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Social Marketing is the Next Wave of Marketing Online

In my time as an internet marketer I have learned one thing:

Learn the trends before everyone else to guarantee your own success.

I have been utilizing social marketing since the beginning of my online business ventures. You have too! Social Marketing can be as simple as visiting a forum and posting, talking to your friends on Myspace, or blogging.

The techniques learned in this course will separate you from your competition. I can guarantee that your competition is not using these techniques to their fullest potential. I will show you how to utilize Social Marketing Websites to transform yourself and your company into a renowned expert in your industry. Becoming an expert is the key to generating new business at all times.

Warning:

I am going to touch on some fairly advanced SEO methods and topics in this report.

SEO Diamond is an Internet Marketing Course that I designed. If you are having trouble understanding some of the concepts discussed here, I recommend picking up SEO Diamond for better understanding of how to properly perform SEO for your websites.

I could easily start things off by discussing the hype surrounding Myspace. A little fluff and filler never hurt anybody, right? I do want you to understand that it has surpassed Google to become the most visited website online, but I don't need to fill the pages of this Ebook with garbage.

You have Master Resale Rights to this product. It can be sold or given away to anyone at any price, but it must remain unchanged.

I was in your shoes not too long ago. Read, Learn, and Absorb and you could be in my shoes not too long from now... read on for the simple steps to take your business, website, and perceived value to the next level.

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There are integral parts of social marketing that must be set up properly to attract the type of paying customer you are looking to develop a relationship with. Remember that social marketing will not only bring you customers, but new business contacts that can help you succeed.

I am going to be using the Myspace profile set up for Profile development. Not everything here will apply to some of the other social networking sites. There will be updates regarding every different site in the Member's Only Forum.

Profile Development

Your profile needs to reflect your personality. Even with a business profile, you want to represent yourself to the fullest. **Be creative here!**

Customizing your profile is the key to separating yourself from your competition. I don't know about you, but I'd rather work with a person with personality than someone who posts nothing about themselves and only talk about business (boring). Inject some life into the look of your profile and you will be adding new contacts every day.

The first step to customizing your profile is to customize your layout. You do this by finding code at the website below (or others like it) and pasting it into your "about me" section.

Above is my profile. It has a nice professional background. I have my autoresponder and newsletter signup posted to my profile. I have a few classic music videos including Weird Al's White and Nerdy. I added a Youtube video to my Myspace Blog in nearly every post. These are the things that will set you apart from your competition. Be creative and come up with your own unique tactics to utilize the technological advances that the internet continues to bring us to your advantage. Add your interests and tell people about yourself. Be sure to edit your profile and add information about you, images of you, and fun things for them to look at.

<http://www.myspace.com/seodiamond>

Here are some resources you should use:

<http://www.myspacemastership.com> - Layouts

<http://www.musicjesus.com/> - Music Videos of all genres and types

Your Blog

You have to add quality content to your blog before attempting to develop any relationships. The more information you add to your profile, the better odds of keeping someone at your page and adding them as a contact.

You know your product and you know your industry. Post things that would help someone see that you know what you are talking about. You **MUST** show them that you are an expert in your field and gain their respect or they will not buy anything you have to offer.

The main problem with blogging and article marketing is that people are afraid to reveal great information due to the concern that someone will take your information and use it to take your business. **Give up some of your simple secrets!** I'm not telling you to give away all of your secrets, but some useful nuggets that people generally don't know will show people that you know what you're doing and build your reputation. Guides are great for building traffic. If you offer useful information, people will find it (**I'll help you ensure they find it later on**).

The proper method of creating blogs on social networks is to post your blogs as if they are articles. When doing article marketing, you create a useful article and distribute it all over the internet. At the end of your articles you are expected to put a resource box that talks about you, your business, and products. Your blogs should be formatted in this manner as well. Post some good information (without shameless promotion) and finish the article with a paragraph on your website and specials. **When you catch their attention with the content of your post, they will still be reading when your ad comes at the end.** The odds of them clicking through to your website are best when you hook them with good content first.

