Social Media Marketing Tops List for Traffic Generation for Small Businesses

Yorkie Au April 03, 2013

Social Media Marketing

Social Media marketing is the number one traffic generation strategy for small businesses. The findings were gleaned from an interview by multipleincomes.net with a panel of SEO Experts.

(Newswire.net -- April 4, 2013) Melbourne, VIC -- Small businesses have turned to social media recently to rescue their marketing efforts in an attempt to overcome Google's constant algorithm updates. Social media alone drives half of the traffic to small businesses websites according to a team of SEO Experts in Melbourne. Small businesses who are not embracing this new way of marketing are missing out on potential revenue.

Founder of Multipleincomes.net said "Social Media makes us "real" to the customers. We are able to communicate and engage our customers on a personal level about our products and services."

Other traffic generation strategies discussed in the interview were:

- Solo Ads –Leverage off other people's lists and relationships that have similar customers that you are trying to capture. Send an ad of your offer to the list with a lead capture page attached.

- Search Engine Optimization (SEO) – Doing blog posts that centers around low competition keywords can help boost your site rankings. Pay special attention to keyword frequency, content, inbound and outbound links to authority sites.

- Press release – Gain publicity instantly by doing a news announcement or press release of your company. The news will be published in distribution network, including major news sites like Yahoo News, search engines like Google and Bing.

Multipleincomes.net encourage business owners to a consider using an authority blogging platform as part of their traffic generation plan that is available at Multipleincomes.net.

About Multipleincomes.net
Multipleincomes.net show online marketers generate more website traffic and leads for their business. The site offers free training, strategies and resources that marketers can use to send immediate traffic.

Contact

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