

Social Media for Affiliates

What's going on with Social Media?

The ecommerce industry is aflutter with social media buzz.

This is understandable – social media usage has grown faster than the adoption of television. With this in mind, many small online businesses are flocking to social media – in fact, one report states that utilization of social media by small businesses has doubled since 2009. According to HubSpot, followers of brands on Facebook are 51% more likely to purchase and followers of brands on Twitter are 67% more likely to purchase.



Here are a few reasons why so many business owners are turning to social media:

- Social media is a cost-effective way to establish relationships with customers.
- Social media serves as a great source of open feedback and competitor intelligence.
- Fans/Followers of branded social media pages are more likely to buy from that company and recommend it to friends and family.

How to Use Social Media in the Affiliate World

As an affiliate, you have a perfect opportunity to leverage social media to help increase traffic make more money.

Before diving into the social pool, you'll want to set some objectives for your social media campaigns. For example, you might be trying to achieve heightened brand awareness, thought leadership, SEO gains or just basic networking.

Whatever your objective, the channel you use to reach it is important. Here are some of the most popular channels and their benefits:

- **Blog:** Acts as the primary hub for creating and sharing content. It also helps with SEO and can become an outlet for niche audiences.
- **Facebook:** Allows you to build alliances and champion your brand. You can share your personality, share content, provide an insider's view of your company and get fans to interact with each other.
- **Twitter:** Keeps you connected with potential clients. This is another place to spread content, but it also allows you to listen and respond using pertinent keywords and hashtags.
- **LinkedIn:** This is a great way to join industry groups and establish a professional reputation. You can spread content here as well and learn how to understand your audience.
- **YouTube:** The perfect place to show off yourself, your personality and your products. This is the #2

search engine in the world, so it's a perfect place to educate customers, and again, spread content.

Next you'll want to establish a timeline and set benchmarks on a monthly or weekly basis. This will help you stay on track! As part of this, set some metrics that are realistic. The easiest way to do so is creating key performance indicators, or KPIs, for each of your tactics.

Some KPIs include:

- Number of Twitter followers
- Number of YouTube views
- Number of blog subscribers
- Growth patterns for each metric

Finally, you can deploy, measure and adjust your strategy based on how things are going. Remember, it's okay to shift course if things aren't working as planned – the beauty of a true strategy is that you can make changes along the way to better achieve social media success.

There is no denying the importance of social media in the ecommerce industry. The amount of time and effort that an affiliate puts into his/her campaign will show in sales, website visits and a great social reputation. Don't ignore this growing marketing trend!