You can get ideas for blog posts at any article website on the internet, but my favorite is <http://www.ezinearticles.com>. Put in your main keywords into their search and you will get some great ideas on what kind of information your future clients would want to see. **Do not plagiarize!** Your reputation will be ruined if you get caught using someone else's information.

Friends & Contacts

There are programs available called "adder bots" that will go through and add contacts for you with little or no effort on your part. The problem with this is that

the contacts are not “qualified”. Another quick method of adding friends is to create a “train”. A train is a bulletin post (more on those later) that tells your friends to add everyone in the post. While they make growing your contacts easy, again they are not normally the contacts you would want to market your products to. One of the largest problems with social networking at Myspace is the fact that it is overrun with children.

I have a very simple method of finding qualified contacts easily. Use the inner-site search function and search for people using the keywords for your industry. Do this for every possible keyword you can think of. Don't focus hours per day on this, but if you do this for just 15 – 20 minutes per day, you will build up a list of contacts that you can be proud of. Better yet, they will actually buy your products!

Bulletins - Bulletins are a way of blasting a single message to every friend on your contact list. For the best effect, you must handle bulletins like PPC ads. Use the most alluring headline you can think of and include attractive copy in your post. **Bulletins are not normally worth a lot of time.** If your contact list consists of people with generally few friends, you should reach most of your list with a Bulletin. If your list consists of thousands of people, most of them will never see your post due to others spamming them with theirs.

Comments - Posting Comments on others profiles will bring attention to your profile, but be cautious. People can see comment spam from a mile away. Leave cute graphics and good information and people will in turn visit your profile.

Classifieds - Classified Ads can be decent depending on your product and the area you post it to. The Classifieds section of Myspace is like Craigslist, it is focused on specific areas. Place a targeted ad in your area to test how it does. If it does well, continue. If it flops, forget it and don't waste any more time on it.





Test the methods above! Some of these methods will work for you and you must test them to see what works. I recommend getting good tracking for your websites to see what is working for you and exploit it to the fullest. I use a free service called Hittail to tell me where my visitors are coming from. You paste a small piece of code right before the end of your body tag and you can see where your visitors are coming from. It only works on links clicked and search engines, so if you want more detailed information, I recommend using a paid service.


<http://www.hittail.com>

Groups or Forums

This is your money maker! People join Myspace to network and have fun, but you'd be surprised how many join to learn. There is a ton of information available on Myspace to anyone looking for it.

To find the best groups, you need to look under categories that would have groups related to your main type of product. Next you need to narrow down your search to a few specific groups, preferably ones with the most members to reach the most people. When you visit a group page you will see forums and group bulletin posts, but **stop!** This is not how the smart people (us) make money with groups.

 NEW POST! BEST PRICE ON SPRINT PHONES	0	 10/30/2006 11:31 AM by: WWW.SPRINTNEXTEL1.COM	 10/30/2006 11:31 AM by: WWW.SPRINTNEXTEL1.COM
 NEW POST! what are you promoting? ***Post your business here***	416	 10/30/2006 5:47 AM by: Neil	 04/01/2006 12:21 PM by: tonyasdentaldotcom
 NEW POST! Monday Surprise. 75+ Top Scripts!	0	 10/30/2006 5:05 AM by: S. Kumar	 10/30/2006 5:05 AM by: S. Kumar
 NEW POST! What is your biggest complaint about search engines?	4	 10/29/2006 4:22 PM by: Joseph	 10/25/2006 5:00 PM by: Joseph

Bulletins			Post a New Bulletin View All Group Bulletins>
From		Subject	
 Baby Eeyore	10/30/2006 10:59 AM	NEW BULLETIN POST! Need Money ? check this out - no fees	
 Sav	10/30/2006 10:54 AM	NEW BULLETIN POST! Cash Flow From eBay	
 S. Kumar	10/30/2006 5:05 AM	NEW BULLETIN POST! Monday Surprise. 75+ Top Scripts!	

