



# **Why Your Social Traffic Isn't Buying From You (and what to do about it)**

# Why Your Social Traffic Isn't Buying From You

Mike Allton: You're right. It is a bit of a myth because all traffic's not equal. All traffic's not the same. It's not all coming from the same place. When we go into our Google Analytics, we can see the traffic's coming in from Facebook, from Twitter, from Google search, from other websites, and just because we're getting more traffic doesn't mean it's coming in from those exact same places, but to your point then, we need to figure out why isn't it converting, or what's converting and what isn't. I mentioned Facebook. So let's imagine for a moment that you got 100 visitors from Facebook last month. Some of them converted. Most of them didn't, and we want to drill down and figure out why.

Mike Allton: Well, you can go into Google Analytics, and you can add what's called a secondary dimension. You can see from all that traffic from Facebook, what did they do. What content did they go to? And you can get a sense then of what's going on, how they're converting and on what pieces of content. But that still doesn't answer the question of where did they come from, because Facebook's a big place. They could've hit the call to action button on your page. They could've been clicking on your post, but they could've been clicking on somebody else's shares of your content.

Mike Allton: So the one tip that I want to put in here is that we want to look at that referral traffic, and we want to try to understand where it's coming from within that Facebook ecosystem. So I'm going to suggest you use Google UTM parameters. You put campaign tags and source tags and content tags on your call to action button, on your cover photo if you're inserting a link there in the description and certainly on the posts you're sharing to your Facebook page, and this is also true for every other social network, by the way. So you put those campaign tags and those content tags, those UTM parameters, on those links so then you can go into Google Analytics and you can see where the traffic's coming from, and that's going to help you understand, "Oh, okay. We did these posts last month, and we generated this much traffic, but it was only these three posts, out of the whole mix of posts, that actually converted."

Mike Allton: So that tells you that's the content, those are the posts, that are actually going to drive conversions, not those other ones. Maybe there's a purpose for those other posts, but they're not converting.

Rebekah Radice: Yeah. Yeah. No, I think that's terrific advice, especially when we think about Facebook still being that big boy on the block when it comes to social media, social traffic, where our audience is actually hanging out, and I think that can be a mystery, too, in and of itself, is just getting to the bottom of where's the stopgap? So what's creating a problem between the content I'm sharing? And then how do I understand what people are actually clicking on? And then I would take that one step further with you. You're talking about taking those learnings. Is that a rinse and repeat situation for you? So are you just consistently going back, taking a look at that, and then iterating upon that?

Mike Allton: Yeah, right. That's absolutely. And I'll be honest. This is something I don't do all the time, but when I have a major sales campaign going on or a major initiative going on, I'll be sure to add those tags, that way I know post to my profile, posts to my page, posts to groups, posts to that influencer's doing or affiliates or whatever the case might be, I can see what's happening with that content, and whether or not they're performing the way I want them to.

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Rebekah Radice: Yeah. Go ahead.

Jeff Sieh: I want to just bring up one of the things that we do, and I want to piggyback on what Mike is saying, the importance of those tracking codes, those UTM parameters, it sounds really nerdy and geeky and hard to do, but they even have a tool where you can just drag your links in. It'll fill it out for you. What we do at Social Media Examiner, as I'm on the social team, is that we have an entire UTM library, a huge Google Doc, where we track everything. Since we're putting out content so much, every day, we really want to know where it's coming from and what platform's performing well and if ads are working and all that stuff. And we have a UTM librarian, and her job is to actually creating these UTM codes from each ... and it's broken down from each channel and whoever's in charge of posting that stuff on Pinterest or, say, Instagram, we have the right links that we use and it's broken down for us.

Jeff Sieh: So you don't have to be that nerdy and that geeky, but just having a simple Google Doc where you can take your links that you're doing, drop them in that UTM creator that Google has for you and then pasting it there and having a record of that so you can get yourself in the habit of doing that.

Rebekah Radice: Talk a little bit about your process, then, as you're loading all of this into this doc. Are you sitting down as a team? Is there one person on the team that is going through that on a consistent basis? What does that look like?

Jeff Sieh: That's the editorial arm of the company. So they take care of the UTM library and, like I said, the UTM librarian does all that. So I've learned this from using it for my own clients is my process is usually I have a doc, if I'm putting together a Pinterest campaign for somebody, because you really want to track ... because Pinterest has so much long-term traffic, you want to make sure you're pinning the right stuff and you're getting the value you're putting into it. So I just usually take the blog post article and have the date of when I posted it, put that in there, and then do that tag tool that Google has, drop it in there, put in the campaign name and usually, I just tell it's from Pinterest, and then paste that in there as well. And I do that for any other networks I'm managing.

Jeff Sieh: Once you get it down, the process down, it's really simple. You just need to have one spot where you're storing it for your ... I have tabs for all my clients, and it's on Google Docs. So I can get it anywhere. If I'm out on vacation, I need to access it in the Cloud. That's kind of what I've learned from Social Media Examiner and applied it to my own clients.

Rebekah Radice: Yeah. Well, and to your point, you're really running blind if you're not paying attention. It can seem a little geeky or overwhelming, but there are so many different tools, including Google making it just super simple to be able to get that information and then make decisions based off of what that editorial team or you are looking at. Stephanie, I know we talked about you use a lot of live video. So I would imagine this is incredibly important to you as well, but do you have any other tips, outside of what we heard already here, on how to track that?

