

Join Influential Groups to Gain New Visitors to Your Website

Social sites are extremely popular right now. Some of them have influential groups within them. You can join these groups and gain new visitors to your website.

A good example of where to find influential groups is over on LinkedIn. You can easily search for all kinds of groups that are related to your website or business. You then join these groups and immediately have access to like-minded people. Those that have the same issues and concerns as you.

What these people also have is an extended contact list. If you tread correctly when first joining a group, you may have access to literally hundreds of new connections. Here's how to achieve this.

First you want to search out relevant groups. These would be groups of people who could be considered buyers and readers of your content. You want to connect with blog owners, but you also want to get in front of the readers and customers.

By joining groups with both types of people you will have access to tons of resources. First you could learn from more experienced blog owners. Find blogs that you like and then track how often the owner publishes new blog post. How often do they promote items in their posts, and what type of products do they promote? Then see if they use videos or a particular type of image. As you discover tactics that are working, you can apply these to your own blog.

Being in front of potential readers and/or buyers provides you with access to the issues and problems your audience faces. This will give you clues as to what type of content to publish. If you see a particular issue cropping up all the time. Address this in a blog post, or even create a short report on the topic.

You can also find groups to join on Facebook and Google+. Just make sure you join groups that will eventually help you in your goal of driving more traffic to your site. Otherwise you may end up interacting and seeing no results.

When you first join any group don't start self-promoting immediately. Introduce yourself and what you do, but then make a good effort to be helpful to other group members. Answer questions, provide advice and in general just be friendly as opposed to being viewed as someone who self-promotes all the time.

Being active in one or two groups can really help increase traffic back to your website.