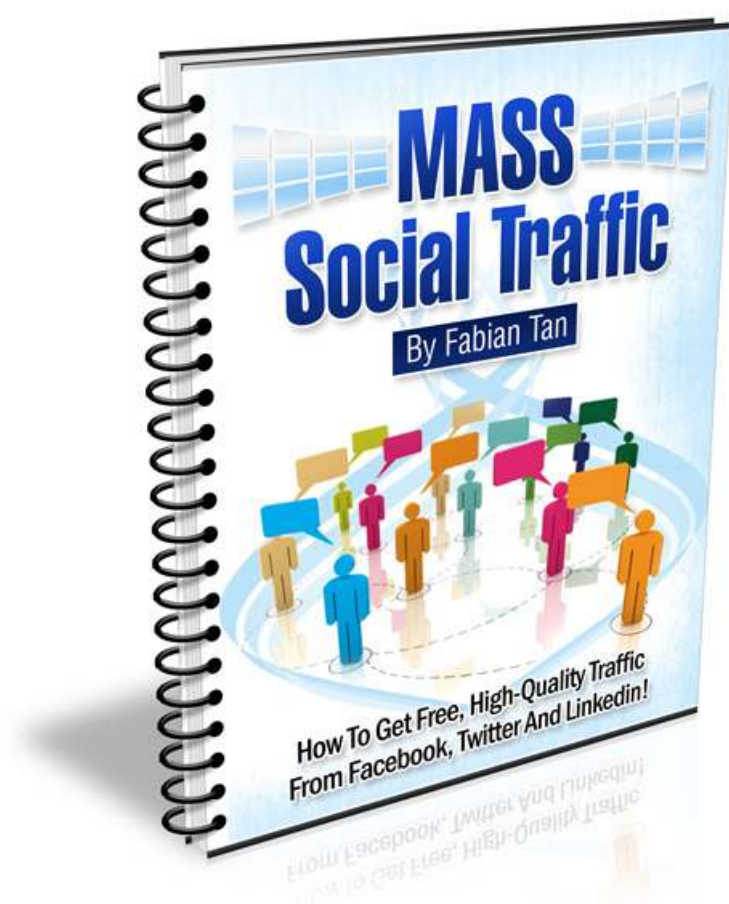


Mass Social Traffic

"How To Get FREE, High-Quality Traffic From Facebook, Twitter and LinkedIn!"



By: Fabian Tan

www.SetAndForgetTraffic.com

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Introduction

Thanks to Facebook, Twitter and LinkedIn, among other social media websites, the web as we know it is vastly different to the web of a few years ago.

The majority of traffic is now going to these websites and video websites, particularly YouTube. As a result, we are spending more time online socializing and getting information and being entertained from these websites. While Google is still extremely popular, perhaps even more and more new people are using it everyday because of the simple fact that more new people are coming online everyday.

Because of the rabid popularity of social media nowadays, an Internet entrepreneur has to consider ways to maximize the uses of these websites to generate web traffic, build relationships with customers and subscribers, and grow brands.

So how do we go about doing that? Let's start with the biggest of them all shall we? Facebook.