Contact the leader or group moderator to let them know you have a product that would be of interest to the members of their group. If you have an affiliate program, offer to make them money as an affiliate for anyone that buys from you through their specific affiliate link. You have now given them a reason to recommend your product(s) to the members of their group. This equals huge money for you depending on how large their group is and how attractive your product is to that group.

Squidoo www.squidoo.com

Squidoo is a site that organizes the web based on any imaginable subject. The key here is that you can create a lens on **anything imaginable**. This is where your expertise comes into play. To truly use Squidoo to its fullest capabilities, you must create lenses. **Note lenses, not a lens.** Take the information you know and present it in different sections for each individual lens. You can add in

RSS feeds, Blogs, Articles, Del.icio.us posts, Youtube Videos, Affiliate Sections relating to your lens, Links to good informative content and much more.

To monetize Squidoo properly, you must advertise yourself in every lens you create. Whether you do this by posting an article with a resource box or by posting a link to your blog or website, you must include something about you in every lens. I recommend creating at least 5 subject-related lenses. Squidoo advertises your lenses for you to other members of the site which will help with your online visibility.

Affiliate links are a great way to earn an income on Squidoo. I search the Clickbank marketplace for products that match my lens. I then post my affiliate links with a simple review of the product in my list of valuable links. I separate paid products from free products with a * to identify the difference. The key to doing this right is to be sure you only offer the best products with a good reputation. If someone sees a garbage product on your lens, they will not come back.



Hi, Ross Log Out | My Lenses | FAQ | SquidU | **Make A Lens!**

My Account - Hot Stuff - Groups - Charities - Find a lens on... **GO**

SEO Resources - Free Information on Search Engine Optimization

by [seodiamond](#)

LensRank #3,671 Rating: ☆☆☆☆ (by 0 people) Your rating: ☆☆☆☆

Campaigner Special Offer
Holiday Email Pack - 50% off with Campaigner email marketing
www.Campaigner.com Ads by Google

SEO Info

This Lens is run by me: Ross Goldberg. I began working on the internet a year ago and went into a coma 2 weeks after I started. I awoke 10 days later to find \$1000 in profit waiting in the bank. That was all it took to prove to me that working on the internet was the only way to go. Since then, I have taught myself SEO and learned the ins and outs of getting outstanding rankings. This lens has a ton of free resources for you to use and if you get confused you can always buy my SEO course: [SEO Diamond](#). It teaches SEO in a simple step by step formula.

Myspace Marketing Secrets

The right way to market to Myspace Members

Stumbleupon www.stumbleupon.com

Stumbleupon creates targeted traffic by you recommending your sites to the masses. You download their toolbar for Internet Explorer or Firefox and go to one of your sites, you then add your site to their cue. You choose a title,

category, and tags. These will all help people looking for your information find it easier. This is easily my top traffic generator for all Web 2.0 sites, so use it!

Your Toolbar has functions that will allow you to submit any site you visit. Click on "I like it" and a popup comes up where you enter information regarding the website. Once you complete this, people visit your website by stumbling. To stumble, click the Stumble button on the far left and you'll visit a website that someone found interesting.

This site has groups and a community that can gain you attention to your websites. Join groups of like-minded people (for fun) and other groups that match your business. There are plenty of options and this is definitely an active site. Take advantage and watch your sales go up.



The image is a banner for StumbleUpon. At the top, the word "StumbleUpon" is written in white on a blue background, followed by the StumbleUpon logo (a green 'S' and blue 'U' in a circle) and the text "Discover New Sites". Below this is a central image of a computer browser window showing the StumbleUpon interface, with blurred images of various websites on either side. Below the browser window, the text reads: "Channel surf the internet with StumbleUpon! Discover great websites, videos, pictures and more – all according to your interests." To the left of this text is a mouse cursor icon. In the center is a green button with the StumbleUpon logo and the text "Sign up here! Takes less than a minute". Below the button is the text "Already a user? Sign in". To the right of the button is the text "Works with both" followed by the Internet Explorer and Firefox logos and the word "and".