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Stephanie Liu: Yeah. Okay. So here's what we usually do for my team as well as my clients is that when we have our editorial calendar, we're a little old school. We actually still work off of a Google spreadsheet, and then we have a tab that's actually called the UTM building. And what we do is actually we have the calculations, we concatenate it. So it says what's the campaign name? What's the term, the keyword and the URL? And that way, whenever they're developing copy that's promoting a landing page or anything they're putting out there, they could just flip over to the tab, plop in the URL, and it automatically builds it for them, so that way they don't have to worry about opening another window, browser window and all that stuff. It's all there, and they can go ahead and keep track of it.

Rebekah Radice: Wow. Yeah. That's a little bit more detailed or manual, but still an excellent example of you can still be old school with an Excel spreadsheet or Google sheet and keep track of that information and make sure that you are identifying. So talk to us a little bit about your process there. If you're looking at any number of your social channels and you're saying, "Wow, there's a problem here. We are definitely not converting off of, say, Facebook as well as we are off of Pinterest." What are your next steps?

Stephanie Liu: Usually, we dive right into Google Analytics. Mike pretty much broke it down in terms of taking a look at your campaign referral traffic. See what's happening there, and then I could also take a look at my Facebook pixels, because if I have someone watching a live video and then they go over to the blog post that tells them step-by-step, that's already a lead. So I'll make that lead in Facebook Ads Manager as my pixel, and then I might have a content upgrade. So at that point, I'm tracking them from lead to registration to completely an actual purchase. That's where I could go and marry what's happening in Google Analytics from the UTM parameters, to what's happening and firing in terms of the pixels.

Stephanie Liu: So I'll get to know which kind of shows are actually giving my viewers the necessary information that they need in order to go ahead and make that conversion or that purchase.

Rebekah Radice: Well, and I think that leads up perfectly into my next question, which is really more geared towards unqualified social traffic, because what all of you are talking about, and you definitely Stephanie, is making sure that you're serving up exactly what your audience is looking for. I think too often, we search all over the place for the right answer, instead of just really understanding why understanding what it is your audience wants, what it is that you've shared previously actually performed well, and then what's going on with that unqualified social traffic. To me, this is really an elephant in the room that we don't talk often enough about, but I really believe is one of the first places that businesses need to look. Would you agree, Mike?

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Mike Allton: Yeah, absolutely, because it's easy to get enamored with what we some times call the vanity metrics, numbers of followers but also engagements, likes and shares and stuff on specific posts, even if those posts aren't actually driving business results. So if you're with us so far, we've taken a look at our analytics and we've tried to use UTM campaign parameters and that sort of thing to determine which posts are actually driving those business results, because then we can have that in mind when we're creating the content on various social networks, and we're looking at the performance of specific posts. We know a particular post should potentially drive business results, and we may know that another post might not drive sales, but it might drive engagement and it might drive subscribes and those kinds of top-of-funnel activities, which are still good. Those are good for brand awareness and those kinds of activities.

Mike Allton: So that's the real key at this point, is coming to that understanding that we don't want to just look at those vanity metrics. We don't want to just look at the engagements. We want to have a business reason for wanting those kinds of things.

Rebekah Radice: Well, and to your point, it definitely depends on what your goals are, as far as why are you on social media? Why are you using any of those particular social channels? And what are you looking to accomplish? Jeff, talk a little bit about that with each different social channel. When you sit down with a customer or a client, and they say to you, "I'm not really sure what I'm looking to achieve." So for that person, it's going to be very difficult for you to figure out what exactly is unqualified social traffic. How do you help them get from that muddy area into a place where they understand what they're trying to do with all of those different channels?

Jeff Sieh: That's a tough thing when you're dealing with clients, because a lot of times, they don't know what they want and so you have to educate them. So I kind of piggyback on what Mike said, it's the data. The unqualified traffic, you want to look at whatever channel, let's say you are driving traffic from Pinterest to your site. You're getting traffic, but you're not getting conversions. And so you see your bounce rate's really high. They're not staying on your page. Well, why is that? And so all of us here, and if you're a marketer, you're having to deal with visuals, visual marketing, and I know we've all talked about this. A lot of times, you're shocked of what image works, and you have an idea in your head, "Well, this is a real pretty one. This is going to convert really well," and all of a sudden, these horrible, ugly images are converting, and you're like, "Why are they doing that?"

Jeff Sieh: What Mike was saying what drilling down and trying to understand the path through your site, why they maybe, that unqualified traffic is bouncing so fast. Here's just a real-world example. I had a great Pin. It was driving traffic, but it wasn't converting and they were bouncing really high. And I was like, "Why is this not working?" Because it's getting the traffic. It's getting there, and to come to find out, it was the image on the actual Pin was a disconnect from the actual blog article or the landing page that we were driving to. And so people got to it, and they saw a different image than what was on the Pin, and they were like, "Oh, I must have hit spam. Or it's not right," because they don't want to read.

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Jeff Sieh: That's what you have to really drill down and think of like, "Why are they bouncing like this? Why is this unqualified traffic not working?" And doing a little digging and changing stuff on the fly, because I know we've all been there where like, "This is great content. It's so good. Everyone should love it," and then they don't, and you're like, "I thought it was good. I should've got more traffic." Trying to step away and not being emotional about it, but look at the data and then move forward from that.

Rebekah Radice: Well, and I hear what ... what I hear you saying is don't just look at the data, but more importantly, really dig into it, because from a surface level, you can have an assumption. You can have a gut feeling of what might be going on, but if you hadn't done your due diligence, you never would've gotten to the bottom of that and actually figured out that, "Hey, there's a disconnect, and that is exactly what's creating that bounce." Sometimes, it takes a little bit more work than we initially think.