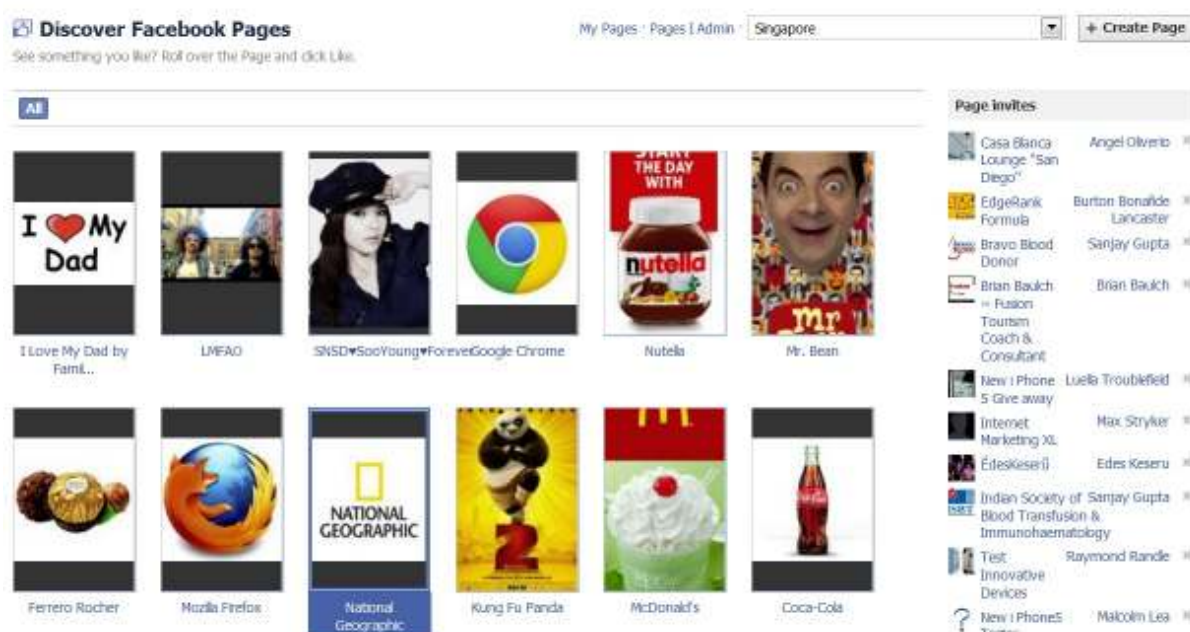
How To Get High-Quality Traffic From Facebook:

Facebook is the behemoth of the online world at the moment together with Google. Sure, some may say that Facebook is not suitable for promotional campaigns because people go there just to socialize and not to buy products. I used to think along this line too. But I realized Facebook is obviously doing something right with their Facebook Ads and Facebook Pages as they have proven effective for many businesses and I have managed to use their Ads and Pages with success. **The trick with using Facebook for online marketing is to be more subtle, and less pushy.**

Step 1: Set Up Your Facebook Page

The way we are going to get free traffic from Facebook is by setting up a Facebook Page. A Facebook Page is more suitable for our purposes because it allows more people to 'Like' your page than Facebook Groups, which is more suited for small groups of followers. You can see how my Facebook Page looks like at <http://www.facebook.com/fabiantanfans> (be sure to click 'Like' as well to join over 1,800 fans and receive exclusive Internet marketing and success tips!)

First, head on to <http://www.facebook.com/pages/> to set up your Facebook Page by clicking the 'Create Page' button as seen below.



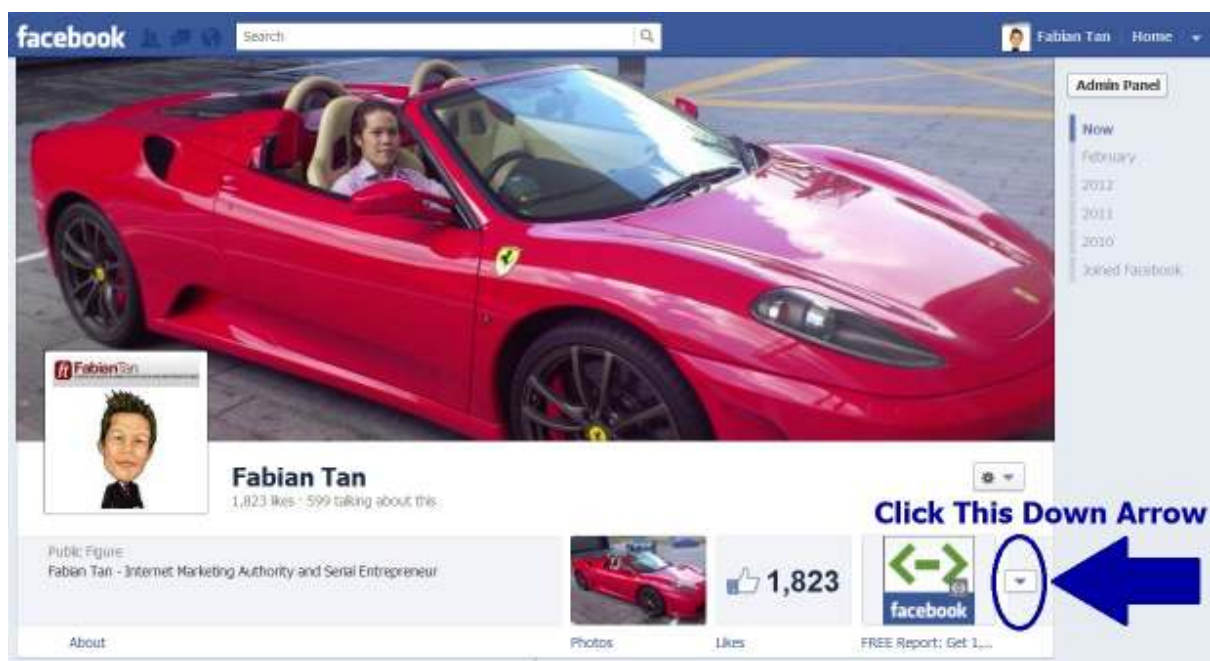
Go ahead and complete your page set up. Fill up your information such as Category, Biography, Websites, Profile Picture etc.

