

STUDIOPRESS SITES

Socialize: How to balance the short-term and long-term benefits of social media marketing

by JEROD MORRIS

There are only three ways for someone to end up on your content:

1. They land on it directly ... by typing in your URL or via a bookmark, an email, or a link.
2. They click on it from a search engine results page ... your site surfaced as a relevant answer to a query they typed.
3. They find it via social media ... because they follow your account, because someone else shared your content with their followers, or because you targeted them with a paid social ad.

That's it. Just three ways.

So you better make the most of each one.

Direct traffic takes a while to build. You have to develop authority and trust, neither of which really has a shortcut. [Content marketing](#) with a focus on the long game *is* the shortcut.

Search engine traffic can also take a while to build, especially if you're hoping to surface for popular, competitive keyword phrases. You have to be patient and [focus on fundamentals](#) over snake oil tricks.

Social traffic, on the other hand, offers more of an opportunity for an immediate splash of awareness ... especially if you're willing to pay for targeted exposure.

And you should be.

But that's not the only way you should be thinking about social when it comes to growing your website.

Let's discuss ...

Use social media to help build the asset you own

Sometimes the kind of instant, targeted exposure that paid social media advertising can provide is exactly what you need to get the process of building audience trust and search engine power started.

But, that doesn't mean that your social strategy should be entirely short-term and pay-to-play focused. Of course not.

There can be great value gained from investing time in building organic, engaged social media audiences. And there is really no shortcut there either.

You have to choose the right platform, you have to put in the time, and you have to bring the right tone and plenty of value to the conversation.

Then, once you have an engaged social media audience, it can be an excellent source of exposure for new content.

But you have to be careful.

Too many people view their social media following as the end game. It's not. Or at least, it shouldn't be ... unless your only goal is to become a social media celebrity and endorse products. (Good luck making a real living and maintaining your self-respect that way.)

Instead, think of your social media following as a *means* to an end — with the end game being to **build an asset that you own**.

Your website. Your audience. [Your unfair business advantage](#).

Amplification of your content on social media — whether paid or organic — only works if your content is useful, your conversion strategy is intentional, and your business model is smart enough to support audience *and* revenue growth.

Otherwise you're making a splash, but just treading water.

Here's how to avoid that trap ...

Be useful, be bold, and be strategic

The foundation of any effective social media campaign — again, paid or organic — is useful content.

Your ultimate goal in going out and striking up conversations online needs to be to, eventually, bring people to your website to learn more from you.

That doesn't mean you should only use social to post an endless stream of links. No way. That's pointless. You need to talk. Converse. Give, give, give, then give some more. Be useful.

Then, when your conversations move beyond the generalities that social media is good for discussing, you can suggest that people dive into more of the specifics on your site.

And be **bold** when you do so.

Meekness doesn't play well in social media, just as it doesn't play well in real life.

Be proud and enthusiastic to post a link to your website because your conversations have uncovered a real problem that real people struggle with — and your content can help solve it.

That's the whole reason to build a website in the first place, right? ;-)

Finally, you want to be strategic.

- » **Understand that only a small portion of your intended audience will see any particular social media post.** So plan how you can reach more people with the same or similar message — and not just today, but across time (if your content is evergreen).

- » **Understand that integrated editorial, social, and promotional calendars can be your best friend.**

Coordinating your content, it's amplification, and your revenue-driving efforts will lead to maximum impact for your bottom line.

- » **Understand that all paid traffic doesn't have to lead directly to a sale to have a positive ROI.** That's why paying to amplify content, rather than sales pages, can work ... assuming you're smart about capturing subscriptions so that you can continue the conversation.

With a smart, consistent social media strategy, you can experience quick wins and steady long-term growth.

So make sure you socialize your content with both the short-term and long-term view in mind.

 **STUDIOPRESS SITES**

**Ready to attract more
customers with a site that
Google *loves*?**

FIND OUT MORE

Sent this guide by a friend?



Share so more
people can enjoy it!



Sign up to get
the whole set