

## Social media mastery: How to conquer Twitter and Facebook and send floods of high value traffic to your website



This is just one chapter from my eBook, [link building mastery](#). It features:

- 86 link building strategies
- Exclusive interviews with industry experts (as you will see)
- A simple down to earth, no BS complete guide to link building
- And so [much more](#)

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## Social media



Social media is using sites like Twitter and Facebook to drive traffic to your website. Social media is a popular, upcoming and widely used way to connect online and more webmasters are joining these platforms to drive traffic to their site.

I personally am active on YouTube, Twitter, a little less active on Facebook and all my blog posts and pages use social bookmarking to drive traffic to them.

# Twitter



There is so much to say about these two marketing forms that you could write 10 eBooks on each of them so I am only going to deal with the very basics of marketing on Twitter and Facebook.

Twitter is a public social media site that allows people to publish micro blogs. You can write posts up to 140 characters long and send them around the net.

## **Twitter for beginners/getting started on Twitter**

### **Skip on to how to get more followers if you are already signed up on Twitter**

When you remove all the unnecessary stuff that make Twitter complicated than what it is, then explaining Twitter to beginners is actually fairly easy. This article will cover the very basics that every beginner needs to know to quickly get started on Twitter.

### **How To Sign Up**

Before signing up, you need to have an email address. If you don't, you can get a free one from Hotmail, Gmail or Yahoo. Once you've got an email address, simply go to [Twitter.com](http://Twitter.com) and click on the green [Sign Up Now](#) button. Enter your full name (you can choose to not use your real name), enter a unique username as well as a password and your email. Once

you've done that, type in the characters to verify your humanness and then click on Create My Account.

## **How To Find People**

There are 2 ways to find people: by name or by keyword.

If you want to find people by name, click on Find People at the top of the page and then type in the name of the person you are searching for. You should then be shown at list of results, one of which may be the person you are searching for.

If you want to find people by keyword, stay on your homepage, and use the search function on the right hand side bar. If you want to find someone who shares your interests, type in that keyword and a list of latest people who have used that keyword in their tweets will come up. There's a good chance that if they used that keyword, that they are interested in that topic.

## **How To Follow**

Once you found someone you've been looking for or shares your interest, you may want to follow them so that you can follow their tweets.

If you want to do this, simply click on their username and you will be directed to their page. Then click on the follow button underneath their profile picture. You should get notified that you're following them. It's that simple.



Sign up for Twitter right now and follow some people you already know. Then search for the experts in your field and follow them too.

The best way to learn is by doing so write a few tweets and get to know the different functions on Twitter. When you have done that return here and get some followers.

### **How to get more followers**



Now that you are signed up lets start seeing some results from Twitter

*The key to being successful on Twitter is to have lots of followers.* Followers are people who subscribe to your feed and get all your Tweets in their Timeline.

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That is the question everybody is asking. Some people use automated tools and others follow people they know follow back automatically. But these schemes to get followers are useless.

### **Why automated and follow for a follow tactics don't work**

Your timeline will now be filled with piles of tweets from people they have no interest in. Thus the value of link sharing and communicating with the people you follow is wiped out.

The same can be said for the people who followed you. They only followed you because you followed them. Thus they put no value in their timeline or they filter out your Tweets. So the value of having followers (more people seeing your tweets) is non-existent.

The amount of time it takes to manually do this following and unfollowing is extremely high. This time would be better spent writing content, articles or Tweets and they would get more traffic and *valuable* followers that way.

### **The perfect follower**

You want a follower with a perfect "follower profile". Let me explain what I mean by that, a perfect follower profile is the ideal user who follows you. Here are some things you want in a Twitter follower:

- ✓ A user who doesn't follow lots of other people: this way your tweets are more likely to be seen by your follower.
- ✓ A user who followed you because they are interested in your niche, your website, products or services: you are more likely to make sales through Twitter.
- ✓ A user who is conversational: having conversations on Twitter is a great way to build relationships.
- ✓ A user that regularly retweets and shares your information: the viral marketing power of Twitter.

