



Getting Unique Traffic from Social Bookmarking Sites

A recent addition to integrated marketing communication plans is Social Media. It is not just a latest buzz phrase in marketing but it is something which can actually be used to market and promote your products and services. Social media involves interactions with colleagues, potential customers as well as current customers. Social media has impacted the organizations communication. Internet has given people the freedom to build social and business connections, through which they share information.

Every social bookmarking site has the capability to bring you new visitors/customers to your website. But how you leverage them is another question. Although many popular social bookmarking sites are experiencing a bit of spam, there are still ethical ways to be a member of the community and get targeted visitors to your website and not have to bend the rules while doing it

If you want your material to be seen and voted for, you have to concentrate on making a strong name for yourself by submitting quality posts. This way your social bookmarking tasks will reach further than your own blogs. However, it will be about providing the community with the best content that is available. If you link to someone else's links on an ongoing basis, it will make your brand stronger and give you more of a presence in the social bookmarking community.

Provide New Content

Always research your facts well before posting links to bookmarking websites because you do not want anything negative to come back on you. Your focus should be on posting the latest news. People that look at social bookmarking site want to be exposed to new material each time. This is why you must pay attention to this fact before you place a link.

Create good headlines

There is a lot of competition on social bookmarking sites so you need to make sure your headlines stand out above the others. A good attention grabbing headline will bring you plenty of

targeted traffic. So make sure your headline is catchy when you submit a bookmark. Many links remain unnoticed on social bookmarking sites just because they weren't titled properly, which is nothing but losing yet another chance to get a visitor. It's basically a popularity contest and the bookmarks with the most votes will hit the first page. Landing lots of votes will bring your website plenty of targeted traffic.

Submit links at the right time

Knowing when to post a link to a bookmarking site is crucial because then you will know how fast you can land on the first page. If you post your links when your targeted market is sleeping, it will be wasted. Bookmarking your links during peak hours will be more beneficial and will get you more return on your investment in the end. So if you're considering posting on sites such as Digg and Reddit, don't post anything before 10 am. Instead, go for the afternoon time, say around 2 or 3 pm to get the best results. Usually there is more traffic during the weekend than on weekdays. But, the competition is great on Saturdays and Sundays. So the only way to find out which is better for you is to continue experimenting.

RSS Feeds

In brief, RSS refers to a general format which shares your content with other websites and users instantly. Interested readers are given a taste of a sneak preview of your upcoming newsletters, blogs and articles. This method of distribution and syndication of information is fresh, new, very cost effective and it allows you to send information to your audience without being regarded as spam. The effectiveness and efficiency of it is undeniable as more people regard RSS as their favourite choice for updates. RSS has the ability to supply your website with an endless source of web traffic provided it has original, unique and niche content. Highly focused feeds are normally inclusive of keywords.

Here are just a few example of Social Bookmarking website:

Twitter.com



Digg.com



Reddit.com



StumbleUpon.com



Tweetmeme.com



Social Media Marketing is an effective way to develop a link portfolio through social networks, blogs, message boards and online communities

** **Walter Management Solutions** will be more than happy to set up and maintain your social media accounts. Please contact us for a quote.*