Rebekah Radice: So Stephanie, you talked about content upgrades and offers, and I'd like to move to the flip side of unqualified social traffic. So to those people that are saying, "Okay, Stephanie, I've put together an amazing product, an amazing offer. I'm driving qualified traffic over to my offers, my landing pages, but I cannot get them to pull the trigger on that purchase." What are your suggestions?

Stephanie Liu: At that point, it's a good time for you to go ahead and start split testing your landing pages. So someone who's probably just seen one video that you've ever done might not have that know, like and trust factor. So your landing page is going to be really important to say, "This is what this program is about. This is what this service is about. This is what other people said." There's certain elements that can really enhance your landing page to drive that conversion. Whereas, there's probably other people who know, like and trust you already, have watched all of your videos, subscribed to your shows, your emails, all of that good stuff. Then when they hit your landing page, they just want the button that says, "Skip to purchase now." But if you bury it all the way at the bottom, they're like, "Man," something happens.

Stephanie Liu: Because when you're on social media, you get a Twitter notification. Someone tags you on Instagram. You get distracted. So I think really, for the unqualified traffic, think about different ways that you could split test your landing pages, whether you're using something like lead pages or click funnels, and see what's really working from there. Another thing that I would recommend is if you have people that have hit your sales page. So I just had a program that launched. Some people hit the sales page, but they didn't pull the trigger. There's something else that you could do, because if they signed up for a webinar, you could send them an email or even a survey that says, "Hey, Rebekah, I saw that you're so interested in this program, but what reason can you tell me, because I love feedback, why didn't you take the purchase? Why didn't you complete the purchase? Was it because something was missing? Did you need more testimonials?"

Stephanie Liu: And get into that mindset, because once I hear in your own words what you're thinking, what you're feeling, what your hesitations are, the next launch that I have, I can go ahead and put that into my FAQs and make you feel much more comfortable in investing in yourself.

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Rebekah Radice: Yeah. Great point in just really understanding the language they're using, the words that they're using so that you can have that commonality, and as they come to your landing page or wherever that might be, they do. They naturally feel like, "Oh, my gosh. She gets me. She knows exactly what I need, and here she is." Now I would also imagine when we talk about elements that your love video is probably very high on the list of ways to get to that know, like and trust as quickly as possible. Are you using a lot of video in your landing pages?

Stephanie Liu: For the very first one? Yes. Yeah. So when we had the program, the first one was a one-minute video that says, "This is how Facebook is changing the landscape of social media. This is what live video can do for you and your business," and at that point, it's like, "Cool, I'm in. Skip to see what's inside the master mind or what's inside the program." Or further along the page, that's where you start to get that social proof. You get your best testimonial that takes them away from their first objection. Let's say for live video, I'm scared of being on camera. You get your best testimonial from your shyest member and it goes, "Oh, my god. I'm officially launching my show," and when they see that, they start ... seeing is believing. So at that point, it gets them further down the page to go ahead and make that purchase.

Rebekah Radice: Yeah, absolutely. And somebody just asked ... William asked if you would be willing to share your Google Sheet template sample, the one obviously you just talked about with the UTM parameters.

Stephanie Liu: Oh, my gosh. For you William, yes, of course. I got you.

Rebekah Radice: We are a giving group here, absolutely.

Stephanie Liu: Ask and you shall receive.

Rebekah Radice: So Mike, you just launched your blogging planner, correct?

Mike Allton: Yeah.

Rebekah Radice: I love to hear from you, because I know you've been deep in the promotion of that, all of the offers within that. And as we talk about referral traffic and social traffic and converting, talk to us about the customer journey and exactly how your mapping those offers, because obviously, you have much more than just that blogging planner. I know you're working on another big product, but when you sit down and you think about exactly what Stephanie was just talking about, your audience and their needs and their likes and how you can really meet them exactly where they're at, how do you work through that process of matching product to that specific point in their journey?

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Mike Allton: Yeah, that is such an important question because it's one that's ... it's easy to miss this, quite frankly. The example that I usually give actually isn't a product at all. It was a digital download. On my other blog, the social media hat, gets tons of traffic, and I was offering all the people that came to this site, every single person that ever came into the site, the first thing they see is an offer, the download, the blogging promotion eBook. Basically, how to promote a blog post, and this was an old offer. It was all right. It didn't get a lot of downloads. It was just okay, and it surprised me. Many of the topics and questions that have come up so far, my first thought was, "Well, why not? Why wouldn't you want this massive checklist and guide on how to promote your content, how to amplify your blog and get thousands and thousands of viewers?"

Mike Allton: Well, then I went into the analytics, and I saw that most of the people coming into my site, and this is still true today, they were coming there to find specific answers to specific Facebook questions. How to link to a Facebook post. How to tag somebody on Facebook, because this is content that I've written before, and that was driving 75% of my traffic. So there was a disconnect between the offer I was giving them and the reason they were there to begin with. They weren't at that point in their journey. They're just learning about social media. They might never need a piece of content that's all about how to promote blog posts.

Mike Allton: So I created something new. I created the Facebook survival kit. Now, I get hundreds of subscribers all the time to that particular piece of content because there's a match now between where they're at and what they're looking for and what I'm offering them. They're looking for answers on how to use Facebook, how to get better at Facebook, and I'm offering something even more than that. Obviously, they get the answer to their question, but now they also get that extra bonus piece of information. So that's where I'm at with the blogging content, and I think everybody can benefit from taking the time to think this through. Who are you trying to reach? What do they need? What are their pain points? What are their challenges? And do you have a product that solves that? Or do you have multiple products and one or two of them solve that?

