



# Driving Traffic With Social Media

Bob The Teacher

Niche Affiliate Marketing System 3  
January 30, 2010



# To Hear This Presentation

This presentation is part of the NAMS 3 conference. If you'd enjoy listening to the presentation to follow along with the slides, order the NAMS 3 recording set.

- Go to [IMSuccesEvents.com/nams](http://IMSuccesEvents.com/nams)
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# What if...

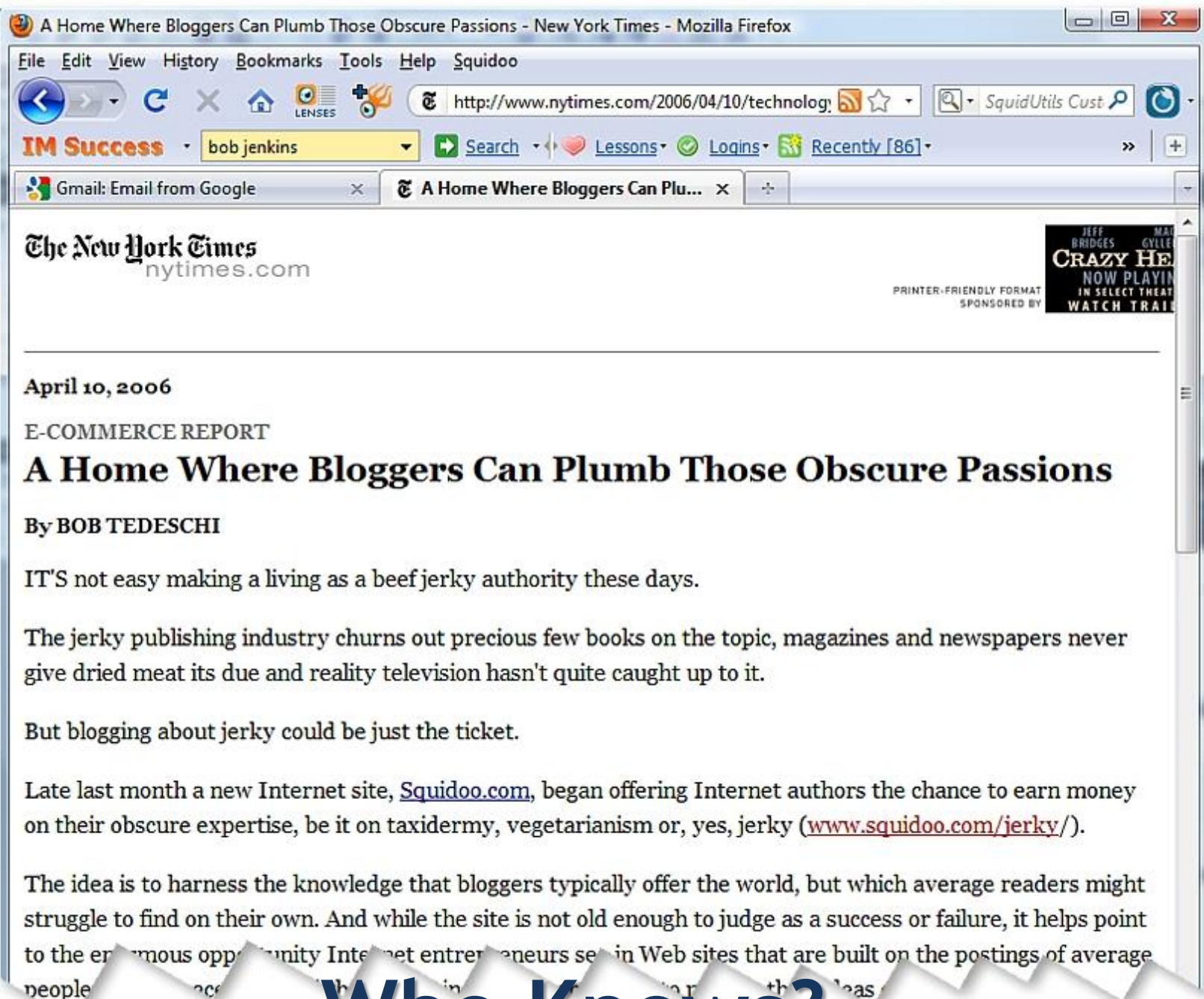
- People paid more attention to you...
- Buyers took your advice...
- Product owners noticed you...
- You became the go-to gal/guy...
- And you didn't have to pay a cent in advertising to make it all happen



# Life on the other side

- A thriving business
- Reliable, repeatable income
- Healthy email list
- Super affiliate status
- Joint venture possibilities
- Raving fans eager for what you do next
- Independence from a company or a job





April 10, 2006

E-COMMERCE REPORT

## A Home Where Bloggers Can Plumb Those Obscure Passions

By BOB TEDESCHI

IT'S not easy making a living as a beef jerky authority these days.