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[Better Than Wordtracker](#) | [Push Button Health](#) | [450 Original PLR Articles](#) | [Imagine Today You Put Into Motion A Few Small Actions That I Deliver Unstoppable Traffic .](#)
 Keyword tool that is 100 X's better than wordtracker!!! | Get private lable health products every month!!! | 6 Original PLR eBooks | 2 Original PLR Reports | and more! for only \$67!

You last visited on 19 Nov 2006 20:22
 The time now is 20 Nov 2006 10:38
 All times are GMT

Mark all forums read
 View posts since last visit
 View your posts
 View unanswered posts

Main Marketing Forum

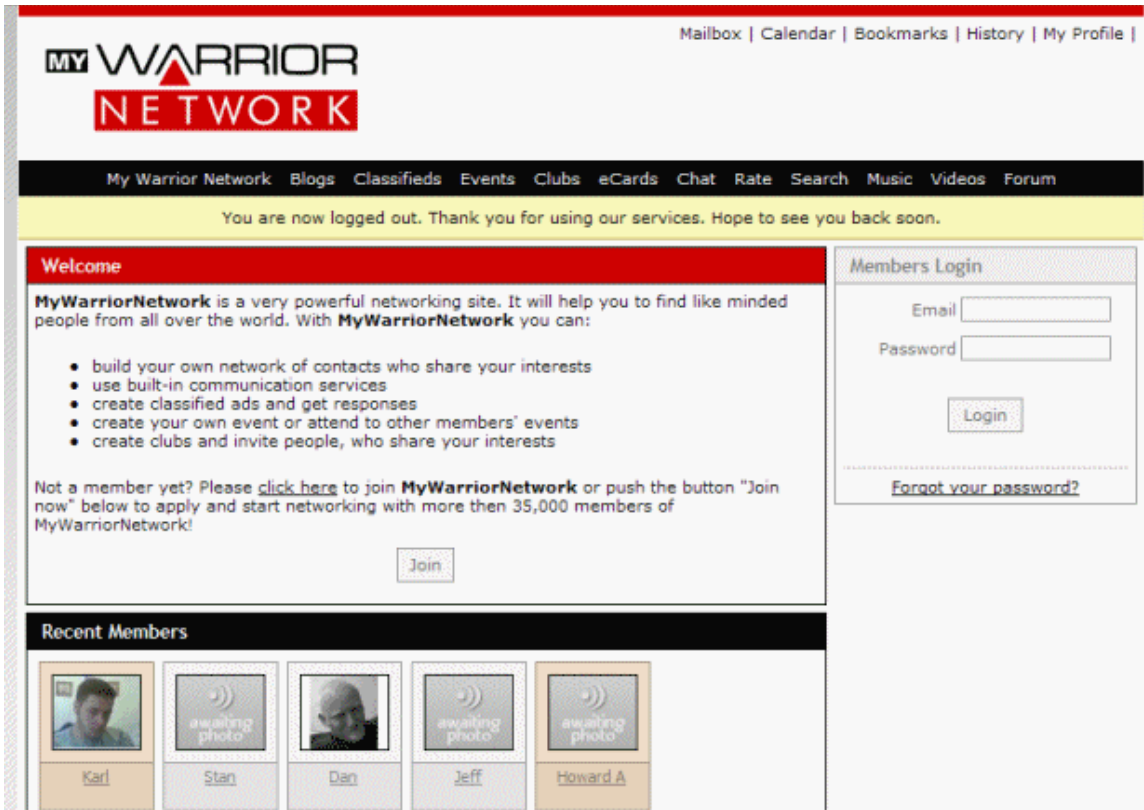
Forum	Topics	Posts	Last Post
Marketing Main Discussions This is our main internet, affiliate and direct response marketing discussion forum.			

It looks just like a simple forum, right? The difference here is that there is an emphasis on developing your business. Right under the main toolbar you see ads. You get ad credits for reading through the forum and responding to posts. There are upgrade options, but the free membership will generate business for you and is definitely a worthwhile investment of your time.