Mike Allton: Because you want to make sure, then, that the content that you're creating, whether it's video, audio or written, solves and talks to the problems that your products fit in. So you mentioned a planner. Well, I've got a couple, but the one that I just launched is how to start a blog. So I'm not targeting you, Rebekah, with that particular planner. It's not going to help you. You are well on your way towards having that awesome, successful blog. I'm targeting the people who haven't started yet, or maybe they've been blogging for six months and they're spinning their wheels. They haven't gotten the traction.

Mike Allton: So it's a particular type of person that I'm targeting, and I understand that out of all the content that I've created, there's only a subset that's talking to people who are at their point in their journey. They're just starting. So that's designed to help them.

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Rebekah Radice: So we've talked about how to track, how to really digest and understand all of that data and how to get to the bottom of what your audience is coming to you for. And then you just talked about the variety of different pieces of content and how to really map that to where they're at, not only within their journey with you, but where they're at within their business, because you're talking about people that if they've been blogging for a number of years, they're going to want a little bit more advanced type of information. And you've got to be prepared for that is what I hear you saying, making sure, again ... and I think this goes back to what Stephanie was talking about, making sure you clearly understand the needs of your audience and why they're seeking you out.

Mike Allton: Yeah, and if I could just interject a little bit about a technical tip here. What we're talking about, it sounds very abstract. I've got an audience which is just this nebulous thing over here, and they're coming to this site, and they're looking at this stuff. Well, let's get technical for a moment. You've got traffic, or you're trying to get traffic, maybe even you're paying for traffic, and you're driving it to specific pieces of content. When you do that, that's your opportunity to talk to that audience specifically. You can use pop-ups. You can use links within the context of the content, and you can use sidebar calls to action. You can design the experience around the visit to each specific piece of content to suit the audience that you think is most likely to be reading that content.

Mike Allton: My basic Facebook how to types of posts, I know who I'm talking to with that content. I'm not talking to seasoned social media professionals. I'm talking to everyday people who want to know something about Facebook, and so I can offer them something, and I can say something inside that posts that speaks to them, helps them and maybe sells them on something.

Rebekah Radice: Yeah. And well, Jeff, you being the host of the Manly Pinterest Show, I know you are a huge advocate, just like I am, of Pinterest, which of course, there's still so much misunderstanding, I think, around Pinterest's power to drive social traffic, but also be able to do exactly what Mike is talking about, serving up the exact right content to the exact right audience. Maybe give us a little bit of the behind-the-scenes into your process.

Jeff Sieh: Yeah, well, here's ... and I want to ... just what Mike said, how important it is to know your audience and serve the up the right information. But also, you can even drill down even more, and once again, just because I love it so much, just talk about visual marketing. It also depends on what channel you're putting that content out. As much as we would love to be able to make one piece of content and put it up to all the different channels and have it work just great, that's not what happens. Everything is optimized differently. So I learned this fact when I was doing some research for a client. It was a big client like Macy's. It wasn't Macy's, but it was one ... I was looking at their stuff and Nordstrom's, trying to get some statistics and figure out what was working.

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Jeff Sieh: I noticed on Instagram, they were showing their catalog of their images, and it was the ladies, the model shots of them in the sweater, and it was perfectly Instagram worthy. And then I noticed that same account, that same brand, over on Pinterest had the exact same image, but it was cut off. Their head was cut off, and you just saw the sweater. It was the same shot. They had just edited it that way, and I was like, "Why are they doing that?" Come to find out when I drilled down to it is people go to Instagram and Pinterest for totally different reasons. Pinterest is a place where they go to dream and to be inspired, and those images were working there because they didn't want to see somebody else's face on that sweater. They wanted to visualize themselves in that sweater, which that brand had learned that they were getting more click-throughs if they cut off the head.

Jeff Sieh: So being able to understand, yes, you're audience, what Mike was saying, but what type of images work the best for what platform you're driving traffic from can make a huge difference. If you're trying to sell a product or optimizing getting them the right content they need when they land on your website. It's fascinating, and I think that answered your question ... but anyway-

Rebekah Radice: Yes.

Jeff Sieh: One of the things is to drill down and really see why ... Instagram is the selfie capital of the world. Everyone wants to see that, but that image didn't work when they just tried to do it to Pinterest. So they made adjustments and made it work.

Rebekah Radice: Yeah. Yeah. No, really incredibly important points about not just understanding your audience but the platform and the reason that they're coming to the platform and their actual personal usage, and that leads us into Jenelle's question, which is how do you track your Instagram traffic? Maybe talk about Social Media Examiner, and you guys have a very heavy presence on Instagram. How you're using that, and then how you're traffic how effective that channel is for you.

Jeff Sieh: Yeah. So Instagram for us is all about engagement. I don't know a lot of people ... some of the people can really sell well off of Instagram. Once again, you want to look at what's going to work the best for your platform and your product and your audience. We use it for engagement. It's really great for us to talk to people. I've even found out some high influencers or whatever, they're more likely to respond to me on Instagram if I have a question than if I would just ping them on Facebook. It just seems like it's a better place to interact and have engagement. So that's what we use it for.