## How to get more “perfect followers”

Of course you can't control who follows you, and any follower is better than no follower but these four organic methods for getting followers will get you a bunch of perfect followers as well as the average follower:

- 1) **Tweet, tweet and tweet some more.** Never tweet for the sake of tweeting but being a regular contributor with useful and insightful tweeting will gain you followers who are only interested in your tweets.
- 2) **Answer questions.** Starting out on Twitter with no followers can make it hard to get the ball rolling. Many people tweet questions about topics related to you. Use Twitter search to find these questions and then answer them using the reply function. The person who asked the question will be grateful and may follow you.
- 3) **Use your website and blog.** Link to your profile from your website and your blog and you will receive a steady flow of new followers. This gives you a chance for increased exposure with these visitors meaning more chances to sell your products.
- 4) **Put it in your sig file.** You know the list of links and positions you see at the bottom of many emails. You can create one of these with links to your Twitter profile. It's a great way to use your existing contacts.

So clearly the key to building valuable Twitter followers is to do it naturally. By employing these techniques you will soon have plenty of followers and you will see the benefit of Twitter marketing.





**Twitter marketing interview with Marko Saric of [www.howtomakemyblog.com](http://www.howtomakemyblog.com) and author of the [Twitter Marketing eBook](#).**

Marko is a prolific Tweeter with over 20,000 followers so he certainly knows what he is talking about. Before I even started Tweeting I read Marko's book and it convinced me to sign up for Twitter and now I can't get enough of it. Thanks Marko for the inspiration and the fantastic interview.

**1)Why is Twitter such an effective social marketing tool and what kind of results have you seen from it?**

Comparing it to other networks like Facebook, Twitter is more about sharing external links so it is a great source of traffic. If you can get few of the Twitter influential to retweet your blog post it can easily spread and send you thousands of visitors so that is mainly how I am using Twitter - as a traffic tool.

**2)What are the big mistakes you see people make when they start tweeting?**

People think just by starting a Twitter account they can get traffic. It doesn't work like that. You need to spend a lot of time connecting with relevant people and influencers and you need to create value daily by sharing quality links and being part of the discussion. So biggest mistakes - expecting results before doing any work first.

**3)Wow Marko you have over 20,000 followers on Twitter how did you get them/What are your top 5 tips for getting new followers?**

You basically have to promote your Twitter page like you do your blog. Put it wherever it is relevant. Also make sure to create value in your tweets as retweets can give you new followers. Also connect to people first - follow them, @reply them, interact with them and they will follow back.

**4)What are your most retweeted/popular types of tweets?**

Same with blog posts headlines - "how to" or "top tips" kind of headlines work best even for retweets.

**5)I know promoted tweets and trends are still in beta and aren't quite open to the public yet, but do you think they will be a successful way to promote your profile and will you be using them?**

I haven't really tested any of them and am not sure how expensive they are. For small time bloggers and business owners I think it is best to focus on organic way of promoting your Twitter profile as we have spoken about already.

**6)At what point did you start seeing your followers and traffic snowball and contribute largely to your blog?**

Probably somewhere in late 2008, early 2009. Twitter was fairly new back then and people didn't see it as a traffic building tool. I wrote a series of articles on it back then and showed some great stats to my readers and I got a fair amount of retweets / traffic from Twitter back then.

**7)Is Twitter #1 for social marketing and should it be used alongside other tools like Facebook and YouTube?**

Twitter is just a part of the whole package for me. Depending on what your audience does / where they hang out online, you could have a Twitter stream, a Facebook page, a Youtube channel, a Flickr account and so on. Depending on your audience, each of them can be a nice source of new traffic and can help you spread the word about yourself.

**8)If you could start again what would you do differently?**

Maybe join Twitter even earlier. Even though I joined in late 2008 I was stillfairlylatecomparedto some of theinfluentials.

**9)Are there any secrets to Twitter marketing?**

Not really. It is like anything else. You have to join it, learn about it, spend a lot of time on it connecting to other people and providing value and slowly you will see the results coming in.

