Social Media Explosion

Using Social Media & Getting To Know Facebook



Table Of Contents

Drilling Down Specifically

Social Video
Live Socializing
Visual Socializing

€ ② Wrap Up

Social Media A to Z

As promised, this section is going to introduce you to social bookmarking which is going to be one of the ways that you truly start increasing traffic to your website.

You'll find a ton of introductory information as well as some intermediate discussion throughout this text. As I mentioned in the introduction, make sure that you read this section so that you can gain the most benefit from this book.

Social bookmarking is based on the concept of sharing information on the web, and has evolved rapidly with the growth of the internet communities and interactive sites. As more people turn to websites to learn, research, and even read the latest news, the ability to track and monitor this behavior is becoming even easier.

Collective intelligence is leading the wave of sharing information based on specific keywords and subjects, and can help marketers and business owners in many ways. Today's social networking sites are incorporating many social bookmarking elements into the platform. This allows users to learn even more about each other, and is engaging people online by building communities, opening up new networking channels, and giving marketers and business owners a chance to track behavior.

The Wikipedia definition for social bookmarking states: "an activity performed over a computer network that allows users to save and categorize a personal collection of bookmarks and share them with others. Users may also take bookmarks saved by others and add them to their own collection, as well as to subscribe to the lists of others. - a personal knowledge management tool."

Each social bookmarking site is designed differently, but ultimately allows users to create a profile, update their preferences, and share this information with friends and family. Since they are creating this growing network of information, a pattern of tastes and preferences is established—and made publicly available.

This profile is the key element of interest to marketers; it's created with basic registration and in most cases, an e-mail address and login name allow complete access to the social bookmaking platform. The visitor can begin publishing their activity to share with fellow social bookmarkers, and this creates a network of categories.

Discovering and sharing information with keywords in specific topic is what allows social bookmarking networks to grow; as more information is provided, the categories of interest also develop to provide key information.

Digg.com is a perfect example of social bookmarking that is growing rapidly. Users can rate and comment on articles, video content, and podcasts on thousands of topics; the more popular items are posted on the Digg.com front page, while others are rated and logged for the community to review.

While Digg.com is primarily a news site, it is just one example of a valuable social bookmarking network that has developed into a proliferating online community. Any articles or information that is posted on Digg.com has the potential of being viewed by millions of visitors. Getting to the Digg.com front page ensures thousands of page views, all at a very low initial cost. Of course, the information that reaches this level must be valuable to Digg.com readers; since the votes are all usergenerated, it allows anyone submitting information to learn about their audience from the ground up.

People Love Building Their Own Bookmarking Pages

The fundamental reason why consumers build social bookmarking profiles is to create an identity to share. After doing so, they are able to interact on social networking sites on a regular basis, and marketers can use this behavior to their advantage by:

- Monitoring their favorite brands
- Reading about new products
- Learning about competitor products
- Identifying with other users
- Seeing what friends and family find interesting
- > Finding out what the latest trends are
- > Identifying new products to purchase

In order to create a profile on many of today's leading social bookmarking sites, a user simply creates a screen name, login information, and possibly uploads a picture. Depending on the theme of the site, the user will then go ahead and 'upload' the relevant information such as links or products to their profile pages. After that, they can become a part of a community.

Community members and leaders rise to the top 'ranks' of the site based on a variety of factors including:

- Level of activity
- User feedback
- Number of products reviewed or discussions created
- > Popularity within the community
- Number of fans

In many ways, social bookmarking is considered to be a form of collective intelligence. Collective intelligence based on a few trends in the marketplace, news, or other information can provide very important data to a third party observer. Filtering data has become even more important today as it provides insights and information on direct experiences with many of the goods and services available in the marketplace.

Planning Social Media Into Your Site

Social media offers the latest roundup of online technologies that is based on the concept of community. Sharing opinions, posting comments, participating in discussion boards, and simply exchanging media files are all facets of social media on the web today, and social bookmarking and networking are just a couple of these online activities.

