***7 Ways To Drive Social Media Traffic To Your eCommerce Website***

***Importance Of Social Media In Our Life:***

In today's world many people use social media . From a child to an elderly person , you will find them on at least one of the social media platforms. Though there are different ways or reasons why they use social media. Social Medias are web based platforms that allow different users to interact with each other. Social Media are a popular and a quickly growing knowledge interaction outlet where people are free to gain information as well as express their own thoughts. They enable users to create and share information. Some of the dominant international sites include Facebook,Instagram,Twitter,LinkedIn and Pinterest.

In our busy lives social media not only brings a breath of relief for a few minutes but also makes us energized to focus on what we were doing afresh. One of the important aspects of the same is that it helps us to reconnect to those whom we lost touch once.

Just like truth spreads fast so does the fake-news and rumours.So it’s our duty as respectable and responsible citizens to focus on the truth and stop spreading fake content as much as possible. Through social media people have not only gained power over mass communication but are able to showcase their talents to a larger audience free of cost. Through the same they can reach a larger number of people in a very short time and with fewer efforts.

Some limitations of social media are that both the parties must have an account on the same. Addictive use of social media is found to be the main reason for depression among many people . It not only disrupts the sleeping patterns in adults but also affects the mental growth of children. Also a threat to one’s personal information.

The boons and banes are debatable when it comes to social media. But as responsible citizens again we need to use it advantageously and avoid toxic means. It should be used to draw attention to news that needs justice but doesn’t get enough public attention.

***How Social Media Has Become A Boon In eCommerce:***

Social media is a very vast platform and can be used to influence the people from there to your website or work. Ecommerce sales are exploding and over half of the customers prefer online shopping . But how to get their attention towards your website is one of the issues many firms face.

One of the ways to do that is through social media. The reason behind it is the massive number of people using social media daily as a part of everyday’s life. Ecommerce will continue to grow because of mobile phones and abundance of internet and its things.

***Choosing Correct Social Media PLatform:***

Selecting the right social media platform is very important . One should always choose the platform that has relevance to the product. It is the first step towards getting you the attention of all the users using social media. Ofcourse one can always do things on all of the social media platforms but that isn't productive and requires a lot of manpower as well as time. Being active on all the social media could just prove hectic.

***Sharing Positive Reviews:***

Encouraging social media sharing can be very beneficial as it is one of the main reasons for social media. People tend to share things with their family or friends which they deem interesting. This initiates the starting of a chain of sharing. One can also add a review form type thing with each of the products you share as positive reviews are vitally important.

***Provides Proper Timing:***

Timing is one of the main factors for doing anything. Perfect timing can make the impossible happen and worst to the best. According to a survey 70 percent of the social media public is active during the evening. They get free from doing their jobs and it is their time to relax now. Posting at that time could be more beneficial than in the working hours.

***Bring Forth Images And Videos:***

Images and videos catch more attention than written text. Most of the people would prefer some image or small video describing your product rather than a 100 or more words description. This strategy not only makes it look attractive but helpful for customers.

***Mobile eCommerce Is The Best Way For Marketing:***

Mostly people use social media via mobile. Nobody has time to use social media through laptops. Social media through mobile phones are quite comfortable to use. They used it while travelling or doing something else. So mostly people will click your website through mobile phones and it is important to make your websites reliable to mobile eCommerce. A poor website will slacken easily.

***Be Creative With Your Content:***

Any content which is very simple and unadorned is ill-favoured and unappealing. Everyone likes to see some good designs, creative writing and images. Put visuals in your content that will make your audience click on the website.

***Working With Influencers:***

If you want to increase brand awareness or need a good amount of public for your product then working with influencers is the splendid way as it encourages a lot of selling. Influencers have followers in thousands and millions so they get more views on content which helps your product to reach people.

***Giveaways:***

Social media has driven a lot of audience and has increased brand awareness among people. Fabricating a contention hashtag is an effective way to praespoter entries and select winners on platforms like Twitter especially. Setting goals and rules for the competitions like what you want to achieve and in which season you want to offer a deal.

**Conclusion**

Social Media started off as a fashion trend among youth but today it has the power to influence the biggest decisions of the country. If used in the right way it has the ability to amke our lives easier and convenient otherwise an addictive pit which soon leads to mindless addiction of scrolling and posting or involving in dumb conficts that in no way will benefit us. By influencing social media traffic leads the website to grow more as it helps to form the chain. You advertise your product by sending to some people and the people will advertise further if they would like the product. It will enhance the website a lot and will make a lot of profit.