Step 2: Add A Squeeze Page or Offer To A New Tab

This is where you can make money, get traffic to your offer or get subscribers for your business.

You do this by adding a squeeze page or offer to a new tab on your Page. A squeeze page is very focused; it is basically a page that has the sole purpose of getting subscribers for an email list. It has a headline, some bullet points, an opt-in form and mostly nothing else. If you don't have a squeeze page or don't want to build an email list, you can put a link to an offer on your new tab. Obviously, you don't need to point out that building your own email list has it's benefits in being able to follow-up with subscribers. But if you are just starting out in Internet marketing and don't know how to build an email list, putting an offer here will be good enough.

To add a new tab, click on the down arrow besides your other tabs to expand more tabs as shown below:



Then click the plus sign to start creating your new tab. You will want to click on Profile HTML to start adding your offer to your tab. You can write up some promotional text here or use a banner to promote the affiliate offer you are promoting. A good affiliate program will typically provide banner ads that their affiliates can use.

Step 3: Post 'Like-Attracting' Content

For your Facebook Page to take off, you need content that will keep your fans coming back for more. You need to post content that attracts 'Likes' from your fans. Types of content that are suitable include valuable information relevant to your niche, inspiring or interesting quotes, tips, and even valuable offers.

Step 4: Attract Likes and Fans

The barometer of Facebook Page success is the quality and quantity of your fans and how responsive they are to your posts! Without your fans, your Facebook Page is as good as dead. So how do you get fans to 'Like' your page?

The first step is to invite your email contacts to 'Like' your page. Click on your Admin Panel to open it up and click on Invite Email Contacts under the Build Audience tab to get started.



As you notice, you can also click on Create An Ad to create a Facebook Ad to promote your page. This is a fast way to get people to follow your page, however it can be pretty costly as well if you are just starting out. Here are some other effective ways to get followers for your page:

1. Post on your personal Facebook wall about your new page
2. In your forum posts, put a link to your Page in your signature

3. Send an email to your list
4. Announce your new page to your Twitter followers
5. Use Google Adwords or Microsoft AdCenter to promote your Page

Step 5: Update Your Page Regularly

Decide whether to post daily, weekly, monthly or on some other regular schedule. You can post 2 times per day or just once a week, but if you can, stick to a schedule so your fans will be accustomed with receiving your content.

Use the 800-pound gorilla that is Facebook to start promoting your business on another level!

How To Get High-Quality Traffic From Twitter:

Now is just about the right time to start using Twitter to ramp up your online web traffic. Recently, Twitter has undergone a massive popularity revival again. You can ride on the site's popularity to get Twitter traffic to your business as well.

You may have heard about celebrities' tweets being posted as news stories, or about the NASCAR driver Brad Keselowski who tweeted from his car during a race after a crash and got more than 100,000 new followers. **This shows the power of Twitter as a real-time information gathering and sharing tool. People use Twitter to get instant updates from businesses, mobilize protests, and get the latest news from events as they happen.**

Lest we forget, Twitter is still one of the most visited sites on the Internet. It is currently the 9th most visited website on the Internet according to Alexa. Now let's look at the steps to tap into this traffic goldmine:

Step 1: Get A Cool Background and Profile Picture

If you don't have a Twitter account yet, set one up; it will only less than 5 minutes.

To get visitors to be attracted to your Twitter page, you need a cool background. Obviously, this also ties in with having a relevant and easy-to-remember Twitter username and an interesting bio.

You can look for cool backgrounds just by searching for 'Twitter backgrounds' on Google. Many of the sites providing Twitter backgrounds can also design a customized background for you if you desire.

You will also want to get a suitable Profile Picture for your Twitter profile, whether it is a personal profile or a company profile.

