

NICHE SITES:

FIND THE MISSING LINK IN YOUR SOCIAL MEDIA STRATEGY

The first step in an effective social media strategy is selecting the right sites to participate in. Beyond the major social networks which attract a large, generalized audience, niche sites give you the opportunity to target by:

- Geography
- Interest
- Demographic
- Activity
- Affinity

A balance of mainstream and niche may be the best strategy — many people use both. If you choose a big site, join subgroups designed for your audience.



Key benefits of niche sites:

- More targeted: Relevance trumps size
- Big fish, smaller pond: Less clutter and noise, more chance to get noticed
- Buyers, not browsers: Leads to more qualified, convertible traffic
- Meaningful sharing and engagement



Where to find niche sites:

Find out what associations or groups your audience belongs to, and the groups they've joined on social sites. Look for opportunities:

- Industry Associations
- Online Publications
- Social site directories
- Competitive Analysis
- Inbound Traffic
- Search "niche social sites"
- Go local

As more sites seek to create interactivity and engagement at their sites, the more likely they're going to offer social opportunities you can participate in. So, ask existing customers about the sites they frequent. Act like a customer and type a search into Google and see what social sites come up. Check competitors' sites to see the social sites they're connected to. Vendors sometimes have their own social networks too.

Don't spread yourself too thin:

Once you've narrowed down your list of niche sites, prioritize them by highest amount of traffic. This data is available through a number of sources, like SimilarWeb.com.

For more tips, tools and resources, visit: blockbeta.com