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Jeff Sieh: It is really hard to track traffic on Instagram, because you only have that one link in the bio, unless you have the swipe up and some of the other stuff. But for the smaller businesses, the only way to really track it, and I learned this from my friend Jen Herman, is use a pretty link or a bit.ly link, where you can actually track traffic that way and still have it look good off of Instagram, and that's what we do. So, the funny thing is if those people land on your profile and actually go to your profile and click on that link, that is really qualified traffic because they have gone that distance to do that, and we've actually made sales to our pretty expensive big-ticket item for the conference right from the profile page on Instagram, because once again, they get the know, like and trust factor, and once they're there, they really want to be there.

Jeff Sieh: Keep that in mind when you're trying to optimize your Instagram profile is that if they're there, man, they really like your stuff.

Rebekah Radice: Yeah, yeah, yeah. No, totally. Great point. Stephanie, talk to us about your use of Instagram. To that person that is ... saying a lot what Jeff just said, it's just an awareness channel. They're really struggling to sell anything off of Instagram. What would you say to that person that's really pushing back?

Stephanie Liu: Oh, gosh. When I use Instagram, I use it again to really, really know what's going on with my audience. So I use a lot of stories. I'll use the ask a question feature, and I'm like, "What are you afraid about using live video?" I'll ask them open-ended questions like, "If you did jump on live video, what type of opportunities would that open up for you?" And then they just start telling me what their thinking and their thoughts are, and again, I'm still using that as a part of my sales copy or my FAQs. What's really nice is that anyone that engages with my Instagram, in Facebook, I can go ahead and create a custom audience of people that engage with my Facebook business profile. So then now, if I know that they reacted to a certain post about mindset, I could go ahead and re-target them onto Facebook with five things that you should know on how to instantly become confident on camera. I know that that's going to go ahead and work, and I can split test that with everything that I'm doing.

Rebekah Radice: Yeah. I was going to go back to Janelle's original question about Instagram analytics. She also wanted to know if you favor just simply the native analytics within Instagram or Google? I have a feeling I know your answer, just based off of our conversation here today, but your thoughts?

Stephanie Liu: I like looking at how my audience breaks down on Instagram, because I'll get that there, but I also like to take a look at Google Analytics to see what type of content they're consuming. I'm also interested to know once they hit that one page, are they looking at other content? Because then that gives me an idea of what I can go ahead and share behind the scenes on Instagram. So it's a mix between the two, honestly. One will give you more information than the other. It really depends on how you want to slice and dice it.

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Rebekah Radice: It really does, depending on what you're looking for, because just looking within your analytics, say, within Instagram, you can learn so much about what content people are already engaging with. What's been your top performing content? What are those stories that people are actually paying attention to? And then how can you create more of that? So yeah, it definitely does, Janelle, depend on what you're looking to track, but the great news is, is there's so much data out there. There is so much information that really helps us see that our audience is out there raising their hand, saying, "This is what I want from you," and all we have to do is listen, and then respond.

Rebekah Radice: Yeah, exactly. Mike, you are, in my opinion, the king of re-purposing. As we talk about ... yes, most definitely, we bow. As we talk about social referral traffic and how to get that to convert, what I love about re-purposing is we aren't re-inventing over and over and over. So we're talking about Facebook and Instagram and Pinterest, and it can feel terribly overwhelming to think about how much content we have to create. Give us some of your tips on how we can take that one piece of content, turn it into multiple pieces of content and really use that to drive traffic.

Mike Allton: Yeah, this is something Stephanie and I talk about all the time, because I like starting with her favorite medium, which is a live video. Now, full disclosure. That's necessarily what I do all the time, because I love to write. So I start with a blog post, but for everybody else, particularly if you don't like to write, start with a live video to Facebook specifically, because there are so many wonderful things that will happen, just by broadcasting live to Facebook. But once that broadcast ends, now you've got a video. And let's say you brought on a guest, and let's say you talked to that guest for 45 to 60 minutes. An hour's worth of video content is approximately 10,000 words written down. So you can take that one-hour video and turn it into a blog post, and there are services you can use like Rev.com or is it designer.com that Stephanie's been using that is really fantastic for taking that transcript and turning it into a blog post.

Mike Allton: And then you can add some additional information or an intro, an outro. And now you have, quite frankly, an epic piece of content that you can publish to your blog. But you don't have to stop there. You can take that piece of content and you can turn it into a slideshow presentation, and maybe that sounds like a lot of work, but it's not. All you need are two slides, a beginning intro slide and an end slide. And in the middle of that slide, you can take that Facebook video and upload it to YouTube and now you can embed that YouTube video in the middle of that slideshow.

Mike Allton: So now you have a slideshow presentation that's really just your video housed between a couple of slides that didn't take you but 10 minutes to create, and you can put a link to the blog post or a link to the YouTube video or a link to the Facebook video, whatever you want to do. I tend to promote the blog post, because that gets them onto my website, but you don't have to stop there. You can take the Facebook video again, go back to that video, and you can chop it up and you can create all these wonderful little pieces of content that go back to Facebook. They can go up to Twitter. They can go to Instagram. They can go to YouTube as little bites if you want to. They can go to LinkedIn. You can go up to 10 minutes of video to LinkedIn.