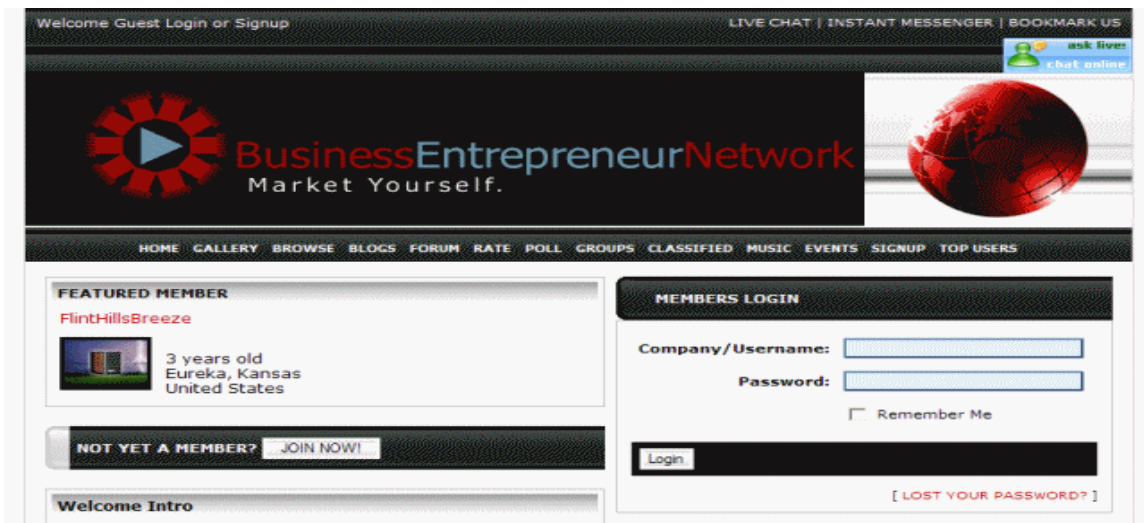
This is how the internet is changing. People are realizing that networking helps explode their business into levels they never imagined. As time goes on, more sites like this one will come and create new avenues for us to make friends and business relationships.

[Join Conquer Your Niche Here!](#)