Knowing how to develop your website so that it is conducive to social media applications can help you interact with your customers in a variety of new ways, and ultimately, lead to the traffic levels you desire. Increased traffic is a necessary result of innovation, and attractive websites that encourage user interaction are making the business of marketing much easier.

Social media sites encourage users to set up a profile and interact with other community members. Communities and niche channels develop organically, with limited effort from a company or site owner. By joining some of these networks as a business entity, you can create a valuable presence with a variety of customers and find out what they are most interested in.

Submitting valuable articles and content, and then sharing it in a niche community, is an excellent way to create a positive presence in the world of social media, but there are some specific steps involved when publishing on the web. SEO- friendly content is not the only way to develop a presence, as there is an element of interacting with community members involved as well.

But why is social media so important in your everyday business and marketing efforts? What role does it play in reaching your target market?

These are both questions that many website owners and businesses ask, and determining the effectiveness of social media will be a part of your internet marketing strategy.

Social media is quickly becoming one of the web's fastest growing online activities, a place for customers in a variety of markets and niche communities to learn, educate others, and interact with other buyers. As a result, it is in your best interest to track and gauge different patterns. Consider social media just one channel to accurately gauge your customer's interests, tastes, and preferences.

Each contributor is essentially volunteering testimonials on products, likes, dislikes, and other information that was once only available from direct market surveys or interviews. Social media platforms offer you some insight on what the customer truly wants at any given time.

Developing your website so that it uses at least two to three of today's leading social media technologies can help boost traffic with less and less direct marketing efforts. Consider the value for social media activities such as:

- Wikipedia
- Social networking communities
- Video sharing
- Virtual reality and events
- > Online audio episodes
- Livecasting
- Media sharing

Wikipedia Explained

Wikipedia is quickly becoming a valuable way for businesses to attract fresh visitors, simply through educating and informing them on a specific subject. Developing an article with your business link, and then submitting it to a Wikipedia directory, can easily help you reach a variety of targeted_visitors who have a specific interest in your subject. The only effort you need to make in this case is to provide a quality article or material, and submit it to the appropriate category on Wikipedia.

Wikipedia receives thousands, even millions of web visitors each day. Simply creating one link to your information can be all it takes to reach a wider audience. In the event that a visitor finds the information especially useful, you have the chance to join a social bookmarking network as well; social bookmarkers are always looking for valuable content to link to and submit, and you have a chance to join a new community with each submission as a result.

Social Networking Sites

Social networking communities offer another opportunity to join the social media channels. Every effort you make to identify your brand and web presence can be increased tenfold when you join a consumer-driven and user-generated community such as Facebook, Instagram, LinkedIn, or other social networking platform. These sites encourage regular interaction in a casual and conversational style; although you won't be submitting specific articles or content, you will be growing your brand presence with your users. IN addition, you can use the Search features on any of these sites to narrow down your target market.

This Big Time - Video Sites

Video sharing can work well in conjunction with your article and content submissions, and is becoming especially popular with social bookmarkers. Creating and publishing videos to deliver a message can easily be picked up by many social bookmarkers and shared instantly; the idea is to create something unique and creative so that more people are driven to view it—and ultimately, head back to your website!

Interactive Sites With A Focus On Events

Virtual reality and events are another way to attract new viewers to your website, and can create an instant impact with other marketing efforts. If you submit a press release about your event or the latest innovations on your website to different social bookmarking networks, the chances of increased exposure are much higher.

Making sure all of your submissions are tagged and indexed in the right categories will help you create a strong presence in the community; essentially, you are notifying your community of the upcoming event or news in press release form. If you catch onto a trend or other newsworthy subject, you can gain instant favor on a variety of social bookmarking communities such as Digg, Technorati, or Reddit. This is a great example of buzz marketing at its best, and can benefit your website promotion efforts in multiple ways.