Step 2: Post Tweets With Value

This almost goes without saying doesn't it? If you intend to use Twitter as a business and communications tool with your followers, prospects and the public, you need to post tweets that are valuable, and not just inane stuff.

Sure, if you are a celebrity, you can get away with posting what you had for breakfast and have your followers hanging on to your every word, but if

you are not, you need a plan. Tweets of value can be links to interesting and relevant content, new product announcements, special offers and coupon codes for your products.

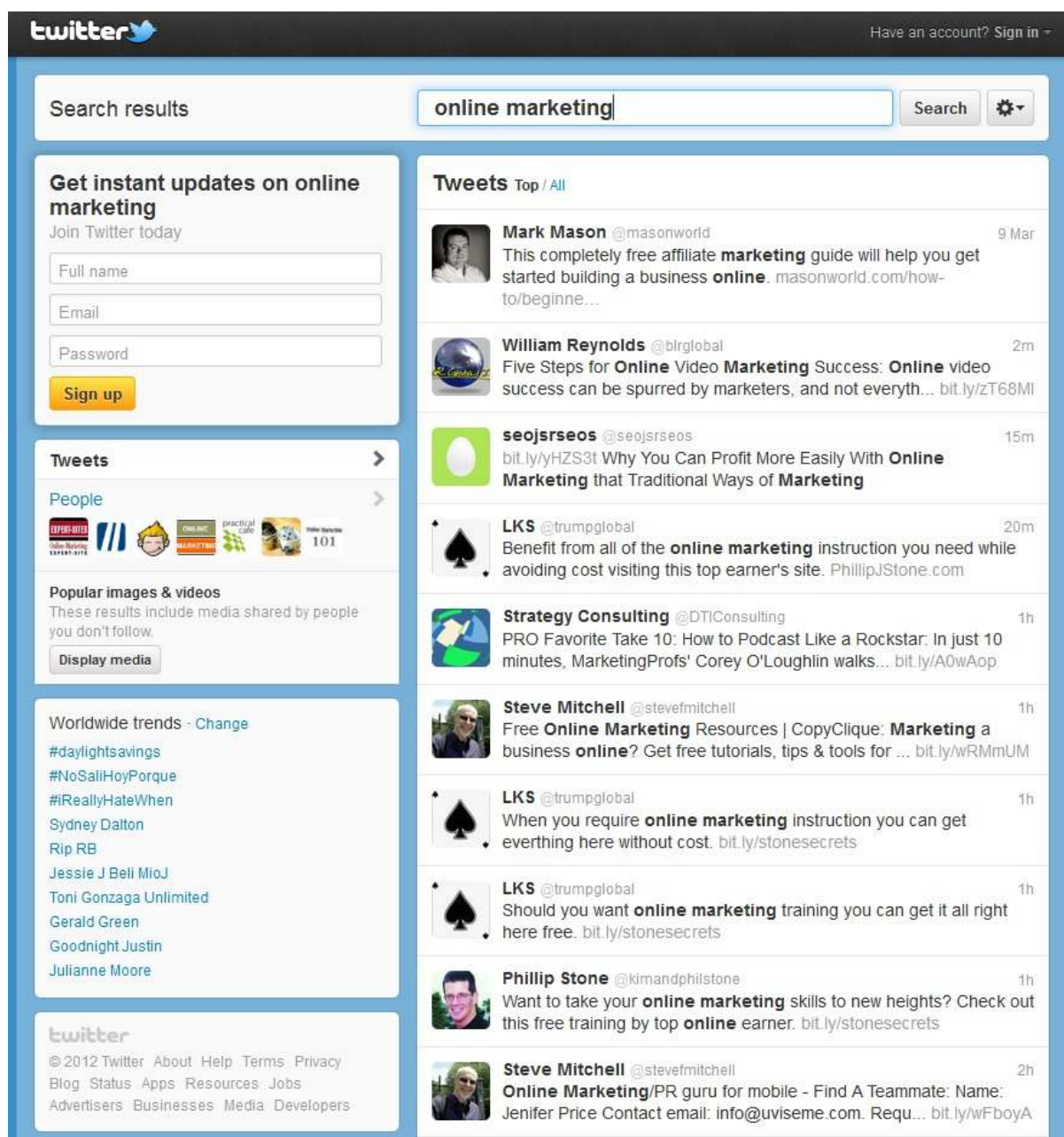
One of the surest ways to get more exposure for your Tweets is to tweet during what I call prime times. These are periods where Twitter users are most active. If most of your followers and prospects are in the USA, these times are usually in the morning Eastern Time, and in the night time Eastern Time. So to get the best results, you will want to tweet during 8am to 11am EST, and 8pm to 12am EST. You can use the same times for the time zone you are targeting.