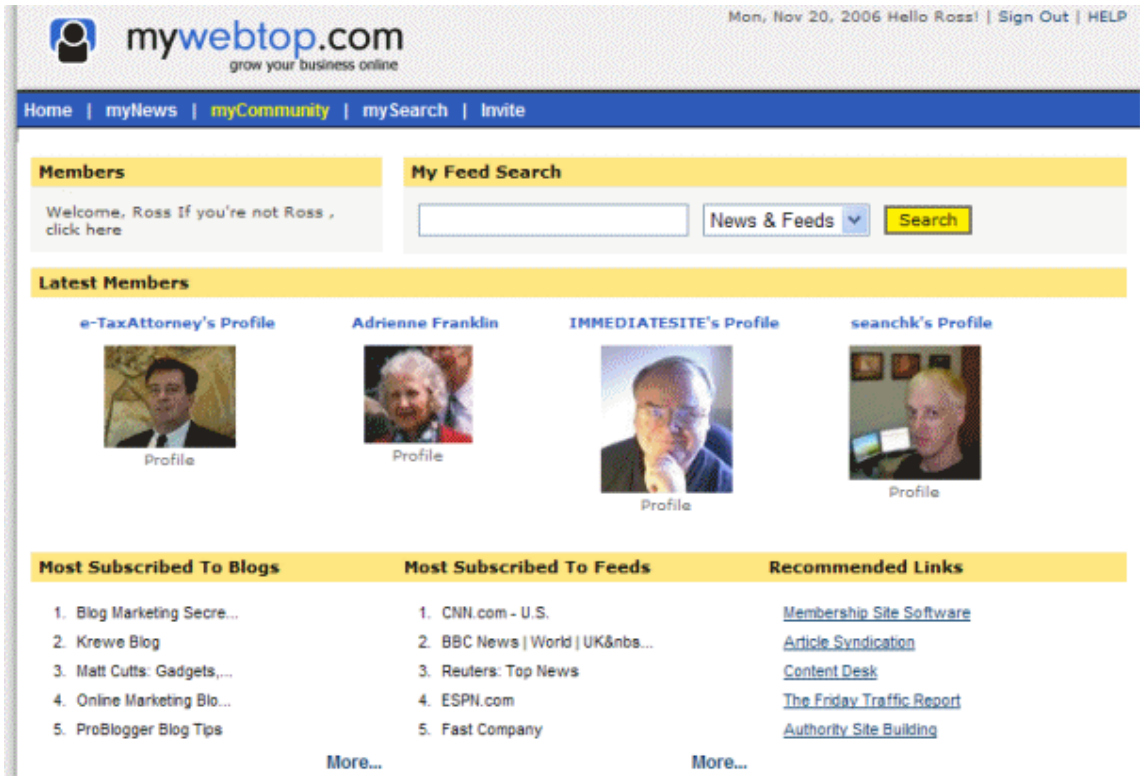
Special Business Networks



[My Warrior Network](#) is run and owned by the creator of the [Warrior Forum](#). The Warrior Forum is the internet marketer’s haven and has members from beginners to the Elite Internet Marketing Inner Circle. This is Definitely a site worth joining.



Here is a new network that is very much focused on business. I was contacted by the admin within 5 minutes of signing up with a Thank You! Check out the [Business Entrepreneur Network!](#)



Mywebtop.com is the most business-like of all of the business networks I've seen online. This is where you can find professional business people and avoid messes like Direct Matches where your inbox fills with Spam. I recommend giving this one a shot and gain the type of exposure your business needs by marketing to an experienced group of members.

Gather – www.gather.com

Gather is a website of educated (mostly college graduates) people that get together and talk about everything from politics to children. It is definitely not a place to post ads directly. This place is perfect for indirect advertising.

You post your profile, images, and **articles**. You then have the opportunity to comment on other people's articles and images. You even get points that you can redeem for gift certificates to Barnes & Noble and other interesting stores.

The key to monetizing Gather is to post your links at the end of your articles, in your resource box. Of course, the article should be something that relates to what you sell. Make sure you use anchor text links on Gather as they will count as backlinks and help your ranking in the search engines.

Gather takes more time than the other sites to truly build a following and set you apart from everyone else. Become a valued member of the group and you will meet some great people and get some high quality visitors to your website. Comment on Images, Articles, and People to generate a footprint of yourself on Gather.

The screenshot shows the Gather website interface. At the top, there is a yellow navigation bar with the text "gather.com | rossgoldberg.gather.com" on the left, a search bar with "search articles" and a green arrow button, and "settings | help | sign out" on the right. Below the navigation bar is a white banner with the Gather logo (three stylized figures) on the left. The main banner features a "Health Care is Growing" advertisement with a photo of a woman and the text "Is your career growing with it?" and "Distinguish yourself with a Master of Science in Nursing from University of Phoenix." with a "Click to Learn More" button. Below the banner is a navigation menu with tabs: "My Gather", "Articles", "Images", "Comments", "Tags", "People", "Groups", "Invite", "Publish", and "Mail". The main content area is divided into three columns. The left column has "Featured Tags" (election 2006, mitch albom, writing contest) and "Suggested Tags" (books, business, education, environment, food). The middle column has a header "Gather members connect on thousands of topics." and a featured article titled "A Featured Conversation on Politics" by Brian Cox, with a sub-header "Montana Overlooked: Why this year's Senate race is important". The article text mentions a recent Mason-Dixon poll surveying Montana voters from September 26-28, where challenger Jon Tester leads Republican incumbent Senator Conrad Burns. The right column has an "Election 2006" section with a "VOTE" button and the text "Stay Informed & Join the Debate", and a "Today's Gather Poll" section with the text "With a little more than a week to go, how do you think the U.S. mid-term Congressional elections will".

Youtube www.youtube.com

Youtube showcases viral marketing at its best. Anyone can post videos on Youtube. These videos can be about literally anything. So, why not create a video advertisement in the same manner you would create an article. Offer great content and information (make it entertaining if you can) and include an advertisement for your site or products at the end. Not only will people find your video and watch it, but they will tell their friends about it if it's good enough. This is everything you could hope for with social marketing.

