{NAME}

Lesson Eighteen took an initial look at the use of social media in driving traffic. Let’s finish that topic in this lesson.

When someone visits, use an email campaign and a sales page to market to them, so as to not send them back to the original source. Let’s say that you’re using Facebook marketing, you’ve attracted somebody, and they become a lead; now where do you send them?

You can’t really send them back to your same Facebook page or ad, because you’re lead generating there, you’re not selling. If you don’t send them back and you just work with them through email, they’re still going to want to deal with you some on Facebook because that’s who they are, when your Facebook operation is all about lead generation.

Now you could strategically set this up so that your lead generation is on three social media sites, so let’s say your lead generation is on LinkedIn and two others, and then you’re using Facebook for the monetization.

The problem with some social sites is, when you try to use them for blatant monetization, you’re running into a terms of service issue and you could be shut down. Once again, we get back to the idea that you’ve got to use them just for lead generation, you’ve got to send them over to your email, and then you’ve got to convince them not to continue to be lured into additional lead generation. Instead, you want them to buy.

With content, they’re not constantly going back that same content. Somebody reads content, they’re not going there every day to check with their friends, they’re only getting to content the next time they search for something and Google sends them there.

In the next lesson, we’ll tie up a few loose ends about traffic.

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

{LINK}