

# DOUBLE YOUR TRAFFIC

A person's hands are shown holding a smartphone. The phone's screen displays a social media interface with a large blue thumbs-up icon. Surrounding the phone are several floating icons: blue thumbs-up icons and red hearts, representing social media engagement. In the background, a laptop keyboard is visible, suggesting a digital or office environment.

10 Ways To Double Your Traffic  
From Social Media

# Introduction

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Are you sitting comfortably? Do you have a pen and paper to hand?

Great! Because we're about to dive into some of the best social media marketing strategies that you never heard of. Any of these techniques can potentially help you to reach a larger audience and get more clicks, shares and likes. In short, this document can *at least* double the amount of traffic you get from social media.

Ready? Let's go!

## Number 1: Engage

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It sounds simple but you'd be surprised how few brands and channels actually do this! If you want to get more people to follow you, then just be a little more active. Like images by other creators on Instagram, comment on their posts and follow them. If you take a look at a large proportion of Twitter and Instagram accounts with 1,000+ followers, almost all of them also *follow* 1,000+ people!

The key thing to recognize here is that social media is a communication tool first and foremost. This is what the platforms are *designed* for, and so it's a HUGE aspect of your strategy to omit.

Just as important is to engage with the community on your own posts. When someone comments on your picture on Instagram,

make sure that you *respond* to that comment. This is important because it makes that person feel valued. They are now more likely to comment on your next image, and much more likely to hit LIKE.

Over time, that means your images will gain an exponentially larger number of likes, which will mean they show up more in the discover tab and elsewhere. In other words, it is by nurturing that community that you will lead to a huge amount of growth over time.

## Number 2: Make Video

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On nearly any social media platform, taking time to create video can help you to stand out and gain much more traction.

This isn't quite so easy. Video requires a certain amount of equipment, knowledge and skill. But that's precisely why it is *crucial* for social media success.

Video's first advantage is that it allows you to communicate more directly with your audience. But not only does it give you a platform where people feel they get to know you, but it also elevates your status thanks to the high production values on display. This is content that you couldn't have just put together in your Mum's basement, and it suggests you're a professional that knows what you're doing!

High quality video also allows you to convey a huge amount of emotion and feeling – something as simple as adding the right background music can make a video that much more inspiring, epic, or exciting. The result is that people will really remember the

videos you post and will be moved to visit your website, to buy your products, or to otherwise investigate your brand further!

If you don't know how to make amazing video, the good news is that you can fake it. If you sign up for a site that provides free stock video and music, then hire a video editor, you can make amazingly inspiring mash-ups that communicate ideas and feelings and drive sales. Check out the YouTube channel "Shots of Awe" to see how this could potentially play out.

## Number 3: Go Live!

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When social media marketing began, it was a lot easier. That's because fewer people were doing it and this made it much easier to stand out.

Now everyone has a social media page and getting noticed is much more difficult. But the new kid on the block is live. Going live on Instagram or Facebook is something that social media platforms want to push and that few creators are getting involved in. So, if you can find the time and energy to give it a go, you might just that your whole audience is notified and you can make a big impact. Plus, they get to talk to you *directly* – which transforms the way they see you!

Going live is particularly effective because most platforms actually notify followers when someone starts a live feed. This means that you can jolt your audience out of whatever they were doing that day in order to come and hear what you have to say!

There are a huge number of types of content that lend themselves *particularly* well to live streams. You can create a live feed of something you're working on, you can create a live feed to share an idea that just came to you, you can create a live feed of an event or a location. This is also a fantastic way to review a product, or to run a Q&A!

## Number 4: Network

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This is absolutely crucial. You *must* network if you want to succeed and surprisingly, the best way to do that is by networking *in person*. Go to events, speak with people and make real connections with people.

This might sound a little confusing, seeing as you are likely an “online” kind of person. But the truth is that most influencers *don't want to hear from you*. If you send a message to someone with 100,000 followers, your message will be one of 1,000 that they received that day. I'm not joking!

So how do you stand out? Some blogs will recommend that you make lots of posts on their posts, that you be persistent... but it's a lot of work with no guaranteed pay off.

But if you MEET the person face-to-face, then they will form a lasting memory of you and you can pitch them your ideas and your brand. And that can be extremely powerful.

NOW they will be much more likely to give you a shoutout, or to share something you posted! So go to networking events if you can, or even *hire* those influencers if they offer a face-to-face service!