Podcasting

Developing online audio episodes of content is quickly becoming a popular activity for bloggers and website owners, and including this type of media on your website can help you promote your work in a new way. The immediate attraction of audio on your website can also be submitted to social bookmarking sites and other media channels, and once you have a system in place for publishing these files on your site, you can start sharing the link on a regular basis. Sites including Digg and Technorati now have a section for podcasts and audio files; more people are becoming interested in simply listening than reading, and you can begin to reach a much wider market by taking advantage of this trend.

Streaming Media

If you have a business or website that can create news, tips, or advice, then Livecasting may be another opportunity for you. These segments of online video are designed to share an idea, showcase an event, or even stage a seminar. The idea is to generate enough interested users who 'join' the session from anywhere; livecasts are online events that can be used to generate buzz. A press release that highlights the event can easily be submitted to social bookmarking sites and directories for instant exposure.

Distributing Files

Media sharing is one of the precursors to social bookmarking and networking, developing from the concept of photo sharing and music exchanges. As these sites have grown, more people are learning to share and create profiles so that they can fit into different communities naturally. Flickr this is just ONE example, and you can create a small profile of your own to join. Always remember to include all ink back to your main website, as this will be the ultimate driver of new traffic.

All of these social media platforms offer you an opportunity to establish a presence within a community, and then start to network with other individuals. Always keep in mind that any piece of content that is published on the web has potential for sharing; the link is what will be submitted to social bookmarking directories and networks, and you can work on building a profile of your won, or counting on your customers to do this for you. The goal is to create a valuable and consistent presence in a variety of social media outlets so that the chances of being bookmarked and shared are much higher.

Web 2.0 Explained

Building a network of like-minded users and visitors is the basis of Web 2.0 applications on the web today, and social bookmarking is just one element of this growth. Web 2.0 sites are based on a few key principles that encourage interaction and sharing information with ease. By using tagging and breaking down information into keyword structures, everything is organized in a way that makes it easy to search and find specific information. From blogs to shopping sites, Web 2.0 has allowed new, media-rich applications to serve as platforms for all users. Sites such as Digg.com, StumbleUpon, LinkedIN, ThisNext, and dozens of others are building communities and creating networks.

An Internet Marketers Take

Web 2.0 applications are essentially doing what market research departments have been working on for decades; filtering information on consumers, and segmenting the market. Market segmentation is an essential part of consolidating demographic information, and has often been compiled through surveys, focus groups, and other market research initiatives. Web 2.0 applications allow many marketers to simply skip these steps; if your consumer market is voluntarily sharing information about their tastes, preferences, and other ideas through social bookmarking channels, it becomes much easier to learn and develop new tactics to keep them engaged.

Many industries can gain significant insights and information from experimenting with social bookmarking and networking tools. This concept of creating a knowledge economy is growing rapidly in areas such as:

- Retail banking
- > Pharmaceuticals
- > Education
- > Research and Development
- Communications
- Retail and Shopping

Social bookmarking allows marketers to:

- Segment and augment their market
- > Help with branding
- > Develop relevant RSS feeds
- Open up a platform for visitor comments
- > Monitor and track how specific products perform in the marketplace
- Increase revenues
- Reduce expenses

Social bookmarking is influential, and many sites develop a format where similar products, articles, or items are conveniently located next to the current one for easier navigation. This creates a more enriching experience for the visitor, but also helps track basic preferences for a variety of users. This recommendation concept has been very successful on shopping sites such as Amazon.com, and is gaining speed in multimedia, articles, blogs, and other information hubs as well.