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Mike Allton: Our friend Rob [inaudible 00:38:56] is from Thinkific is doing a five-day LinkedIn challenge. Well, do that interview, and now you've got multiple videos that you could upload to your LinkedIn profile. LinkedIn really likes video these days. Those are going to over-perform, and you can use the headliner app to take those videos and convert them into different sizes, because we want square videos if we're going to do the Instagram feed, but we also want tall videos if we're going to do stories. So you can take that single Facebook video, maybe just a snippet of it where somebody's talking, your guest is talking, you want to shine the spotlight on them. Take just their head in a tall format, in a portrait format, and upload that to Instagram and Facebook as story content.

Mike Allton: And while you're on headliner, take the audio and make it audiogram, which is just a video basically, but now you've got a graphic and you've got subtitle captions, and you're using, again, just a snippet of their text. But wait, there's more.

Rebekah Radice: Oh, my god.

Mike Allton: Take that audio and turn it into a podcast. If you do a show, if you do a series of these ... you don't want to do just one, but if you do a series of these, and maybe you're going through Stephanie's mastermind, where she's teaching you how to do a Facebook Live show. You can take each one of those shows and strip out the audio. Add an intro and an outro, and maybe a bumper in the middle, and upload those to iTunes. It's super easy to sign up for a Libsyn account. Rebekah, I know you do this, and you upload that edited, finished audio product to Libsyn, and it pushes it out to Google Play and Stitcher and iTunes, and now you've got a podcast and you're reaching millions of people, potentially, with that one piece of content.

Rebekah Radice: Yeah, brilliant. I'll give you one other little tip on that, too, that is so ... it seems techie, but it's so easy. So you've got your video and you want to transcribe that video because you've got those 10,000 words you're talking about. I love the tool anchor.fm, which will turn your audio into a transcript and then into a video visual. So you can just export audio only out of your video, upload it into anchor.fm. It will transcribe that entire thing for you. My team grabs that, drops that into a doc, and then we can just manipulate that a little bit so it actually looks decent, and turn that into a variety of pieces of content, everything from social posts to blogs.

Rebekah Radice: So, yeah, the sky is the limit with the tools that are out there and available to us, and it just simplifies everything that we're doing. So instead, I look at it from a strategic point of view. Instead of thinking, "How am I going to create 25 pieces of content?" Instead, you think about, "How do I create one epic piece of content that I can, then, just pull little pieces of that out." I also love Adobe Spark. I have great success with taking those pieces of content, putting them into video form with Adobe Spark, where you can just do a quick little voice-over. So, yeah, so many amazing ideas.

Rebekah Radice: Jeff, I'm going to circle back around to you again with Pinterest, because Pinterest is always my next-level as well, when we're talking about how to re-purpose content. There are so many creative ways, and you've talked about a few of them already, but what other creative ways can we use Pinterest as an extension of everything else that we're doing? But also as a great way to test a variety of content?

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Jeff Sieh: Right, and I want to ... well, Mike said, that's how I got my gig at Social Media Examiner, is that I was ... back in the day, the Google Hangout shows, and Mike was actually one of my ... he was on the Manly Pinterest tip show back in the Google+ Hangout days, and I, from the get-go, had re-purposes that as a podcast, and that's what got me in with Social Media Examiner is that I had a podcast and I had this show that I was doing. We always are trying to crank out content so much, and I think Mike and your point, Rebekah, is to step back and actually squeeze every last drop of content we can out of the content we made, before we move onto the next thing, because we're really just getting the most out of it we can.

Jeff Sieh: Now, to your point about Pinterest, the thing that's exciting about it for me the most right now is they have the new thing called Video Pins, which actually allow you to upload, like the story format on Pinterest, and the best way I can say it is if you ever watched the Harry Potter movies, and you've seen the newspapers where the images are moving and it catches your eye. Well, that's Video Pins are on Pinterest. When you're scrolling through the feed on mobile, it'll be moving, and you're like, "This is real ... and you tap on it, and it plays the video full screen.

Jeff Sieh: So I'm really excited to test that out. They have that open to everybody now, and Square Video works really well, as well as the story format. So that's really cool. The other thing a lot of people don't know is that YouTube videos play natively in Pinterest. So you could have a board of your entire show, or all your Facebook Lives that you take, and re-purpose and upload to YouTube. Well, you can put those in a board where all your shows are laid out, where people who really like your content can go in and watch it natively on Pinterest just by clicking it and watching it and doing it that way. That's some great stuff.

Jeff Sieh: I've learned a lot from Stephanie because she is the master re-purposer of video. So I love watching her stuff. We've used some of her tactics over on Social Media Examiner. She's definitely great for us. Yeah.

Rebekah Radice: Well-

Stephanie Liu: That makes me so happy.

Rebekah Radice: I think the point here is why constantly go back and re-invent when you can learn? You can learn from your users or from your customers exactly what they're looking for, and you can do what you're doing, Stephanie, which is just re-purposing out all of that video. Tell us a little bit about how you are using your videos?

Stephanie Liu: Oh, my gosh. Okay. Are you guys ready for this? Because I'm about to geek out with you. I'm going to tell you my favorite tools. There's this complete system that I'm sharing with my crew, but I want to roll up my sleeves. Okay.

Rebekah Radice: We're ready. We're ready. Bring it on.

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Stephanie Liu: There's this website called repurpose.io, and here's what happens, you guys. If you wanted to, if you went live on Facebook, repurpose.io will automatically take that live video and upload it over to YouTube. If you wanted, you could have an intro and an outro automatically added to that YouTube video already done by repurpose.io. The other cool thing that repurpose.io will do is that it'll take that live video and save it into a Dropbox. Cool, right? The next tool that I have is called designrr.io. It's D-E-Z ... or, no. D-E-S-I-G-N-R-R dot I-O. They always like to spell it funky. Go fig?