## 10) Tell us about your blog and Twitter marketing eBook?

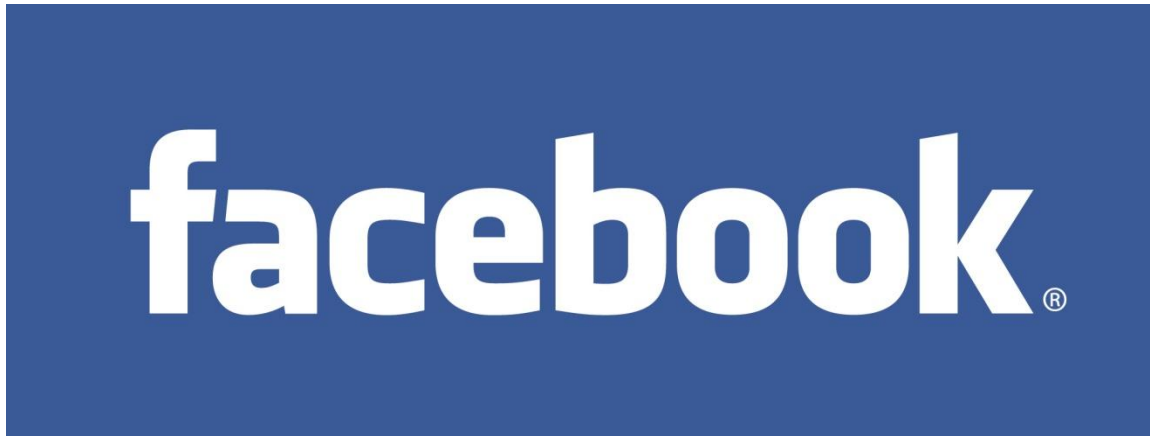
I blog about blogging at How To Make My Blog at <http://howtomakemyblog.com/>. Twitter is one of the bug sources of traffic for me, so I have written a series of articles on it and eventually converted them all into an e-book about how to promote your site on Twitter. E-book link is <http://www.howtomakemyblog.com/ebook/whats-the-twitter-marketing-e-book>.



I have read Marko's fantastic eBook and it really helped me get started on Twitter. I would recommend heading over to his blog and checking out the eBook <http://www.howtomakemyblog.com/ebook/whats-the-twitter-marketing-e-book/>

It's more than worth the investment.

## Facebook



Facebook is the biggest social network in the world. Therefore you must be on it, in one way or another. Some people believe that it is not suitable for businesses or website but that is rubbish. Facebook is a great way to send floods of traffic to your site.

I'll be the first to admit that I don't use FB as much as I should being a bit of a Twitter fiend myself.

If you are still in doubt over using Facebook here are a few stats that will change your mind.

### Facebook stats

- More than 500 million active users
- 50% of our active users log on to Facebook in any given day
- Average user has 130 friends

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- People spend over 700 billion minutes per month on Facebook
- More than 30 billion pieces of content (web links, news stories, blog posts, notes, photo albums, etc.) shared each month.
- More than one million developers and entrepreneurs from more than 180 countries

## **My Top 4 Facebook Marketing Strategies**

**#1- Your Facebook Profile** Your profile is the first thing that people see when they find you. Creating your profile is easy and you only have to do it once. Fill in as much information in all the provided categories and upload a great profile picture (vital).

**#2- Groups** There so many FB groups to join it is sometimes hard to know which are best. Pick the ones that are closely related to your website and have lots of active members. Contribute regularly and answer lots of questions.

Groups are a great way to build relationships with people and get more visitors and customers.

You can also create your own group. This a fantastic way to become an authority in your field. For example I could create a group for SEOers or Webmasters. This would build me up as an authority in this field and also create connections with people I want to visit my site.

**#3- Fan Pages** Create fan pages (basically profile pages) for your website, blog, products and services. Then when people like it on FB your message will be sent viral and bring you lots of presold traffic.

**#4- Events** Do you host conferences, webinars, Q & A sessions. Whatever your event creating a page for it will market it to those 500 million users.

These are my top 4 but the best way to make friends and get liked is to contribute to your niche on FB. That could mean answering questions or sharing links, only you will know what your niche are looking for.



- ➡ Sign up for Facebook right now and upload your profile and a fan page for your website/blog/eBook/services.
- ➡ Link to your profile and fan pages from your website and other social media sites.
- ➡ Join the top groups in your industry and answer 5 people's questions everyday.
- ➡ Create a group or an event and become an authority in your field.

