**Ways to Use Social Media to Boost Traffic to Your Website**

One of the primary goals of creating a content marketing campaign for your business is to drive more people to your website. Utilizing the different social media platforms to reach your target audience can help to boost website traffic. Social media, when used correctly, it can become an excellent source of traffic that will help you establish an audience and build a successful brand. You can use the following techniques to make your social media marketing campaign more effective in driving traffic to your website.

**Use Hashtags Effectively**

Correctly using hashtags in your social media posts can create more exposure for your social media posts. They are easy to use and can make your posts more shareable and discoverable, as long as you use them correctly. They allow users who are following a particular hashtag to view your message even if they don’t follow you.

**Utilize Social Media Advertising**

As the number of social media users and pages increase, the harder it is for you to deliver your content to your target audience. Utilizing social media advertising is a great way to get your message in front of your audience while being cost effective. Social media advertising allows you to gain organic visibility for your posts and reach the right audience.

**Post on a Regular Basis**

While you want to avoid spamming your audience with a ton of daily postings, you do want to create regular updates to gain more exposure and increase traffic to your website. According to recent statistics, you should aim for the following number of posts per day for each social media network:

* Pinterest: 5 posts
* Twitter: 3 posts
* Facebook: 2 posts
* Google+: 3 posts
* Instagram: 2 posts

**Use Images in Your Posts**

Adding images, videos, and other visual images like illustrations and infographics, to your content, make it more shareable. A captivating image is key to developing a high-performing social media post. In fact, visual content is more than 40 times more likely to get shared on social media compared to other types of content.

**Make Your Content Easy to Share**

Making it simple for your readers to share content from your website is a must for boosting traffic to your website. Adding properly configured social media buttons on your website allow, visitors to quickly share content with their friends and social media followers.

Utilizing social media for your content marketing campaigns can bring a lot of traffic to your website. Just like with any other marketing technique it will take a lot of effort, time, and hard work for it to be successful.