

Welcome to Video #8. In this particular video, we are going to talk about promoting your InfoGraphics on social media sites.

Up until this point, you have learned how you create a high-converting InfoGraphic. Now it's time with Video #8 and #9 to show you how to drive even more traffic. The goal here is to maximize the opportunity to get traffic. The first step is to post it on your blog but don't stop there. Once you have posted it on your blog and your own real estate essentially, you will want to increase your exposure by doing some of the basic things such as sharing it, such as putting some basic social media share buttons on your blog post. Sometimes, we forget about these basic things.

Because if somebody comes to your website, they view your InfoGraphic, they like it, and most likely, they're going to want to share it. And why not make it easier for them to do just that. In addition to that, you want to share it on Facebook. Give people the opportunity to share it with their Facebook friends. Most likely, if you have friends that have the like-mindedness of what you are selling business wise, your business friends, then they're most likely going to share it and then of course their friends will most likely share it as well, as long as you follow the step-by-step in creating a high converting InfoGraphic. If you just put stuff together and you put an InfoGraphic together without ensuring that it's high converting, then that can be an issue.

We recommend not only to share it on Facebook but post a screenshot of the most captivating part of your InfoGraphic. As you know, when you post something on Facebook, generally speaking, if it's a picture or even a video, it will try to take a snapshot of the picture itself. To make it easier, what you want to do is hone in on the most captivating part. What part of your InfoGraphic really grabs people in? Hopefully it's the headline but it could be maybe statistics or fact or something that really stands out to your audience. Then what you want to do is you want to tag people or companies that are involved. Obviously, you don't want to tag somebody who is not involved otherwise that would be spam. But tag people that are involved that are interested in that particular InfoGraphic and maybe they have said that before. Include the link to view the full InfoGraphic to drive traffic back to your site. So, obviously if somebody shares it, you'll always want to have a link back to your website. If and any case, which is possible, that does not happen, and when somebody else shares that and somebody else shares that, there's no link back to you, you always want to have that link down below at the bottom of your InfoGraphic like I talked about earlier. Because that way, if somebody is interested given the chance they actually find you.

Number 2 is to share it on Twitter. In this case with Twitter, you are only given about 140 characters and a small amount of space. We want to make sure that you show your URL first and then you're able to combine it with your actual message. You can use something like bitly – that's bit.ly or even tinyURL to shorten your URL so that you can actually fit it into your micro message. You also want to use hashtags. Use #InfoGraphic

and I would advise you to do hashtag something that is a keyword that is a high demand keyword or a keyword that somebody in your market would actually type in.

Third is to share it on LinkedIn. LinkedIn is a place to share especially business related InfoGraphics – especially if it is targeted towards a particular niche. If it's business related or even if it's a career link related, something of that nature. You can even post it, join a group, and share it within that group as long as it is targeted.

From that point, you want to post up your InfoGraphic link and you want to add in an attention grabbing headline that actually showcases the benefits of your InfoGraphic. Like what I said, we're referring back to the headline because the headline is what is going to grab people in and that's what they're going to see first.

And then of course, you can share on Pinterest and the goal is to get your InfoGraphic re-pinned. The nice thing about Pinterest is it's a visual place where a lot of people come who are visual learners and they're looking for graphics. So, to speak directly to this type of audience, they're more likely to be interested in an InfoGraphic versus a text or article. This is a great opportunity to use viral marketing to boom and skyrocket your InfoGraphic. You can also add a description that quickly tells what your InfoGraphic is all about. So, that's a definite must. Add a hashtag, just like Twitter to piggyback on top on top of traffic and other hashtags that people are looking for. So, if we did hashtag and a specific word like dog training or training a dog to stop biting – so maybe #stopdogbiting. So, even though that is a very specific hashtag keyword and maybe not everybody is searching for it, the people that are actually searching for it are going to be likely interested and more likely they're going to convert at a higher rate. And of course, add it to group boards and pin boards as well.

So, that's it for Video #8 and Video #9, I'm going to talk about some bonus ninja tricks to get a flood of visitors to your InfoGraphics.