Stephanie Liu: Okay. So designrr.io, once they know, Rebekah, that you have a video in Dropbox, it'll automatically take that video, create a transcript so you have your blog post. It'll create an SRT file, which you can go ahead and optimize your videos on both Facebook and on YouTube. And then if you wanted to, you could take that transcript, turn it into an eBook or a PDF, if you wanted to go ahead and start selling your books on Amazon Kindle, you absolutely can. And then it will go ahead and actually take the image that you created and mock it up into a 3D book, whether it's a hardback or a paperback.

Stephanie Liu: So there's this whole system. You go live once, and boom, it automatically does it for you. It's insane. It's bananas.

Rebekah Radice: Well, and what I love about both of those tools is they are very low-tech. You do not have to be a designer to use those. You don't have to have a background in graphic design. You don't have to spend a ton of time. Oh, my gosh. I just think of the amount of time we have spent in the past creating these beautiful eBooks or PDFs or downloads, whatever they were in the day. Where both of these programs just make it so incredibly simple to re-purpose that content in a really beautiful way without all of the heavy lifting that we used to have to do, or the big budgets, too, because think of all the different people that had to be a part of that process as well.

Stephanie Liu: Yeah. I learned from Jeff, whenever you have a blog post, make as many different Pinterest pins that you could go ahead and test out. Well, if my team is already doing that, I already know that I have an image for my eBook cover photo. So it's a complete no-brainer, and it makes it so simple and super easy.

Rebekah Radice: Yeah. So we've got another great question, and it leads us into what we're talking about here, which is tools, always my favorite topic. Diana wants to know what social media schedulers do we use. And actually, I'd like you to talk about your top three favorite tools as it relates to social media, data analytics, everything that we've kind of gone through here today. Do you have any additional, Stephanie, beyond what you've already shared?

Stephanie Liu: Well, Mike already stole my other answer. Headline.app, which I absolutely of. Anchor is now something that I want to test out for more visual content. The one that I've been playing around with, and this stems from my interview with Jeff, was I wanted to use a program called Flixel, which will make those cinemographs. So back to what he was saying about the Harry Potter thing, but it's a still image, but then let's say it's me holding a PDF. I'm staying still, but the PDF pages are just flipping. That's something that I want to test out on Pinterest because I think it will stand out from everything else that's out there.

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Rebekah Radice: Yeah, definitely catch your eye, that's for sure.

Jeff Sieh: And you can upload ... that would be an animated gif, and those play as well automatically on Pinterest.

Rebekah Radice: That's perfect-

Stephanie Liu: That's what I was thinking. I was thinking about designrr. Designrr will automatically make the flipbook, and then I make it into a Pin, and I was like, "You guys, this is 10x my content."

Rebekah Radice: There you go. Yeah, well 10x and standout, do something nobody else is going, and test that in a different format on a different channel, too, than you might have formerly thought to use something like that on Pinterest. So Jeff, what else? What are your favorite tools that you're using these days?

Jeff Sieh: One of the things on visual marketing is how do we create images easily and not have to be a Photoshop nerd? I'm a Photoshop nerd, so I love using it, but you mentioned Spark, which is a great one to use. Canva's great. Everybody hits it really hard, though. They're a great service. It can create some great graphics, but a lot of times, I'll be going through Pinterest, and I can scroll through the feed and go, "Oh, there's a Canva pin. Oh, there's another Canva pin." So what I always recommend for people who are trying to create images quickly is there's a way on Canva you can open up two different pages. So drag a design that you like, a template that you like, to one, and do another one that you like to another one, and then swap up the fonts. Make it look different. Just do that much work, so you're changing it up, because most people won't do that, and you want to stand out in the feed. So that's the other one.

Jeff Sieh: The other real cool tool that I'm using right now in that same line is a tool called Easil, and it's spelled E-A-S-I-L, and they have some great templates, too. It's actually like Canva with these designers, but they have tons of Instagram story templates, which everybody wants to do Instagram stories and they're kind of like, "What do I do?" These are some great tools that you can use to create some really cool Instagram story graphics right there. They have takeover ones, product ones for your Instagram story. So it's just really, really cool.

Jeff Sieh: Scheduling, there's a bunch of different ... if you want to dive into scheduling stuff, Tailwind's a great thing. It's got a bunch of great analytics on it. Buffer's another one. So there's things out there, but whatever you do with the scheduling question, you want to make sure you're consistent and that you're putting out content on a regular basis. And now you know with all the stuff Stephanie and Mike have given you. You should know-

Rebekah Radice: That's right. Well, Tailwind for ... we've talked a lot about Pinterest and Instagram, the beautiful part about that is it tells you ... it goes based off of your data what are your best times to post, and you can frontload all of that content, get that in there so that you are consistent, instead of feeling like you're rolling out of bed and trying to figure out, "What the heck am I going to Pin today? Or what am I going to share on Instagram?"

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Jeff Sieh: Right, and you can also ... the biggest thing, and this goes back to what we've been talking about before, is your audience. If you notice your audience is pinning something to a certain board and continually doing stuff, I'm going to quote Pete Fitzpatrick, how do you feed that content monster? So getting that kind of analytics, whatever if you're doing it with Google or with whatever software tool like Tailwind, if you can see where your audience is ... if they're pinning a lot of stuff on my woodworking board or on my Pinterest tips board, I'm like, "Okay, I need to make more content that fits in that, because that's what they're wanting right now." And a lot of times, it'll be seasonally, especially on Pinterest. Being able to dial into what's working is super important.