Step 3: Proactively Generate Followers

Again, unless you are a celebrity, you won't get followers out of nothing so you have to do something to generate followers. The easiest way to do this is to start following the followers of mavens in your market. Mavens are authority figures in your market who have long, established followers. Once you follow the followers of these authority figures, many will start following back and you will grow a large base of followers. However, you should not follow more than a few hundred people per day, as Twitter looks down on people who follow too many other people aggressively in one day.

There are two ways to get lots of followers quickly and easily:

1. As mentioned, going to a popular expert's Twitter page in your niche market and following their followers. Many will follow you back.
2. Use the Twitter Search function at <http://search.twitter.com> to search for keywords and find people who are talking about products, events and interests that are related to your business. Then follow them!



Once you reach 2,000 followers, it will be harder to add more followers. The next step you will have to take here is to start deleting those people you are following who are not following you back. Here is the best site currently to do this:

<http://dossy.org/twitter/karma/>

Enter your Twitter ID and password to sign in to the system and see who is not following you. They do not store your details in the system. Once you are inside you can choose to unfollow those who are not following.

As a reminder, don't go overboard and start following thousands of people straight away. That might be seen as 'follower spam'. Follow a few hundred people per day gradually to consistently grow your list of followers. Remember to enter a URL in your Twitter description that goes to your main site or 'money page'. Then watch the traffic to your site increase!

Step 4: Get Your Tweets Re-Tweeted Like Crazy

The key to getting your Tweets to become viral is to get them re-tweeted like crazy. To do this, you need to be active in your account so people will pay attention to you and more importantly, you need to post tweets that are natural "link bait".

In the search engine optimization world where experts optimize their sites to gain top search engine rankings, link bait refers to any content that people feel the urge to link to, because the content is either very entertaining or helpful. The trick is to post tweets that have links to this type of content. You can also post tweets that do not have links but contain content that people will want to re-tweet to their followers.

Step 5: Make Connections With Other Twitter Users

Twitter is called a social network, so make connections with your followers. Respond to their tweets and ask for the opinions of your followers from time to time. Re-tweet good posts that you see and more people will start to pay attention to your own posts. It's simple, if you re-tweet other people's posts, they are more likely to re-tweet yours later on. It's the law of reciprocity.

Step 6: Use Twitter To Build Your Own Email List

Twitter is one of the best tools around for generating leads for your business. It is not a sound idea to promote links to direct sales pages and attempt to make the sale there and then, unless your followers are already your customers (in which case, you can post coupon codes or links to your products and make sales). Therefore, you will want to get your followers on to your own email list where you can follow-up with them on your content and offers.

Step 7: Use Sponsored Tweets

Sponsored tweets are the next big thing on Twitter. You already see that Twitter are allowing companies to purchase 'Promoted Tweets' on the site. These tweets appear at the top of their search results. They are currently testing and refining this model and in the future, more companies and marketers will be allowed to pay for advertising on Twitter.

For now though, sponsored tweets can work a treat. This involves buying a tweet from a popular personality in your market. The popular person with a lot of real followers will then send the tweet out.

One site to buy promotional tweets from is simply called Sponsored Tweets.

<http://www.sponsoredtweets.com>



You can re-direct traffic to an opt-in page to build your list that way. It's definitely one of the more measurable ways for using Twitter, where you can measure in hard dollars and cents how much each click and lead is worth to you.

Now go ahead and get Twitter traffic for your business!

