{NAME}

Lesson Sixteen was the second half of the discussion on ads, including solo ads. Now, let’s consider this question:

### What about utilizing social media and driving traffic back to the squeeze page?

Social media is potentially a very powerful way to drive traffic, and a lot of big companies are using social media for the purpose of building tighter relationships with existing buyers or with people that are thinking about buying something.

It is critical to understand the difference between these two types of prospects. One is someone who knows they want to buy a laptop and is already going online to look at a whole bunch of reviews in order to try to figure out which one is the best one.

Contrast that with someone that’s still trying to figure out if they want one; there’s possibly more talk than action. There are some critical differences between the two.

Social media is profitable for a lot of companies, especially when there is already a demand being expressed that they can meet. Social media is good for these companies, in generating leads. But there is potentially a drawback to social media.

In the next lesson, we’ll look at what this drawback is, and how it can be compensated for.

{SIGNATURE}

P.S. There is a great resource on building your own responsive list. Make sure to pick it up here:

{LINK}