The jerky publishing industry churns out precious few books on the topic, magazines and newspapers never give dried meat its due and reality television hasn't quite caught up to it.

But blogging about jerky could be just the ticket.

Late last month a new Internet site, [Squidoo.com](http://www.squidoo.com), began offering Internet authors the chance to earn money on their obscure expertise, be it on taxidermy, vegetarianism or, yes, jerky ([www.squidoo.com/jerky/](http://www.squidoo.com/jerky/)).

The idea is to harness the knowledge that bloggers typically offer the world, but which average readers might struggle to find on their own. And while the site is not old enough to judge as a success or failure, it helps point to the enormous opportunity Internet entrepreneurs see in Web sites that are built on the postings of average people.

# Who Knows?



# Prepare for...

- What you're *really* selling with social media
- How to stand out
- Top 7 social media platforms
- Top 20 social media traffic tactics
- Time permitting: Super ninja traffic secret



**What Are You *Really*  
Selling With Social Media?**

**YOU!**



# Showcase...

- Your knowledge
- Your experience
- Your predictions
- Your pitfalls
- Your opinions
- Your solutions



# Relationships Matter

- Tortoise vs. Hare
- K\_\_\_\_\_
- L\_\_\_\_\_
- T\_\_\_\_\_
- Courtship



# **Standing Out From The Crowd**

**Or “The 3 Cs Of  
Social Media Success”**

# Conversation

- Engage
- Respond
- Social Proof



# Contribution

- Your Knowledge
- Value
- Positivity



# Consistency

- **Branding**
- **Frequency**
- **Expectations**
- **Focus**





# The Top 7 Social Media Platforms



# Platform Priorities

1. Your Blog
2. Facebook
3. Twitter
4. Niche Forum(s)
5. Other people's blogs
6. YouTube
7. Squidoo





# **Top 20 Traffic Tactics**

**Or “How To Master  
Social Media Mechanics In  
Less Than 20 Minutes!”**

# Your Blog

1. Enable threaded/nested comments
  - Settings/Discussion [WP]
2. OnlyWire.com
  - 1-click social bookmark submission
  - For you and your readers
3. Essential Plug-Ins
  - Comment Relish
  - TweetMeme



# Facebook

4. <http://YourLink.com> in the About box
5. Connect RSS Feed of blog to Notes
6. Friend finding ([Facebook.com/find-friends](https://www.facebook.com/find-friends))
  - Graduation Years
  - Email
7. Ethical tagging
  - Photos, Videos, Notes



# Twitter

## 8. Use TweetDeck

- Groups
- Search - [keyword] help

## 9. Retweet link/button on other websites

- See [AskBobTheTeacher.com/blog/retweet-this](http://AskBobTheTeacher.com/blog/retweet-this)



# Niche Forums

10. Popular threads

11. Start threads

- Feedback
- “What’s your biggest issue with...” Questions

12. Signature

- [url=“http://yourlink.com”]keyword phrase[/url]



# Other People's Blogs

## 13. Comments

- Name, Website
- Create hyperlink  
`<a href="http://yourlink.com">keyword phrase</a>`
- Dialogue with blogger and commenters

## 14. Guest posts and cross-blogging



# YouTube

15. Description starts w/

- <http://yourlink.com>

16. Hyphenated keyword tags

17. Use keywords in video file names

- Yes: **twitter-traffic-tips.mp4**

- No: **vid02892.mp4**



# Squidoo

**18. RSS Module**

**19. Lensroll your lenses together**

**20. Plexo Modules**

– Share on other sites





# **Bonus Ninja Traffic Secret**

**RSS Feeds**

# RSS = Your Traffic Beacon

- **Real Simple Syndication**
  - Think radio signal
- **Copy RSS Feed Into...**
  - Blog Widgets
  - Squidoo Lenses
  - Ning Communities
  - Aweber blog broadcast



# Your RSS Feed Sources

- Blogs
- YouTube.com
- EzineArticles.com
- BlogTalkRadio.com
- Squidoo lenses
- Ning community



# Super Ninja: Yahoo Pipes

- Mash your RSS feeds together
  1. Source - Fetch feed
  2. Operators - Union
  3. Sort - item.PubDate Descending
  4. Run Pipe
- Clone
  - [pipes.yahoo.com/bobtheteacher](http://pipes.yahoo.com/bobtheteacher)





- 3-Phase SIMPLE Profit Formula
- February 26-28, Wilmington NC
  - Lon Naylor
  - Felicia Slattery
  - Adam Urbanski
  - Jacqueline Wales
- [SIMPLE10K.com/nams](http://SIMPLE10K.com/nams) - \$500 instant rebate



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