## Facebook Marketing Interview with Tim Soulo



This a great Facebook marketing interview from Tim Soulo of <http://fbml-templates.net/>. Facebook Mark Up Language Templates offer FB templates to customize your Facebook fan pages and profiles to make them look like your website to give your fan page the professional look.

### How can a website owner use Facebook to drive traffic to their site?

Facebook is all about sharing content, so first of all you need to be sure that your Facebook page and the content on your website are worth sharing. If they are, you can there are **two ways to drive traffic:**

Posting an update on the wall of your Facebook fan page: the update will appear in the news feed of your page fans and (if you're lucky) they will click your link. This method implies having a really huge number of fans, for statistically only 12-20% of them will notice your update.

Using Facebook plugins around your website: once a visitor clicks on a "like" button under your post it gets reflected in his user profile on Facebook and his friends see that and may follow the link. This works well if your visitors have lots of friends to share your content with.

As you can see, there's one single idea behind both methods – you need to have a very large fan-base and each of your fans should have lots of

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friends to share stuff with. That's why it's enormously hard to start your Facebook marketing campaign, when you almost have no fans and they bring no traffic.

I didn't mention Facebook ads or running promotions on Facebook, for this works well only for large companies and big brands, who can easily invest large budgets here.

**Do you find Facebook to be the best social media marketing tool?  
What advantages does FB have over Twitter and the rest?**

If you look at the traffic, Facebook is definitely the best, and I believe the engagement on Facebook is like nowhere else. However, comparing Facebook to Twitter is really a tough question.

In general, both of the tools have "fans/followers", and both tools have those "like/tweet" website buttons for easy interaction with the content. And it's equally hard to gain fans on Facebook and followers on Twitter.

Twitter may even seem more effective in a short time perspective, but I think that the main advantage of Facebook is that it's a way more complex social platform. On Twitter you can't have a customized page with some cool videos or flash animations, can't create a photo album, can't upload videos and so on.

The other thing is that Twitter is mainly a person to person conversation, while the Wall of a Facebook fan page reminds me of a forum, where people can communicate with each other. Facebook literally allows you to build a community, which is technically impossible on Twitter.

Thus Twitter is much weaker in terms on flexibility, and the number of marketing tricks you can invent on Twitter is way smaller than those on Facebook.

### **Do you think FB traffic converts better than other forms of traffic?**

Of course, not. There's nothing better than the search traffic, but still conversion is not the only purpose web traffic can have – there's also brand awareness, attracting natural links, gaining trust.

However, if you ask me to compare Facebook traffic to the rest of the social traffic, then I would definitely say that it's the best. I can't remember a case of any conversions coming from StumbleUpon, Digg or Delicious.

### **What are your top tips for making powerful friends on Facebook?**

The core of your Facebook marketing is definitely your Facebook fan page. While most of the Facebook fan pages are still showing Walls to their visitors, the majority of the big brands have already leveraged the custom tabs strategy. Just check Facebook pages of Coca-Cola, Starbucks or Britney Spears to see what I'm talking about.

Once you have a nice compelling Facebook page, I strongly recommend you the "Fan only content" trick. The idea behind it is to show a special landing page to "non-fans", which has some incentive to click the "Like" button and become a fan. Those landing pages with an incentive convert almost 99% visitors into fans. The pages of Avon & Windows are already using this trick.

Don't forget about making a cute URL for your Facebook page once you reach 25 fans.

Now, when the page is ready and you are sure that almost every visitor becomes a fan you need to promote your page the same way you were promoting your website: from direct e-mails and up to an URL on your business card.

Once you have a decent number of fans, you can leverage them in promoting your page even further. Just make your fans interact with the updates that you post on your wall, as once someone hits "like" or comments it – all of his friends will see that. Remember the four most attractive types of content: pictures, photos, videos & games.

Be valuable to your fans. Say you're a lawyer – you can provide free consultations on your Facebook page. Just announce that each Friday evening you will be answering any questions your fans will ask, and see how your number of fans grows each Saturday morning.

