



TARGETED TRAFFIC FOR SOCIAL MEDIA

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In the internet world, traffic rules. It is sought after, paid for and fought for. But for many businesses, it can be elusive.

There are many types of traffic on the internet, there is traffic and there is “targeted traffic”. So what does it take to generate “targeted traffic” to your website, portal or social network? The first thing we need to understand is that traffic generation on the internet is complex; it is simple but not easy. Businesses on the internet should recognize it takes hard work to keep the trust and develop the loyalty of visitors for their network or portal.

Most companies will spend their time and money on web design, IT components and hardware applications then wonder why there is no traffic. The few companies that understand “targeted traffic”, and spend the time to research and define who it is they want to reach, reap the rewards.

Doing the research on your targeted traffic is essential and also lets you understand your customer’s psychology and ideology. Demographics on the internet are not very helpful when it comes to traffic. It is key that you have a psychographic and bio-demographic profile on your potential users. Social Media today allows you to know your audience from their own words and user groups. Backend analytics will also show customer behavior and targeted traffic patterns. This is key to understanding the word “Velocity” as it is defined by Webster;
Direction X Speed = Success.

Potential customers are using the internet for one reason and one reason only; they have a problem and are looking for solutions. If a website, portal or social media network has positive intentions for education or fulfillment – they will receive loyalty, i.e. return visitors. This is called a Presumer. A Presumer is a consumer before they have bought any products or services.



Whether their problem is boredom and they are looking to be entertained or a more complicated problem like, “how do I find a family car that is blue in color, economical, has a 100,000 mile warranty and is built in the U.S.?”

One of the first things you can do is ask yourself; what are the problems my potential customers have and what solutions do I offer? Companies are spending a great deal of time and money making pretty websites that are barren of traffic. Pretty does not sell. What sells is knowing your audience. Psychology verses technology is a critical understanding in setting up your Search Engine Marketing.

Solutions can be given in a number of formats from graphs, pictures, videos, audios, webinars, and words. Remember it is the words that sell, no matter what format you use. These words must explain in plain language the solution your potential customer requires.

At MORE Media Group, Inc. we have spent years helping companies research, develop and implement campaigns that solve problems for their customers. Our team of researchers, designers, writers, and marketers understand the complexities of delivering targeted traffic to your “solutions site.”

In the ever changing and very fast paced world of the internet it takes more than just “pretty” to achieve end goals, it takes a well developed team that is constantly in touch with your potential customers. Imagination verses application is critical to getting to know your audience. Audiences are fickle and don’t like to be tricked into a site. These days, the major Search Engines are de-valuating unique visits unless they are supported by return visitors.

So the next time you think about adding all the pretty flash and “it’s about me” copy to your website, give Bill Ganz (www.billganz.com) at MORE Media Group, Inc. a call. You will be taking the first step towards “targeted traffic.”



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