To create a video, I recommend you download a piece of software called Wink. Wink will take everything you do on your screen and turn it into a video. You can also talk over the video, so you can tell people what you are doing and what they could do. <http://www.debugmode.com/wink>

A webcam is still a great way to create video content with little cost. I bought a Logitech middle level webcam from Wal-Mart for around \$35. You have a piece of software on any Windows XP computer called Windows Movie Maker. I use it to place intro and outro images with my simple webcam videos.

Your video could be as simple as showing someone how to navigate your website and see your newest products or content. Your limitations are only in your head and you can create literally anything you want. Be creative and watch the visitors pour in by the thousands.

The screenshot shows a YouTube user profile for 'diamondseo'. The page includes a search bar, navigation tabs for 'Char', 'G', 'Categ', and 'U', and a 'My Account' menu. The main content area features 'Director Videos' with thumbnails for 'Web 2.0 - thefirstpost.co.uk', 'BCS Controversy', 'EXCLUSIVE: Michael J. Fox Talks To Katie Couric re: Rush L', and 'Mangoots Go With Scorpion?'. A 'Featured Videos' section displays two videos: 'Re: FIVE QUESTIONS! 05:07' by Zipster08 and 'Banana spider eating grub. 01:09'. A large video player for 'Renault F1 Champions 2006' is visible on the right. Below the player, there are statistics for 'Video 1 - Nacelle' and a 'Welcome, diamondseo' section with 'Statistics' and 'Inbox' information.

Podcasts

I recommend incorporating Podcasts into your social marketing campaign. Podcasts are an MP3 file of you talking about anything you can imagine. Once again, these should be informative, entertaining, and valuable. I've included some software with this course that will make podcasting a breeze. You must then take these podcasts and submit them to Podcast directories. People will load them onto their MP3 players and listen to them at their leisure. I recommend incorporating podcasts and youtube videos into your blogs to generate more interaction from your visitors.

Audacity is great free audio mixing software - <http://audacity.sourceforge.net/>

You need the lame plug-in for MP3s - <http://lame.jthz.com/>

Social Websites

Here are lists of Social Marketing Websites you must take a look at. You do not need to join every single one, but I recommend joining as many of them as you have time for. I have 2 separate lists: 1 for Business and 1 for General Interaction. Be cautious on non-business sites and don't advertise in any obvious ways. Stick to that and you'll do just fine.

Business Networks

Name	URL
Affinity Engines	http://affinitycircles.com/
Contact Networks	http://www.contactnetworks.com/
Ecademy (mostly UK)	http://www.ecademy.com
Econozco (Spanish)	https://www.econozco.com/
Entremate	http://www.entremate.com/
Friendly Favors	http://www.favors.org/FF/
I'm Not From Here	http://www.imnotfromhere.com
Knowmentum	http://www.itsnotwhatyouknow.com/
Kickstart Connect	http://www.kickstart-connect.com/
Konnects	http://www.konnects.com/
Linkedin	http://www.linkedin.com
Matcheroo	http://www.matcheroo.com/
Open Business Club	http://www.openbc.com
Order Generator	http://www.ordergenerator.com
People That Click	http://www.peoplethatclick.com/
Power Mingle	http://www.powermingle.com
Refernet	http://www.refernet.net/
Ryze	http://www.ryze.com
Select Minds	http://www.selectminds.com
Teng	http://www.theteng.org/
Visible Path	http://www.visiblepath.com/
Zero Degrees	http://www.zerodegrees.com
Zoominfo	http://www.zoominfo.com/

