



Checklist 14 - Get Active On Social Media For More Traffic

Project Name: _____

Date: _____

Yes No

If you're looking to generate as much traffic as you possibly can, you might want to set social media as an initiative. It's the new magazine and newspaper, which means that with the power of social media and the right guidance, you can generate a significant amount of traffic.

Step 1. Optimize your social media platforms

1 If you want to have a good reach, you need to optimize all the content you post on social media.

2 Try to use keywords in the biographies' of all your platforms.

Step 2. Be consistent with your engagement

3 Social media has many ways to keep your audience engaged. You need to figure out what method suits your content and your company.

Notes



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- 4 Keep your audience updated with your work by uploading stories and posts on the newsfeed.
- 5 Respond to comments provided by your audience.
- 6 Allow them to message your company.
- 7 Do some live streaming

You can do all of this by:

- Utilizing platforms like Snapchat, Instagram, and Facebook*
- Uploading stories*
- Going live on YouTube, Instagram, and Facebook*
- Try different content ideas like Q&A videos.*

Step 3. Make it a priority to be consistent

- 8 Pre-plan your posting schedule and what content you are supposed to post.

Notes



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- 9 Make sure that you post every week at least once, and then you can build up into posting more.

- 10 Choose a specific time and day when it comes to posting so that your viewers are ready to see your content.

- 11 Learn from your competitors by studying their posting frequencies.

- 12 Post frequency should be improvised by studying your target audience, content, region, and time zones.

Step 4. Be unique and try to make your content viral

- 13 Embrace the concept of memes and what's trending. Reflect your content on this basis, and you will attract an audience.

- 14 Try to appeal to your audience by understanding the human senses. Try and have an appealing beat in your videos, a colorful and vibrant look.

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15 Learn the art of spreading a message and stop the constant sales pitch.

Step 5. embrace the visual art

16 Take your image and video posting very seriously and try to be innovative and creative.

17 Make your content appealing by using high quality photos and videos.

18 Use good software to form templates and edit videos and images.

19 Make sure that your visuals tell stories, and it moves your audience.

Notes