How To Get High-Quality Traffic From LinkedIn:

LinkedIn is special in that it is a social network designed for work. It is used by many business people, entrepreneurs, tech influencers, and writers. However, many Internet marketers do not use LinkedIn effectively as they already have Facebook. **However LinkedIn is different as you will see as it is very business-focused. This means it is much more suited for marketing and even networking.**

Let's get down to business to see how you can maximize LinkedIn to further your business growth:

Step 1: Set Up and Complete Your LinkedIn Profile

Sign up and complete your LinkedIn profile by filling up as many fields as possible. The more fields you fill up, the better as you will look more credible in doing so. You can see how I have filled up my LinkedIn profile by going here:

<http://www.linkedin.com/in/realfabiantan>

The screenshot shows the LinkedIn profile of Fabian Tan. The header includes the LinkedIn logo and the text 'Join Today · Sign In'. The profile picture is a yellow car. The name 'Fabian Tan' is prominently displayed, followed by his title 'CEO & Founder of Unbounded Systems (Private) Limited, Internet Entrepreneur, Investor & Author' and location 'Singapore · Internet'. Below this, there is a section titled 'Join LinkedIn and access Fabian Tan's full profile.' with a list of benefits: 'As a LinkedIn member, you'll join 150 million other professionals who are sharing connections, ideas, and opportunities. And it's free! You'll also be able to:'. The list includes: 'See who you and Fabian Tan know in common', 'Get introduced to Fabian Tan', and 'Contact Fabian Tan directly'. A 'View Full Profile' button is also present. To the right, there is a 'Name Search' box with the text 'Search for people you know from over 150 million professionals already on LinkedIn'. Below this, there is a section titled 'Find a different Fabian Tan:' with a list of other professionals named Fabian Tan, including 'Fabian Tan, Executive Producer at Iceberg Design Singapore', 'Fabian Tan, Founder / Owner San Francisco & Bay Area', 'Fabian Tan, Associate Scientist (Upstream Process Development Group) at A-Bio Pharma Pte Ltd Singapore', 'Fabian Tan, Senior Officer, Infocorens and Media Singapore', and 'Fabian Tan, Shipbroker - Tanker Period Chartering, Sale and Purchase, Projects Copenhagen Area, Denmark'. At the bottom right, there is a yellow banner for 'AMITY GLOBAL BUSINESS SCHOOL SINGAPORE' with the text 'GET READY FOR A TRULY GLOBAL CAREER' and 'eol trust' logo.

As you can see, I have a lot of Connections and Recommendations, and this increases the credibility of my profile. You will see how to do this later.

Step 2: Link Twitter To Your LinkedIn Profile

The great thing about social media websites is that you can often link them together so they cross-post to each other automatically. This increases the exposure of each post you make to a larger audience. To do this with LinkedIn, you can link your Twitter account to your LinkedIn profile.

To link Twitter to LinkedIn, go here:

https://www.linkedin.com/secure/settings?twitterSettings=&trk=msitehome_page

Once you have completed this step, your posts on Twitter will automatically show up on your LinkedIn profile, which gives your posts more exposure.