Non-Business Networks

Name	URL
Backwash	http://www.backwash.com/index.php
Breedster	http://breedster.drunkmenworkhere.org
Buddy Bridge	http://www.buddybridge.com/
Chosen Net (Jewish)	http://www.chosenet.com/
Christianster (Christian)	http://www.christianster.com/
Encentra (Internet & Web Design)	http://www.encentra.com/
Everyone's Connected	http://www.everyonesconnected.com/
Friends Reunited	http://www.friendsreunited.com/
Friendster	http://www.friendster.com/
Hi 5	http://www.hi5.com/
Huminity	http://www.huminity.com/
Hummingbird	http://www.hummingboard.com/
Isocialite	http://www.isocialite.com/
Link Your Friends (UK)	http://www.linkyourfriends.co.uk/
Myspace	http://www.myspace.com
Netfriendships	http://www.netfriendships.com/
Orkut (Invite Only)	https://www.orkut.com/
Pal Junction	http://www.paljunction.com/
Peeps Nation	http://www.peepsnation.com/
Tagworld	http://www.tagworld.com/
Tribe	http://tribe.net
Worldshine	http://www.worldshine.com/

The information contained below is just a small taste of what you can expect in my brand new Traffic Masters 2007. I truly hope you've benefited from this information and recommend SEO Diamond if you want to obtain the best possible search engine rankings for your company.

<http://www.web-traffic-masters.com>

<http://www.seodiamond.com>



Social Bookmarking

Social Bookmarking is just like adding a website to your favorites folder. The difference is that you are posting them to the web where anyone can find them. These websites have risen in popularity very quickly and are the secret to ranking well in the major search engines. Follow these rules and you'll get tons of traffic quickly:

1. For every link of yours that you post, post a link of value that doesn't belong to you.
2. Bookmark every single website and page you own including your profiles on every networking website.
3. Use proper **tags** to identify your site to others. Try to keep it under 30 tags and double check to see if they want tags separated by **spaces** or **commas**. If they want terms separated by spaces, join words with a dash or hyphen (-).

Here are some tools that make social bookmarking a breeze:

Onlywire – www.onlywire.com – Submits to 15 Social Bookmarking services at once.

The Socializer – <http://ekstreme.com/socializer> - Submits to over 50 different Social Bookmarking websites and saves your sites information.

Wikis

Wikipedia is one of the busiest websites online. It contains more information than any other website I've seen. You can generate some of the highest quality links from this website by modifying pages and adding information to them. The key to this is that it is easier to post an informative site (like a Squidoo lens) than an obvious sales website.

The other key to utilizing Wikis is to use deep inner pages. I'm referring to at least 10 links deep. That way your competition won't delete the links you post. Links in Wikipedia will not generate huge amounts of traffic, but the search engines love this site and it will boost your rankings quickly.

Blogs

Maintaining a Blog or many Blogs is integral to running a business online. This blog should be used to inform customers about specials, new products, and most importantly provide valuable information to your customers. You must link to your profiles and lenses from your Blog. Awareness of your pages will generate targeted traffic. If you do not have a Blog yet, create one now. I recommend

hosting your Blog on your own website. This way you are not limited by terms of service (Blogger.com and Wordpress.com) and can say whatever you want. When you post to your Blog, you have to ping the important Blog services. Here is a list of the best ones:

Ping-o-matic – www.pingomatic.com
Ping the Empire – www.pingtheempire.com
Feedshark - <http://feedshark.brainbliss.com/>

RSS Feeds

An RSS Feed is a syndication method for blogs and social websites. RSS Feeds are one of the best promotional tools on the internet today. They allow you to inform your customers of changes to your blog, website, lenses, and just about anything else. You can create an RSS Feed at this site:

<http://www.webreference.com/cgi-bin/perl/makerss.pl>

The best part of RSS feeds is that they are automatically included in your blogs. They are also a part of every Squidoo lens, Myspace Blog, and Social Bookmarking Website. Take every single RSS feed you have access to and submit them to over 100 Directories quickly with this free Firefox RSS Submitter Add-on.

<https://addons.mozilla.org/firefox/3240/>

Forums

Forum marketing is the oldest method of Social Marketing. It is also one of the most effective. Join forums and provide solid content, this will show that you are a decent person and people will grow to respect your expertise. Add links to your lenses, Myspace profiles, blog to your forum signatures and posts. This is where posting valuable information to your sites comes in handy. If you've already answered a question that someone asks in your blog, just post a link to your blog and tell them that the answer awaits them there. Not only will the person you are helping visit your blog, but many others will as well.

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