### **What is the future for FB and social media?**

This is more of a question to Mark Zuckerberg ☺, but my point is that social media services will do their best to integrate deeper and deeper into our life. The last announcement of Facebook was project Titan release, which is basically a completely revamped messaging system where you can send e-mails, sms and regular Facebook messages using one single account.

Facebook has sucked some ideas from Myspace, Twitter, Foursquare, Youtube, Flickr and Gmail. Who's next? I think that it would be Skype with its video calls.

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## **How important is it to update your profile and how often should you do it?**

It's not about how often you post, but more of what you post. Each Facebook page update should bring some value to those seeing it. Don't post stuff that people don't care about, for **one foolish update can cost you a couple fans.**

Speaking of update frequency, you need to actually understand what do you want to achieve. If your aim is fan-base growth, you'll have to post a couple updates every single day and pick them carefully so that people would like them and share them with their friends. In case your updates are purely promotional – you should not post them more than once a week, for people will quickly get irritated and “unlike” your page to stop that.

## **What 5 things should a new FB marketer do?**

1. Create a compelling landing page with an incentive for non-fans.
2. Go through all of the social widgets Facebook has to offer.
3. Regularly provide value to the fans of the Facebook page.
4. Run a couple promotions or give-aways on Facebook.
5. Link Facebook to an offline activity.

## **What kind of results have you seen from Facebook?**

My favorite case is the Coca-Cola Village. Every year, Coca-Cola Israel brings 10,000 teenagers to an awesome summer holiday resort. This time they installed special devices throughout the Village and each guest

received an ID bracelet which transmitted its unique signal. So the guests were able to easily “Like” each of the Coca Cola Village facilities.

Those bracelets could also be used to auto tag teenagers on any photo that was taken there. The result was more than 54,000 “Likes” for the Coca-Cola Village Facebook Page, making it the most “Liked” fan page in Israel, and millions of social media interactions. This is the awesome case of how you can use Facebook in real life marketing, and the results of it can really be unpredictable.

**Do you recommend advertising on Facebook and what can you do to run an effective campaign?**

I hate Facebook ads on a cellular level and, besides, you do not pay someone to like you or become your friend, right? Google ads are a lot better as they are based on what you were searching for instead of offering something that you “may be interested in”.

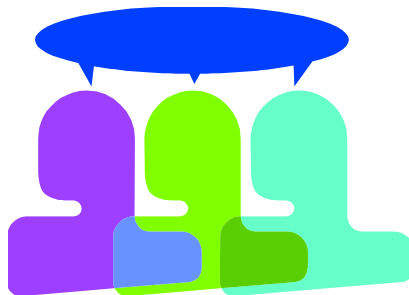
Facebook has so many tools to use in your marketing strategy, so I recommend using the ads only in case you’ve completely run out of ideas.

Thanks very much for Tim for taking time out of his busy schedule to do this great interview.



Sign up to Facebook right now and customize your Facebook fan page with one of the templates available at <http://fbml-templates.net/>.

## Social bookmarking and sharing



*Social bookmarking is the web's answer to word of mouth*

Thousands of Web pages are "bookmarked" by Delicious and StumbleUpon users every day, for others to discover. Facebook and Twitter users regularly share pages they like with their networks of friends or followers.

Social media marketing can result in solid traffic increases, if done correctly, so let's get you started doing it the right way

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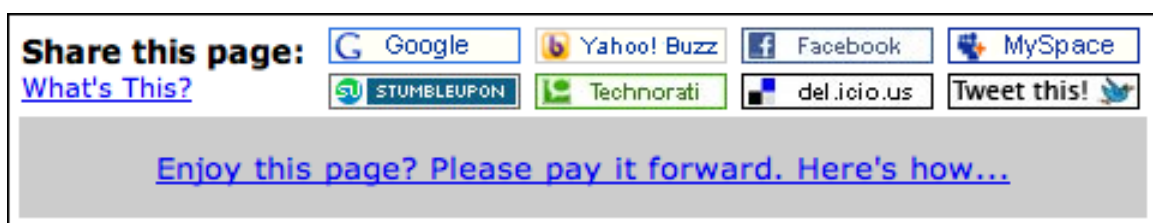
Social bookmarking and sharing is having your posts/pages and articles linked to from the top social bookmarking sites.

