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# **3 Tips to Drive More Traffic Using Viral Marketing**

Viral marketing is a great way to get a ton of very targeted traffic to your website without having to spend bunches of money or putting in any long term efforts. There are lots of ways that you can leverage viral marketing to build your business, but figuring out what will work best for you and your company is very important. What works for you might not work for the others and vice versa. This will only be possible if you take some action and figure out where you want to go. The following three viral marketing tips will help you get trackable results.

Facebook fan pages is a popular method that's in use right now. If you don't have a dedicated fan page for your online business, then it's about time you got one. Facebook works exceptionally well with larger markets because you will be able to target a larger portion of its 500 million users. It gives you a unique way to approach and create a communication with the potential customers and also create targeted traffic to your site/blog. Remember that it might take some time before you start getting exposure through Facebook fan pages, but eventually you'll realize that it's worth it. If you approach this the right way you will nothing but pleased at your results.

Another method that many overlook Twitter. Twitter will allow you to generate awareness for your site and any products that you may sell. Twitter will not work for you if you are outright promoting products; the secret is to build a real relationship with your base of followers and provide them with as much value as you can before you begin to monetize them. Considering that tweets are very short; you can post a significant number of them without wasting too much time. Also, there are services you can use that allows you to schedule when you want multiple tweets posted. Once you understand how strong Twitter is when it comes to viral marketing, you'll automatically know the potential it holds.

Tracking and analyzing the results of your viral marketing campaign is important. Why? It is important because tracking and analyzing will help you figure out what to change in your campaign so that your results will improve. Unless you track your results, you won't know what works and what doesn't and what needs improving. When you monitor your campaign you can compare your sales to your click through rates and see which is higher. You should be able to increase your click throughs as well as convert all of that traffic into sales or leads.

Before you start building your campaign, do some homework to ensure your success. Same goes for viral marketing, where you have to do your research to make sure you're going the right way. Besides that, if you wouldn't know your audience well enough, it would get difficult to target them effectively. So this makes it important for you to have sufficient research data on hand before you take any major steps.

All in all, from the above article we come to an understanding that viral marketing is definitely the way to go if you're ready to think out of the box. If you want to stand out from your competitors, viral traffic is a necessity so you need to work hard to make sure that your viral marketing campaign is unique. To truly see good results from your viral marketing campaign, you need to put effort into building a unique selling position for yourself.

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