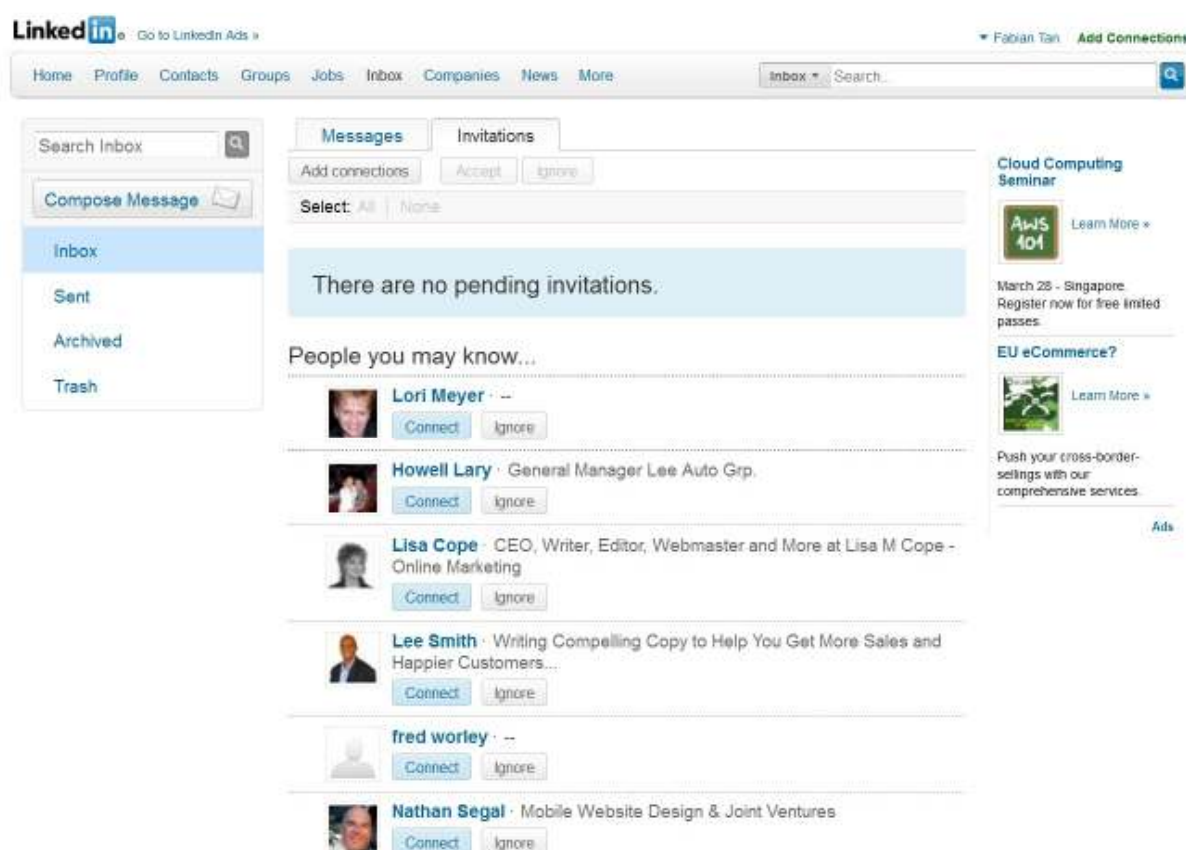
Step 3: Generate Connections

Connections are what make the LinkedIn world go round. You can either add Connections or people can add you.

First, you can add contacts from your email address book by clicking on 'Add Connections' under the Contacts tab.



Next, you can start manually adding people. Go to Inbox and then click the Invitations tab.



Start connecting with people you know. The people under 'People you may know' are second-degree connections or further along the line, but they are in some way connected to people you are already connected with.

Step 4: Ask For Recommendations

Recommendations are important in giving you credibility. Go to 'Recommendations' under your Profile tab.



Then, go to 'Request Recommendations' and ask everyone in your contact list to recommend you.

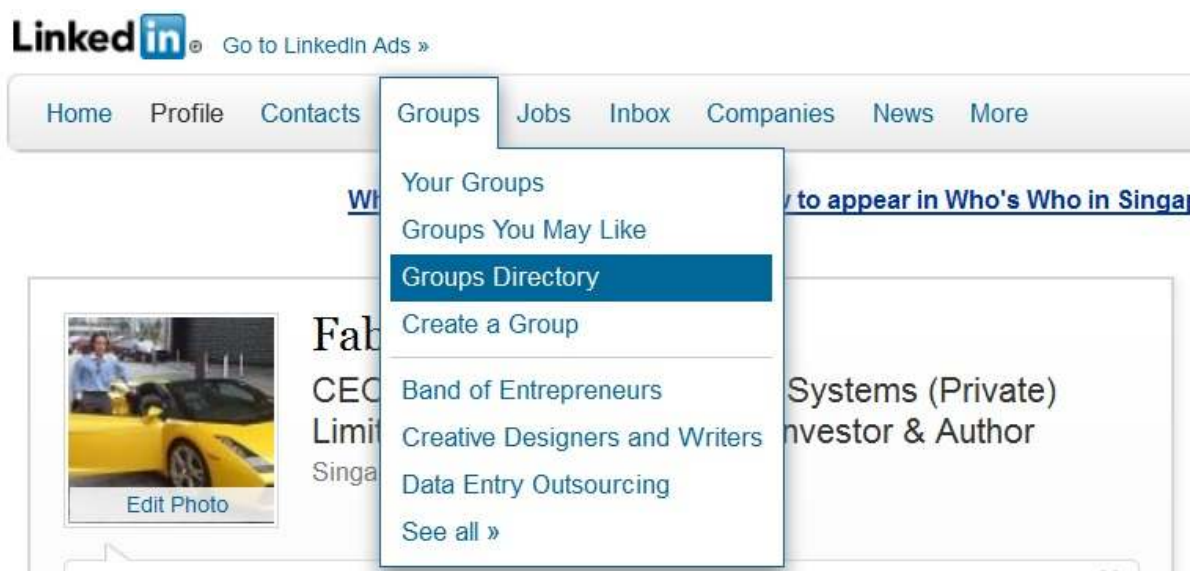
Not everyone will do so of course, but a good percentage of people will write you up a positive recommendation if they have worked with you before or come across your work online.

