

The 30 Days Of Website Traffic Tactics Coaching Program

Hi there and welcome back to **The 30 Days Of Website Traffic Tactics Coaching Program!** We are now on **Day 9**, and starting on Day 3 we started talking about the organic social media traffic that ANYONE can use. Since then, we've gone over the strategy and talked about all 4 of the social media channels you can use with this strategy. If you've missed any of that you will want to go back over the last few days because today, we're going to start talking about using automation for this tactic.

I want to cover automation here for two reasons...

1. Because most people don't use it correctly
2. Because it takes A LOT to do what I'm teaching you for ALL of the social media channels and ultimately you want to be using ALL of them if you can.

The first step is to find a tool that will allow you to automate SOME of the processes. You showing up on the social media channels and interacting ISN'T something that can be automated. You need to be dedicating time daily to interacting because this is the number one way that you will build your following on the social media channels, but you **CAN** automate all the posting of content. With the exception of your Facebook profile. There is no tool that will automatically post to your profile. If you're using a page then you can automate it, but not your main profile. Just a heads up there on that.

Now, there are apps, software, and online services that will allow you to automate the posting of your content to social media. One example is Hootsuite. I used Hootsuite for a while, but quit using it, and now I'm looking at HelloWoofy. Hootsuite wasn't really in the budget of my students, so I needed to find something that was because my people want to use what I teach with. That makes total sense to me, but now I'm in between tools. However, HelloWoofy is probably what I'm going to go with.

Is what you need to do is find a tool that works with the social channels you want to use in the way you need it to work and meets your budget **AND** works in compliance with those social media channels.

Here's the thing though... A lot of these tools say they work with the social media channels I want, but they really don't or they don't follow the rules and then my posts suffer because the algorithm can tell what you're using to post with and if the service or software you're using doesn't follow the rules and isn't in compliance then you're going to get penalized. So, you need to be super careful what you use. That's the great thing about Hootsuite. They are well known and are always in compliance. HelloWoofy is proving to be that way too. Loomly is another option that I know works well and I know is reliable and is in compliance with the social media channels.

Another thing you need to watch for is that the automation tool you're using actually does the posting for you. I was using a tool and it would allow me to schedule posts, and then send me an alert when it was time to post it. I had to login and do the actual posting. That still saved a little time, but I wanted something totally hands free when it came to posting.

Now, once you have picked your automation tool then you need to learn how to use that tool. They all have tutorials on how to use them. I recommend spending a few days going through those tutorials. This is a major tool, and you need to know everything about using it. Once you have learned to use the tool, then start creating content for the social media channels you're going to be using.

Remember you need content to get followers and keep your current followers engaged and also promotional content for what you're trying to get traffic to.

When you're first getting started try creating a weeks' worth of content at a time. After a few weeks then you can go to creating a couple of weeks' worth of content, and then get to a level where you can spend a few days and get an entire months' worth of content created. Get the feel for things first though. Don't do too much too fast or you will find yourself very overwhelmed.

Once you have your content, then get it scheduled, and you will see this saves you a ton of time, and then you can use your time to interact on the social media channel you're using. Interact to keep getting followers and engage the current followers you have.

Here is an example week of my social marketing plan for my TodayInPLR.com site. You can use this to create your own plan.

Day 1: Monday

Interact with people who are interested in your niche/business. Friend them, follow them and/or connect with them. React to their posts and comments. Comment on their posts or their comments. Anything you can do to interact **DO IT!** Especially those who interact on **YOUR** posts.

5am:

Post content to Instagram that drives traffic to TodayInPLR.com

8am:

Post content to Facebook that gets you followers.
Post content to LinkedIn that drives traffic to TodayInPLR.com
Post content to Twitter that gets you followers.

Noon:

Post content to Twitter that gets you followers.

4pm:

Post content to Instagram that gets you followers.

6pm:

Post content to Twitter that gets you followers.
Post content to Facebook that drives traffic to TodayInPLR.com
Post content to LinkedIn that gets you followers

Day 2: Tuesday

Interact with people who are interested in your niche/business. Friend them, follow them and/or connect with them. React to their posts and comments. Comment on their posts or their comments. Anything you can do to interact **DO IT!** Especially those who interact on **YOUR** posts.

5am:

Post content to Instagram that gets you followers.

8am:

Post content to Facebook that gets you followers.

Post content to LinkedIn that gets you followers.

Post content to Twitter that gets you followers.

Noon:

Post content to Twitter that gets you followers.

4pm:

Post content to Instagram that gets you followers.

6pm:

Post content to Twitter that gets you followers.

Post content to Facebook that gets you followers.

Post content to LinkedIn that gets you followers

Day 3: Wednesday

Interact with people who are interested in your niche/business. Friend them, follow them and/or connect with them. React to their posts and comments. Comment on their posts or their comments. Anything you can do to interact **DO IT!** Especially those who interact on **YOUR** posts.

5am:

Post content to Instagram that drives traffic to TodayInPLR.com

8am:

Post content to Facebook that gets you followers.

Post content to LinkedIn that drives traffic to TodayInPLR.com

Post content to Twitter that gets you followers.

Noon:

Post content to Twitter that gets you followers.

4pm:

Post content to Instagram that gets you followers.

6pm:

Post content to Twitter that gets you followers.

Post content to Facebook that drives traffic to TodayInPLR.com

Post content to LinkedIn that gets you followers

Day 4: Thursday

Interact with people who are interested in your niche/business. Friend them, follow them and/or connect with them. React to their posts and comments. Comment on their posts or their comments. Anything you can do to interact **DO IT!** Especially those who interact on **YOUR** posts.

5am:

Post content to Instagram that gets you followers.

8am:

Post content to Facebook that gets you followers.

Post content to LinkedIn that gets you followers.

Post content to Twitter that gets you followers.

Noon:

Post content to Twitter that gets you followers.

4pm:

Post content to Instagram that gets you followers.

6pm:

Post content to Twitter that gets you followers.

Post content to Facebook that gets you followers.

Post content to LinkedIn that gets you followers

Day 5, 6, and 7:

Interact with people who are interested in your niche/business. Friend them, follow them and/or connect with them. React to

their posts and comments. Comment on their posts or their comments. Anything you can do to interact **DO IT!** Especially those who interact on **YOUR** posts.

Post things to each social network about what you're doing with your weekend.

Work on planning and creating content for next week.

I don't do a lot of posting on the weekends, so I normally use that time to create content for the following week.

Again, as I said. This is just an example of MY plan. You need to create your own plan for your own business. Maybe posting at different times of the day works for you. Maybe posting more or less on each social channel works for you. My point is you need to see what works for you and create your own plan. Then create a plan for your content, get it created, get it scheduled, and let the magic happen!

Okay, that's a wrap for Day 9! And it's also a wrap for this strategy! It took us a week to cover this one because it's a BIG strategy, but you now have a strategy you can take and start using RIGHT NOW no matter your experience and start seeing traffic from it. Tomorrow we're going to be sticking to the topic of social media, but I'll be sharing an entire social media strategy for a different social media channel that I use and get a ton of traffic from.

And as always, you can post all questions in our **LearningIM.com Discussion Group** at <https://myimmastermind.circle.so/c/learning-im-discussion> If you haven't signed up for that you can do so at <https://www.MyIMMastermind.com>

See you tomorrow!

Liz