You want your site to be linked to from these sites because they have tons of traffic and will send you lots of presold visitors.

Another advantage of social bookmarking is that you don't have to do it yourself. It is all done by your users. When they like your content they share it with their followers on their social media profiles.

## How to get your posts shared more

- Ask your visitors to share your content at the bottom of your posts
- Allow comments, people love linking to their own work and comments provide that opportunity
- Have plenty but not too many social bookmarking buttons. Sure you need enough to make it easy for the user but too many will scare them away. This is my social bookmarking bar:



- Write great content
- Use images and videos people love to link to videos in particular
- Be controversial, don't use this tactic too often though



**Social media interview with Tamar Weinberg of <http://www.techipedia.com/> a social media consultant**

Thanks to Tamar Weinberg for doing this terrific interview. Tamar in my opinion is the best social media expert in the world.

Tamar was rated the #11<sup>th</sup> most influential internet marketer of 2009 and included in the [Top 21 Social Media Super Stars Under 30 In 2008](#).

She runs the highly successful website <http://www.techipedia.com/> and is the author of [New Community Rules](#) a very popular book about social media.

**1) Do you think social media is the best way to market your website to new visitors?**

Social media isn't the only way to market but it definitely is a good way. It may not be the best but it's up there and is truly important. Business is simply a social process, and it's important to connect with your product or service users in the online space.

**2) Do you find that visitors referred from social media sites are worth more than a normal visitor who comes from the search engines?**



I think that they come to sites for two different reasons: either they're searching for it or they're being told about it through a friend. Each is valuable. One might be more valuable depending on where they're at in the buying process. The other has its benefits because they may not necessarily be looking to buy but at least they are aware that this company or product exists.

**3) A lot of people have given up on Twitter or Facebook marketing lately because they feel it takes up too much time for a limited reward, would you agree or disagree with these people? And what can you do to maximize the value of your time on these networks?**

I think that any social interaction takes time and that's just the nature of the beast. If done right, you can make tremendous relationships that can be highly rewarding. Engage, don't just broadcast, and come bearing gifts.

**4) Which platforms do you find most effective at sending visitors and gaining followers? (Facebook, Twitter, LinkedIn etc)**

I think that gaining followers is the wrong question. It's not about getting more numbers. It's about making new contacts who will ultimately buy from you.

Depending on your industry, the platforms may differ. Generally, Facebook is a good hitter because with 500 million members, you can't go wrong. Twitter is also a good place to make some more targeted connections. LinkedIn is great for professional leads. There are also niche communities that should definitely be untapped.

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**5) I see more and more people with social media buttons (social bookmarking) like Digg this on their web pages, which buttons are the most used by users to share your content?**

I think the best ones to use are the Twitter and Facebook share buttons. With Digg, if you have a button and no Diggings, it looks bad for you. It's poor social proof. With Twitter and Facebook, it's almost by default that your socially-engaged customers will share that content if it's good.

**6) I know you are a member of many social networks but do you feel for the average website owner it is important to be on many sites or to be really active on just a few sites?**

I think it's important to fish where the fish are. I use a billion social networks but only a few actively. For business owners, be where your customers are. Spreading yourself too thin will just burn you out.

**7) If you are just starting to use social media what is the best way to get new followers on these sites?**

Connect with them slowly and engage with them. Talk to them and just share cool stories. You don't have to self-promote right away. Sure -- that will come, but nobody feels good about telemarketers and it's no different in an online medium.

**8) On Twitter I see lots of people following people just to get followed back and then unfollowing people if they don't get followed back, what do you think of this practice?**

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I think it's not genuine. It's not a question of quantity. It's a question of high return on investment. I promise you that having 20,000 followers and no clicks on any of your links isn't going to benefit you in the slightest.

### **9) What are your 5 favorite social media tools or gadgets?**

[Rapportive](#) is great - it's an integrated CRM in Gmail.

[HootSuite](#) is wonderful for managing different social networks.

[Google Reader](#) is great for consuming RSS.

[Skype/Digsby](#) is excellent for team communication over IM.

[Gmail](#) is like my Microsoft Outlook: I bring all of my email accounts to the cloud.