Step 5: Post In Relevant Groups

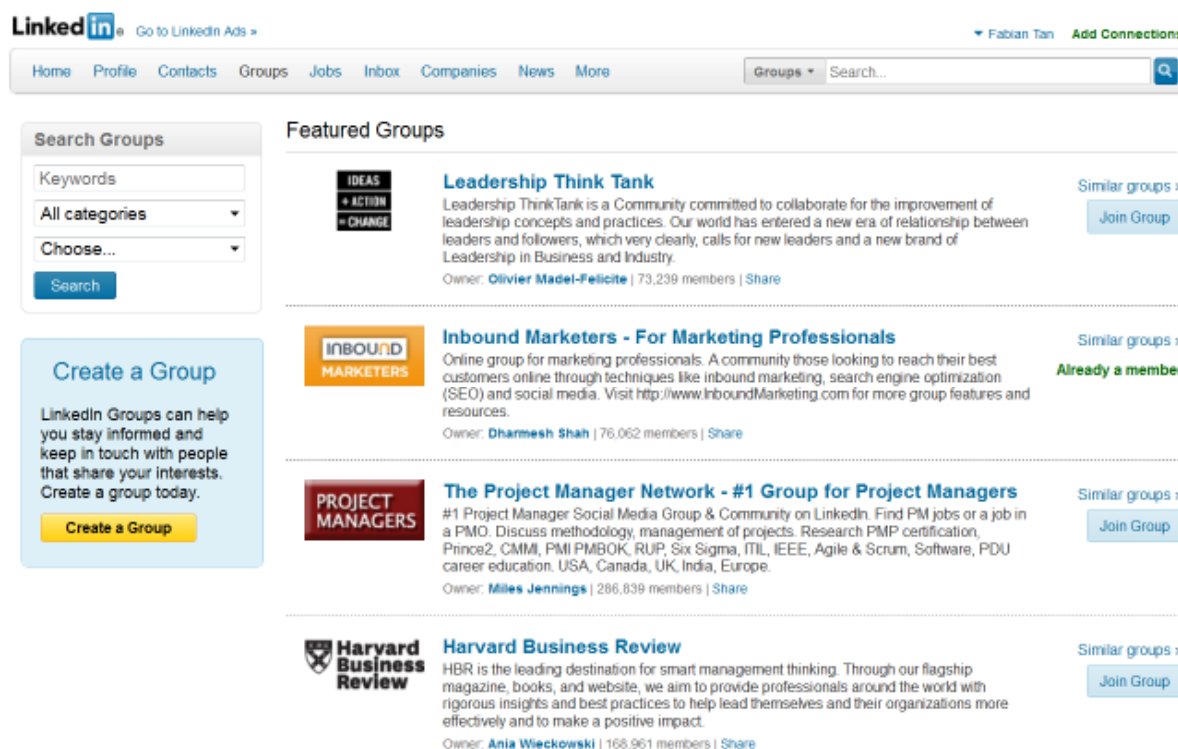
Now that your profile is set up, you have linked your Twitter account to your LinkedIn account, and you have built credibility by getting

recommendations, you are now ready to move to the next crucial step of LinkedIn marketing. And that is posting in LinkedIn Groups!

LinkedIn Groups are just like mini discussion forums where like-minded people hang out and ask questions, post helpful information, promote job offers etc. The way you get traffic is by posting in these LinkedIn Groups, not by hammering them with spam promotions, but by posting valuable information and then slipping in a promotional link or two. Posting on LinkedIn Groups is just like posting on forums you may have posted on before. Offer value, and people will start to follow your posts and links. To get started with LinkedIn Groups, click on 'Groups Directory' under the Groups tab.



You will arrive at this page:



Start searching for keywords relevant to your market, and then join groups which have many members!

After that, start posting away!

OK, we have just finished going through how to get massive traffic from Facebook, Twitter and LinkedIn, three of the biggest social media websites on the web. These three sites are huge, so every business that is online (or even offline) needs to think about how to use them to grow their businesses. We have covered the steps that will get you started promoting your business effectively on these platforms. But information is only potent when combined with action. So take action to start using these websites to the fullest!

To YOUR Success!

Fabian Tan

Fabian Tan

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