



The Importance & Benefits to Using Bitly Links on Social Media

Link Customizing • Link Tracking • Campaign Performance

Have you ever seen a post on social media, a marketing email or a website with a mysterious link that looks like this? bit.ly/3uhtoE1

It's **OKAY** to trust that link and here's why:

- Bitly is the leading link shortening tool providing in-depth analytics and increased visibility for companies all over the world
- Bitly Links are used by companies to track their campaign and branding success through analytics on the platform
- Bitly Links are most often used in social media posts, creating a cleaner, tighter look in the post caption

Here are the **BENEFITS** to using Bitly in your brand, business and product marketing:

- Completely Free to use if you're just wanting to use the shortener and read basic analytics
- Customizable links, which add credibility to your brand on digital platforms
- Measurable analytics on link building campaigns around your brand, business or product
- Cleaner, tighter look on social media
- Link analytics come with link referral traffic, traffic peaks and geo locations to see where website traffic is coming from and when (social media, emails, etc.)

HOW a Bitly Link works:

1. With Bitly, you can take a long link (aka *destination URL*) like this one: <https://www.wabashmarketplace.org/small-business-big-heart.html>
2. And shorten it to a link like this one: <https://bit.ly/2QSuOY4>
3. Or customize the back-half (or 'hash' or 'slug') for a totally unique and branded link, like this one: <http://bit.ly/SmallBizBigHeartWabash>
4. When you create a link with Bitly, clicks on it will be redirected from Bitly to the destination URL you started with.

NERDY DETAIL: For a Bitly Link to work, Bitly issues a "301 redirect," which is a technique for making a webpage available under many URLs. Because Bitly doesn't re-use or modify shortened links, the redirects are permanent.

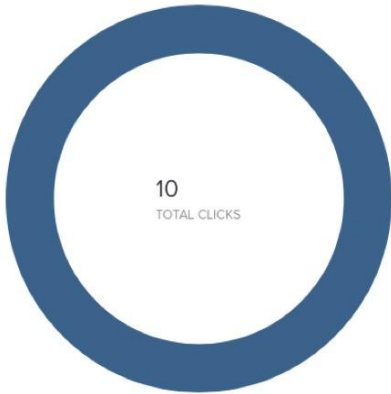
THREE EASY STEPS to start using Bitly

1. Create a Bitly account on your desktop ([Bitly.com](https://bitly.com)) or sign up with the mobile app for your phone. You can also add an extension plug-in on Google Chrome to create a Bitly Link straight from the URL address bar.
2. Generate your Bitly Link and add your customization to your linking.
3. Revisit Bitly for the next 30 days to track campaign traffic and compare to your sales numbers.

What makes a good measurable, trackable METRIC?

- Successful metrics vary from business to business
- Campaigns for businesses could include sales, online traffic, form completion, etc.
- Your audience size on social media and email lists are good variables to compare your Bitly Link performance against the success of your campaign.

REFERRERS



Facebook

This retro, boho shop with small-batch, recycled goods in Wabash is a haven of inclusivity
<https://www.inputfortwayne.com/features/bellazo-wabash.aspx>

bit.ly/bellazo COPY SHARE EDIT REDIRECT QR CODE

10
TOTAL CLICKS



Facebook is the only platform that this Bitly Link was shared on, therefore, the only referral traffic represented here is from Facebook. Anywhere that the Bitly Link is placed is a platform for referral. Therefore, you can see where most of your link traffic is coming from.

Paramount Theatre Live Show Announcement

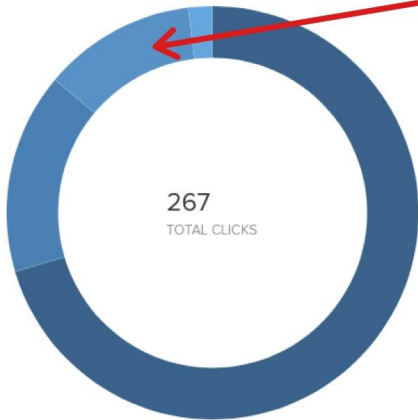
JUL 24, 2019

Events

bit.ly/ParamountShows

267

REFERRERS



Facebook	188
Instagram.com	42
Email, SMS, Direct	32
+3 more	5

Morgan's Roots, Not Her Hair Blog Post

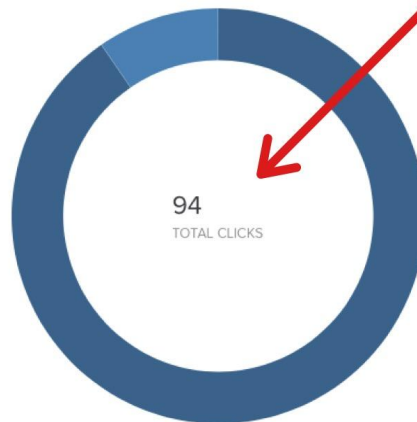
MAY 8, 2020

An update in the form of an open letter

bit.ly/open-letter-update

94

REFERRERS



Facebook	85
Email, SMS, Direct	9



Tech Talk

Notes Section

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