**How to Integrate Your Social Media With Your Website or Blog**

When you think about social media, it’s important to not only think of it as a way to promote your blog. This is how a lot of webmasters and bloggers approach social media and thus their posts are all about building traffic for their main site.

The point they’re missing here though, is that their main site should *also* be promoting their social media. Your social media should in this sense be viewed as equally important from a marketing standpoint and when you get this right, you’ll find that you can much more effectively generate traffic.

**The Virtuous Cycle**

Why? Because then you create a ‘virtuous circle’ where one aspect of your brand is helping to fuel the other, which is then helping to fuel the first!

Each time someone visits your site and likes your content, they should be shown your social media and given the chance to follow. When they do that, they will then be updated with *more* of your content through their homefeed. And when *that* happens, it will lead them to then click on those links and return back to your main site. When they share the content, they bring *more* people to your website, which in turn brings *more* people to your social media!

**How to Get to This Point**

So what tools and strategies can you use to make this happen? The first is that you should place social media buttons – simple links to your social pages – right on your home page. This way, as soon as someone comes to your site and gets a good idea of what you are all about, they’ll then be able to click to visit your social pages and sign up for more similar content.

Another tip is to use a feed as a widget. This way, people can actually see your latest posts on Twitter or Facebook right on your site – and if it’s good, then you’ll get more people to sign up.

Of course it’s also important to include sharing buttons in the content itself. This way, if someone enjoys a post of yours, they can then click to share it with their friends and followers, which will mean yet more people are exposed to your brand and more people come to your site.

With just three simple WordPress plugins then, you can put rocketfuel in your marketing strategy!