

Advanced Ways to Get Free Traffic

When I say the word traffic, what comes to mind, cars, movement, direction, frustration? I'm sure it would be somewhere along those lines. In social media marketing verbatim traffic refers to the movement towards your social media platform/s. Where traffic in a transportation sense would be a frustration when at a standstill due to congestion, social media lives to draw traffic towards it.

Traffic for social media is broken down into two categories, either paid or free. One of the ways free traffic is achieved is through social media. Put more clearly, it is when you generate organic traffic by optimizing your blog, content or websites for search engines. Here are 7 advanced ways to get free traffic.

1. Tell a story

Coca Cola ranks high when it comes to marketing. For years they have been able to drive conversations through their content strategies. And although they use ad campaigns to target their audience, they are able to get people to constantly talk about their brand. In your endeavour to get free traffic, you have to develop the ability to tell a story across all of your social media platforms which provokes and facilitates conversations and that translates conversations to sales. What that would look like is developing a content strategy which gives a taster of what the overall message is across all social media. If you're selling shoes describe what brands you have in stock on Facebook, review the latest brand on YouTube and tweet about the success that shoe may be having amongst athletes or celebs. Each time, point in the direction of where the next story is going to end up so that people hang on your every word and develop an appetite for your content.

2. Use long-tail keywords in subheadings

Long-tail keywords are the kind of words which go into more detail than a normal subheading would. It's more descriptive and uses words that paint a more vivid picture of the message you want to relay. Instead of saying, "Ways to get free traffic," it's better to be specific in saying, "7 advanced ways to get free traffic." The latter gives the reader a clearer idea of what to expect. Using the word advanced, bumps the content to the place where the expectation is to read something of value and more in depth than what's basic.

3. Aim to contribute to a major website

In order to gain credibility, writing for a well-known publication like Huffington post would send quality traffic to your website. People have a way of believing what you say when they see that someone else with more experience believes in your talent.

4. Grab the attention of an influencer in your niche

Gone are the days of celebrities alone influencing the public. Today, social media influencers can be as famous as an actor on the silver screen. They have done this by identifying the trends and anticipating up and coming ones in order to develop content to suit those trends. When you mention them in a tag or in a post or tweet, it grabs their attention and opens the door to establish a relationship with them. One post from an influencer with a following of say 100K about your content could set you on the map!

5. Take care of the current subscribers you have

One of the ways social media marketers have retained their social media audience while increasing subscribers, is by having giveaways. The SMM (social media marketer) creates a giveaway with the

instruction to tag more than one other user who then will need to follow their social media page. Over and above that they encourage them to like the post and for the new subscribers to do the same - this increases traffic exponentially.

6. Add value to Reddit

Reddit has the kind of reach which, if they were to post your content to their first pages your blog would definitely go viral. The key is to consistently add value over time in different subreddit communities while making a concerted effort to not spam them. Reddit is well aware of marketers ready to make a viral buck from their hard work and influence.

7. Teach through a webinar

People like to learn for free. If you offered a product for free to the first say 100 subscribers this would get people to subscribe quickly. It would also get your name and product/service out there to secure repeat business. If your webinar is about learning a skill, the first lesson could be free but thereafter you could offer another 10 lessons at a price. Just make sure that the quality of the lessons is worth the price you charge or this would be disastrous to your brand and business.

Let's face it, to make it online in 2019 requires a lot of strategizing. Strategizing correctly is the difference between making an income off of your passion or not. Practically, you wouldn't place your business sign behind a tree, in an area where no one would find you. In the same way, you have to be deliberate about positioning your communication in such a way that it gets noticed and brings you definite results!