## Number 5: Climb the Ladder

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So the best growth hack for influencers is to find other big influencers to work with. This way, you not only gain free exposure to their audience, but also endorsement from names that people in that niche already trust. This is MASSIVE.

But if you can't find a way to meet them in person, how do you get the biggest players to respond?

Answer: you don't! At least not to start with.

Instead, you focus on the smaller influencers. Ideally, you focus on the influencers that have a similar number of followers to you.

## Number 6: Make a Name in Existing Communities

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Another tip that is less well-known is to make a name for yourself in other communities. No matter what niche you chose, there is most likely a forum somewhere filled with people who are fascinated by that topic. If you can find that forum, post extremely regularly, and

demonstrate your generosity and broad knowledge, then people will trust you AND want you to succeed.

If you have ever seen a YouTube channel or a website explode out of nowhere, this is very likely how that happened!

Let's say you want to become big in the world of calisthenics. You could then head over to the calisthenics Reddit page and spend some time there posting videos of your skills, answering questions that other people have, and making thoughtful contributions to the community. Maybe you might become a moderator!

Do this enough, and you'll start to become known in your niche and those circles. This in turn means that people will begin to trust what you have to say. When they hear that you're creating a brand, they'll want to check it out for their own sake, and because they'll want to repay you for all the advice and information you've given them over the years.

In short, you can come out of the gate with a *gigantic* amount of support already behind you!

## Number 7: Write a Book

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If you have something to say, get an agent and seek out a publisher. A book will give you huge exposure AND massive credibility. Just look at Tim Ferriss or any of the countless other authors that have become massive online influencers.

Books can also lead to other impressive opportunities that further your growth. For example, the author Ross Edgely who wrote "The

World's Fittest Book" now has a social media account with over a million followers AND makes regular appearances on the cover of *Men's Health* and numerous high profile TV shows.

Imagine what that kind of exposure could do for you as an influencer, for your brand, and for your website traffic!

## Number 8: Get Qualified

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Another strategy is to get qualified. That means becoming an expert in your chosen field, which will immediately mean that people take you more seriously. You'll find that people are more likely to listen to your advice AND that other brands and creators are happier to endorse you and to recommend your advice.

This is something that a lot of people never even consider when it comes to driving more traffic through social media, but it actually makes a big difference. It creates opportunities too: when someone is looking for an expert to reference or cite, those credentials in your Instagram bio can make you the right choice. That in turn means free exposure AND a big boost in your apparent authority and leadership in your given niche.

What's more, is that it makes a big difference in terms of your longevity. This is something else that is seldom considered in internet marketing: we are often highly vulnerable to attack from other creators.

Let's say you're a fitness blogger. How long until you give some bad advice? How long until another creator calls you out as a charlatan

because they are jealous of your success? Having qualifications will not only provide you with some defence (you have done your due diligence), but prevents you from making those mistakes in the first place.

## Number 9: Get Media Coverage

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Another excellent strategy for getting your name out there is to look for media coverage. You do this by doing something noteworthy – that the media would *want* to share with its readers. That can amount to publicity stunts, but it can also mean giving interviews to share your vision and mission.

What could you do on social media that the press in your niche would want to write about? If you're a productivity guru, an example might be to live-stream an attempt to write 100,000 words in a single sitting.

Something like this is noteworthy and draws attention, and it can help you to make a name for yourself. Social media is the perfect platform for this kind of stunt.

## Number 10: Sell the Dream

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Finally, always remember to “sell the dream.”

This means that your social media account should echo the kinds of values and feelings that your blog or website evokes – and that your audience wants to experience.

The best blogs and brands have a clear “buyer persona.” This is the fictional biography of the brand’s ideal reader or visitor: someone who absolutely lives and breathes the topics that you are discussing. If you can find this person, you can then think about the sorts of things they like to see.

What drives them? Do they love lifting heavy weights and yelling? Or do they love typing in dark rooms while listening to synthwave?

Your social media should express the feelings of success that your products and articles promise to deliver. That way, your content will be inspirational and it will be *addictive*. It also means that your social posts will be in service of your business plans: they will help you to sell more, get more clients, and generally thrive.

Take a look at the biggest brands in your niche and see this for yourself. They each have a “style” that is unique to them, and they each appeal to a different type of person. Ask what you want your company to be “about” and then find a way to communicate that through your content.