### **10) If you could leave us with one action point on social media what would it be?**

It's a social medium, so give of yourself before asking for favors. And be responsive. If people talk to you, you have their attention, so make the best of it.

### **11) Tell about your book The New Community Rules?**

<http://www.2buildbacklinks.com/link-building-mastery.html>

The New Community Rules is a primer to social media marketing and covers everything from why that's important to how to maximize each popular social network for the highest ROI. You can get it through [www.newcommunityrules.com](http://www.newcommunityrules.com).

Thanks very much to Tamar Weinberg for doing this terrific interview. Tamar is a true social media expert and she can be found at the following places:

<http://www.techipedia.com/>

<http://www.facebook.com/tamar.tech>

<http://www.flickr.com/people/pixelopera/>

<http://twitter.com/tamar/>



If you want to know how to really propel your social media efforts buy Tamar's book at [www.newcommunityrules.com](http://www.newcommunityrules.com).

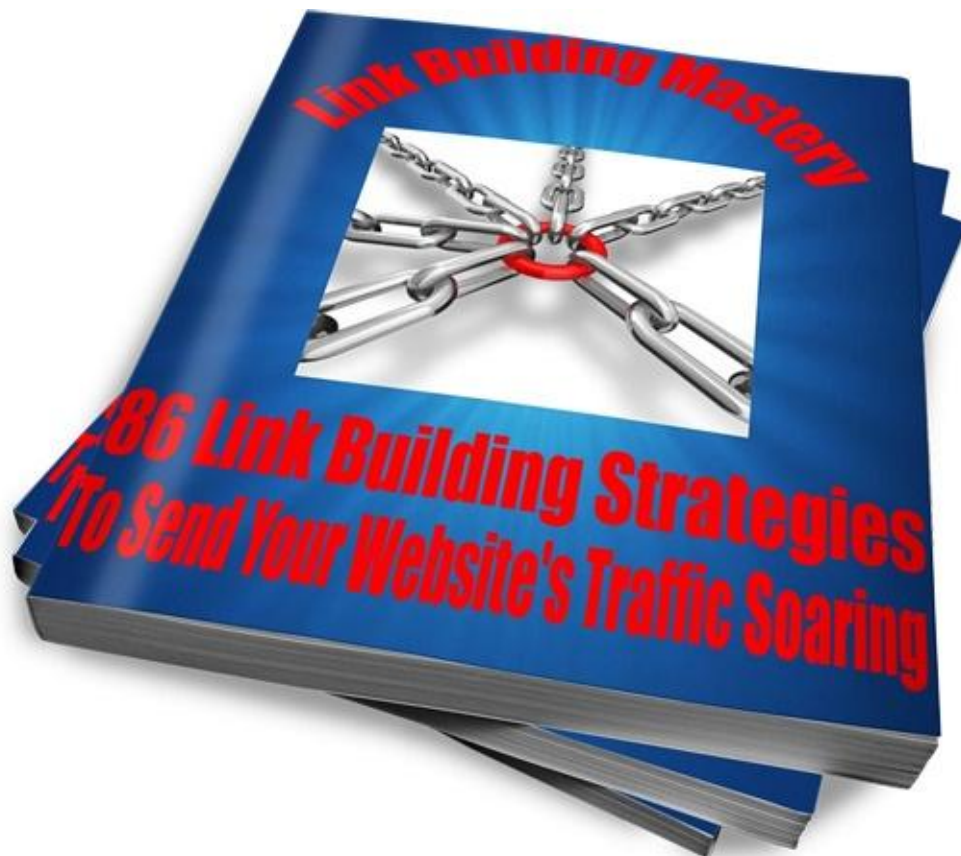
Or visit her website and follow her blog to add to your wealth of social media knowledge.

<http://www.2buildbacklinks.com/link-building-mastery.html>

I really hope that you enjoyed this eBook and I hope it will help you grow your social media empire.

But social media isn't enough you need links from other sources as well and the best place to find out how to build these links is my 260+ page eBook on [link building](#).

With over 86 link building strategies and multiple industry expert interviews and a 60 day money back guarantee you simply can't lose. Get it here, <http://www.2buildbacklinks.com/link-building-mastery.html>.



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