller and more niche segments of your audience can give you faster and even better results.

What you have to do is to think of a segment of your audience that is concerned by or interested in a very specific product, service, or topic in your target audience.

For example, if your niche is audio equipment, you can reach out to customers in the market only for high-end headphones.

These segments are often looking for information about very specific products or services, and they are already in "buying mode", but because the information they're looking for is hard to come by, they always go underserved.

And that's where you come in! Pay attention to their questions, to the answers that they are getting, and work on more elaborate answers that fill their need and satisfy their search. This will automatically convert them into your leads, and will champion your content!

Crowdsource Content From Quora

Quora can be an incredible tool for marketing research. You can use it to research content for your blog posts, or to collect information about people in your audience.

The best part is that you can crowdsource it, and all you have to do is to publish a question!

Posting questions is a great way to engage with your audience, but can also help you to collect user generated content!

Just post questions to know the opinion of people about a topic you need to collect information on, save it, and use it as the information for your next content marketing project!

Use Quora To Find Long-Tail Keywords

Long-tail keywords are terms that include your niche keyword and other topic keywords.

Long-tail keywords are essential to create optimized content that is tailored to people looking for information about the products and services that you offer, and you can use Quora to find the latest long-tail keywords in your niche.

All you have to do is to enter your niche keyword into the “search” field. Once you get the results, select “questions” as your filter.

Now locate the questions with the most follows. Those are the questions that are searched the most, and you can use them as long-tail keywords!

Back Up Your Answers With Cool Graphics

I’ve mentioned the importance of using images in your answers before, but we’re about to tell you about a smart spin on this strategy: using graphics.

Yes! Cool graphics such as infographics and modern-looking pie charts with icons to back up your answers is a great way to highlight your points and to keep the reader engaged.

You just have to remember to quote the source of the infographics and to link to their work!

Use Quora As A Customer Care Channel

You can monitor mentions of your brand or products and services related to your brand on queries made in Quora.

Look for questions concerning their use as well as issues that users are having, and reply to them in the most helpful way possible.

This will not only help you to build a reputation as an authority, but also as a brand that cares about customers in its target market!

If you would like to learn more about Quora marketing check out this awesome Video training! Plus, a whole lot more!



[Add Link](#)

Chapter 7 Facebook

Here are the 8 best practices that we strongly recommend that you follow to generate the maximum amount of free traffic from Facebook.

It is still possible to drive a lot of free traffic from Facebook and we believe that if you follow these best practices you will have the maximum chance of success.

1. Understand the Reality of Free Facebook Traffic Facebook wants you to spend money on advertising and they have made it more difficult to drive free

traffic from the social platform. While it is still possible to generate a good amount of free Facebook traffic you need to use the right methods. You need to eliminate any negative beliefs you may have about Facebook and develop a growth mindset.

2. Optimize your Facebook Page You need to make your Facebook Page as appealing as possible. This starts with a great cover photo that clearly communicates your message and benefits to your audience. Create a compelling intro with a good call to action. Complete the About section and the others and add links to your website in each of them.

3. Create a Great Back Story The more that you can connect with your audience, the more likely you are to drive free traffic from Facebook. You need a good back story that tells your audience how you went from “zero to hero”. Your story needs to inspire them to believe that they can be successful as well with your help of course

4. Give your Audience what they want By giving your audience what they want you will maximize your chances of driving free Facebook traffic. Do everything you can to find out what your audience wants. What problems do they have that you can help them with? Join relevant groups to find out what kind of content is the most popular and use Facebook Insights to check your own posts.

5. Post the right Content for Facebook Traffic You want your posts to receive a lot of engagement (likes, comments and shares). Getting your posts shared is great as it will help to grow your audience and extend your reach. Use tactics to increase the “share-worthiness” of your posts. Create posts that include contributions from well respected people in your niche.

6. Facebook Native Video There are billions of video views on Facebook each day. Instead of adding videos to YouTube and then linking to these, upload videos to the Facebook platform (native). Facebook gives much higher priority to native videos. People like live video so use Facebook Live to drive more traffic.

7. Relevant Facebook Groups You can drive free traffic by joining relevant Facebook Groups and making a valuable contribution. Never spam a Facebook Group with your links. Always add value in your posts and comments. Find the most active groups and contribute on a regular basis. Take advantage of any promo days that they offer.

8. Create your own Facebook Group When you have your own Facebook Group you can almost guarantee a lot of free traffic if you do things right. Make sure

that you setup your group correctly. Go for a closed group and add an enticing, benefit laden cover photo and description. Create a valuable pinned post welcoming members. Encourage members to make their own posts in the group.

If you would like to learn more about FaceBook marketing check out this awesome Video training! Plus, a whole lot more!



Insert link

Chapter 8 Instagram

Hey there everyone! Marketing your business online successfully can take a couple years of trial and error while you develop a series of strategies that work for you.

This can be a big turn off for anyone, so we've decided to gift you a collection of proven Instagram marketing strategies so you do it right from the very start!

Use Hashtags To “Categorize” Your Posts

You can use hashtags to make it easier for people to find your content under certain categories beyond your base niche keywords.

This strategy goes beyond using keywords that are related to your niche and product as hashtags, like we explained during the very first lessons.

What you'll do is to include a combination of general hashtags, branded hashtags that you can borrow from competitor accounts in your niche with larger followings, alongside your base and related hashtags.

This will help you to basically place your content under a content category when people use those hashtags to search content!

Run Contests And Giveaways

Running giveaways on your account might be the easiest and quickest way to get a lot of new followers and engagement.