Rebekah Radice: I'm going to ask you one quick question before we move onto Mike and his tool suggestions. You talk about seasonality, and that is incredibly important when we're thinking about social conversions and really understanding what seasons, what dates, what events are important to your audience, and I think Pinterest gives us a very unique way to share those.

Jeff Sieh: Right. One of the things about Pinterest, think of when Walmart's coming out with all the Halloween stuff, how early that is. Well, take that another month for Pinterest, because that's how far ahead you need to really go because it really is driven seasonally to Pinterest pins. I started pinning Super Bowl party stuff months ago, because I knew it was going to ramp up for this weekend, and then I can do stuff in that way. Another great tip, and I learned this from Mike, was what he calls news jacking. Just for an example, just recently, I think it's today or yesterday was Facebook's anniversary, and so you saw all these people ... and even big organizations like the Verge and everything like that, really focusing in and driving content and creating articles about that.

Jeff Sieh: Is Facebook good? How do you use it? Should we not use it? So the whole consciousness was getting behind that piece of news, and Mike, I think you even have a great article about how to do that on your site, and it's some great ideas. If you can see what's coming, even if it's like National, whatever, Friend Day ... we did one at Social Media Examiner, it was National Clean Out Your Desk Day, or Clean Up Your Desk Day. So we took a picture of Mike [inaudible 00:54:54] desk with all his Zivia cans on it, and it was funny, and it worked, and it tied into that consciousness. But that's another great thing you can do with any channel.

Rebekah Radice: Yeah. You make me think of just so many different days, National Chocolate Day, National Wine Day. I will celebrate all the days.

Jeff Sieh: Pirate Day, yeah. Pirate Day, what are you going to do? Argh.

Rebekah Radice: Yes. So Mike, I have a sneaking suspicion, I know what your favorite social media scheduler is going to be, but yeah, I know, big secret. But gives us some more of your favorite tools.

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Mike Allton: I've got some great tools, and thanks, Jeff, for giving me the shout out about news jacking. I got to admit, I didn't invent that term. That was my friend David Meerman Scott, and I was so tickled to see him post on Instagram the other day that the term news jacking was a Jeopardy! question. So just imagine that you invented a word and a Jeopardy! question now. He was so thrilled with that. I was happy for him. But yeah, love that technique. I can definitely share resources if people want to know how to use that.

Mike Allton: But when it comes to tools, yeah, my favorite tool's Agorapulse. That was the easy answer. I also use Tailwind, which we mentioned, because Tailwind is fantastic for Pinterest, and Agorapulse supports all the other networks. But here's the thing, Diana, for you and for anyone else who's wondering, "What tool should I use?" What we use is great, but that may not be the best tool for you. So first you want to think about how many social profiles are you actually using. Many of the networks, like Facebook, they've got scheduling built in. So if you're only focused on one network, you don't need a high-end tool. You don't need Agorapulse. You could use the native network if it has that capability or a simple tool like a Buffer, which is great.

Mike Allton: It's only when you begin to add multiple profiles that you want to add a tool, and almost disconnect yourself a little bit from the network, because when you're using a tool, that's great, but it's less likely you're going to be as involved in that network. So I still spend a lot of time on Facebook. I still spend a lot of time on Twitter, manually tweeting back and answering questions and replying to people, even though I can see a lot of the data and I can schedule the activity in Agorapulse. Being in the weeds, in the trenches is so good for your personal understanding of what's going on and your brand presence.

Mike Allton: So to answer the question, Agorapulse and Tailwind are the two big tools that I use, and I also use SEM Rush for the social, which is pretty cool because they have some great competitive analysis. I can see how I'm doing. I can benchmark my activity across multiple networks, against multiple competitors, and that's a really insightful piece of information.

Rebekah Radice: Great stuff. All right. Well, believe it or not, an hour has flown by. We had a really hard time filling that 60 minute space, but you guys were amazing. Thank you so much to each and every one of you. Mike, real quick, tell us if people want to connect with you, where can they find you?

Mike Allton: I am the Blogging Brute. So [bloggingbrute.com](http://bloggingbrute.com) and Blogging Brute everywhere.

Rebekah Radice: Excellent. Stephanie, how about you?

Stephanie Liu: You can find me at [lightscameralive.com](http://lightscameralive.com).

Rebekah Radice: And Jeff?

Jeff Sieh: I'm Jeff Sieh across the internet webs. I before E, especially Sieh, and I'm always at [manypinteresttips.com](http://manypinteresttips.com), where we're adding testosterone, one pin at a time.

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Rebekah Radice: All right. And I will ask each of you a favor because you dropped so many amazing tools. If you would maybe pop into the chat, give Kate all of those different tools so we can get those out to everybody. I'm sure they were frantically trying to write them down. So if we could get those, too, down, that would be terrific. Thank you again to our panel. You guys just shared so much amazing information. Thank you to everybody that showed up here live, everybody that is watching the replay. Make sure to join us for our next SEM Rush Social Chat. It is on March 5. Good grief, how are we already moving into March? It's crazy.

Rebekah Radice: We're going to be talking SEO and social media, the state of organic traffic in 2019. Mark Trapagan, David Amoralan and Mia Voss will be joining us.

Mike Allton: Wow.

Rebekah Radice: I know, just another amazing panel. I get to hang out with you super smarties. I am Rebekah Radice. Thank you again so much for joining us. We'll see you back here next time.

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