

Curating Your TrafficMate Content For Social Media

Hey there action takers! If you've been doing your online marketing homework lately, you know that you can repurpose your written content for almost anything.

In fact, the secret behind the most engaging social media posts and display ad copy is that it all comes from written articles. What most social media managers and advertisers do is simply to take excerpts from articles published on their client's sites and post them like brand-new copy!

The good news is that we have reversed-engineered this strategy by combining TrafficMate's auto generated content with "StickyPost", a plugin that splits your content right from your posts pages with a single click. You can get this Plugin by visiting "stickypost.io" and following the membership instructions so you can install it on your site.

Alright, so after you get your StickyPost membership and install the plugin, you can split an article first by moving over the "posts" tab in your WordPress site's dashboard, and then clicking on the "all posts" option.

Once in the articles page, find the article that you want to split into social posts, and click on its "edit" button.

Once in "edit" mode, find excerpts, quotes, and paragraphs within the article that you can share on social media. Let's show you an example.

This right here is a perfect quote to share on any social channel, so what you'll do with this is to click right where you'll split the text. Next, move over the "sticky post" tab in the "document" menu, and then click on "insert split".

Ok, now click where you want to end the quote, and then click on "insert split" again. This is how you will split your text into quotes to use on social media later on. Now simply click on the "update" button. And that's it!