All you have to do is to announce a prize that you'll reward to a random user. For a chance to win, people have to follow your account, like the post where you announce the giveaway, and share it.

You can run this campaign for several days, and in the meanwhile you'll get tons of participants following your account, commenting on your posts, and sharing your content.

This will in turn increase the relevance of your account.

Post At The Right Times

Believe it or not, there are specific times when Instagram users are the most active.

In general, this can be in between off-work hours during weekdays, but it's been determined that peak activity on Instagram happens from Mondays through Thursdays at any time, except the hours between 3 PM and 4 PM.

To determine the right time to post, take a look at your audience insights and see where the majority of your followers are from.

You can use their time zone to determine the best times to schedule and post your content!

Interact With Followers

People will become emotionally connected to your brand or business if you start interacting with them.

All you have to do is to reply to their comments, or to like nice comments. This will help you to build a stronger, more reciprocal customer relationship, and that will cause customers to become repeat clients, or even brand ambassadors down the line!

Share User-Generated Content Another way to make your followers go crazy about your brand is to share their own content.

Not pictures from their accounts and such, but content that they create for your brand.

If you would like to learn more about Instagram marketing check out this awesome Video training! Plus, a whole lot more!



Add Link

Chapter 9 SnapChat

Snapchat is a great place to run contests and promotions. Many of the other businesses that are on Snapchat use this method to both say thanks – usually with discounts – and to get more followers by stirring up some excitement.

So, how do you run a contest or promotion that will do well on Snapchat? In this chapter, we'll explore some of the ways that you can use this type of marketing on Snapchat and some of the benefits that you can get from it.

Designing Your Promotion

The first thing you're going to have to do is design your promotion. You need to figure out what kind of things are going to require from the customers or followers and how you are going to set it up logistically.

For example, they could add you as a friend on Snapchat and then you could request them to create a video or take a snapshot and send it to you.

Promoting Your Promotion

Now you're going to promote your contest. You can promote it in your brick-and-mortar store, on your own website and on the other social media platforms that you use.

There are all kinds of ways that you can promote your contest but you do want to keep in mind that you have to let your followers know in a very clear fashion if you decide to use their videos later on in a future promotion.

Checking Your Contest Entries

The next step in the process is checking your contest entries.

For example, if you had your users send you videos one of the things that you can do to make sure that you see all of the entries is to use a third-party program to view the videos and save them to your phone.

You are probably aware by now that if you use Snapchat and someone sends you a video or a snap, it is going to self-destruct in no more than 10 seconds unless they build a story with it in which case it will be gone in 24 hours.

From there is just a matter of figuring out who the winner is in your promotion or however you designed it – with multiple winners or with everyone receiving some sort of promotional code – however you choose to create a fun and exciting promotion that your followers will like.

If you can do this, you will find that the followers that you have will be much more apt to check out your snaps and videos as well as stories when you post them.

If you would like to learn more about SnapChat marketing check out this awesome Video training! Plus, a whole lot more!



[Add Link](#)

Chapter 10 Twitter

Twitter is all about engagement. As a platform, it allows you to send short messages very quickly. It is great for building credibility and drawing people to your main hub: a website, blog, or Facebook page.

You want to keep your tweet short a sweet. It needs to intrigue a potential reader. That being said it needs to remain relevant to the post, or you run the risk of coming off a click bait; a sure way to damage your reputation.

When writing content, it is common practice to spend almost as much time on your headlines as your content.

The same mentality need to be applied to tweets, because the quality of your tweet is what will get people to read the article. You can include anything that really grabs people's attention.

- A quote from your content. According to Twitter, a quote is 54% more likely to be retweeted.
- Relevant hash tags will display your tweet to people looking at similar topics. You should create a hash tag that aligns with your product.
- Tweeting pictures is a very effective strategy when done correctly.

It's much easier to engage someone with a picture than it is with words alone. If you post a picture of your product, or offer a clever bit of sharable content, you can attract more attention than you ever could with just words.

The picture doesn't not have to be related to your product. A photo Intel shared on the 4th of July. 90 retweets, in just 10 hours.

I cannot overstate the importance of establishing a conversation. The best practice on a social platform is to be social.

Have opinions and leave insightful comments.

Get involved as much as you can. These are the activities that will build you a reputation and an audience.

Help other people in your niche. This is often overlooked because aspiring marketers wrongly think of it as competition.

The internet is a massive pie. All you need is a small piece of the pie, and you will eat for life.

Essentially what I'm saying is that, the benefits of engaging in a community, with a larger audience than you would otherwise be advertising to, far outweigh the drawbacks of extra competition.

A WORD OF CAUTION

Etiquette, and having a thick skin is vital to successful digital marketing. Staying out of the wrong conversations is just as important as getting involved in the right ones.

People will talk down your achievements, and hey that is life. You need to ignore the hacks and the snakes, who have nothing to add to the conversation but negativity and skepticism.

These people will often work to your advantage, and draw more people into the conversation.

Tact is important. Remember when your mother told you that if you don't have anything nice to say, don't say anything.

Never has that been more applicable than when marketing on social media.



[Add Link](#)

Conclusion

Hopefully, by now, you're equipped with the tips and strategies for generating traffic to your website and building your following online.

There are endless opportunities to drive traffic, generate awareness, build relationships and bring in revenue.

One small word of caution: don't try to jump in and do multiple things at once. Spreading yourself too thinly isn't going to do you any favors. Instead, pick one to two mediums and go all-in on it for the best chance of success.

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