Social Bookmarking And Its Effect On Your Site

In addition to the marketing and branding benefits of participating in a social bookmarking network, there are other benefits involved. The following metrics can be generated as a result of ongoing participation:

- More Traffic articles and submissions posted to social bookmarking sites can be tracked easily
- More Profits customers that are continuously participating in a specific genre or community are more likely to simply buy something through this portal or channel. This gives rise to increased revenue
- Higher SE Rank determining how well a specific product is doing becomes much easier as it reaches the high ranks of a specific community
- ➤ **Reduced Costs** social bookmarking and marketing on the web offer the added benefit of reduced costs. Businesses are more likely to reach a wider audience with minimal effort

Online Promotion

Social bookmarking offers many benefits to bloggers, consumers, and visitors, but there are additional benefits for marketers and businesses owners. Both of these groups can take advantage of a plethora of information readily available. Social bookmarking allows users to share and promote their tastes, preferences, and brand choices. Not only are they doing this without prompting, but there is an element of creating a network with like-minded users involved.

The old ways of conducting market research and finding out more about target markets and customers are long gone; with today's web tools and freely distributed

information, tracking down the target market and identifying new trends has become much easier.

It's interesting to compare and contrast the old and new ways of marketing on the web. When website and internet marketing first became effective, the most common applications included:

- Surveys
- > Online newsletters
- > Direct e-mail campaigns
- > Auto responders
- > E-mail collection services
- Visitor feedback through comments

With the surge in Web 2.0 technologies, blogging, and a higher level of interaction on the web, the focus has shifted to interaction and community building. As a result, the most common applications for marketers on the web today include:

- Blogging
- Social networking
- Wiki-style site building
- Online chat
- Vlogging
- Online events
- Social bookmarking networks

By seeing exactly what consumers are looking for online, a business or marketing team can even increase their own exposure in the right channels. Branding by increasing exposure is an excellent way to cut costs on marketing budgets; social bookmarking is an inexpensive way to simply 'insert' and include a brand in a growing consumer activity.

At a very basic level, social bookmarking allows users to create a profile and share information. When building a profile, users are looking for other people with similar interests. Any business or brand can create an identity and join various communities. By doing so, they can reach well beyond their target market and join various networks after a few simple steps.

It's easy to attract and maintain a steady presence by using the following guidelines when developing a submission:

- Make the content easy to read and understand
- Offer useful tools
- Use keywords
- Make the best use of tagging so users can find information with ease

The Basics Of Tagging

A large number of websites are implementing tagging systems in an effort to control and organize the information on their site, and categorize various pieces of data. A tag is a relevant keyword or term associated with a specific piece of information; it can be used to describe or represent a picture, media file, article, or product and is used by social bookmarking sites to organize and categorize the data.

In most cases, each media file or piece of information will have one or more tags associated with it. Tags are essentially a way for categorizing data, and are the critical first steps in developing a niche subject. Even though there may be some contextual issues involved with specific keywords, most tags become a part of a collaborative effort to organize all data available.

After collecting and organizing this data, the following options exist:

- > Facilitating networking
- Analyzing source tags and keywords (essential for article marketing)
- Increasing branding
- Improving user communications and interaction
- Developing new products
- Developing new blogs or online channels

How To Find Your Niche

A typical business can not only position themselves within each of their relevant channels on social bookmarking sites, but can also work on presenting themselves professionally after learning about their target market.

Tracking down the target market has commonly been done with parsing technologies and only possible after collecting large amounts of data based on surveys or other input. Many of these research studies are conducted by expensive marketing departments, and can take months and even years to consolidate.

Still, tracking down a target market is worth the effort; finding out exactly where potential customers are, learning about their buying habits, and engaging them in new ways of interaction with a company, can help improve brand presence and create a shift in consumer behavior.

With social bookmarking sites, the information about consumer behavior and preferences is readily available. Social bookmarking sites that create a community based on preferences pave the way for reviewing trends, patterns, and basically learn what the market is interested in at any given time.

Reviewing independent profiles and trends on a regular basis can make trend forecasting much easier. It can help with identifying market leaders, and learning

first hand from the consumer about feedback on specific products. Engaging within a community can help create a brand presence, but also learn about direct customer experiences.

Think Like A Web 2.0 Head

Social bookmarking offers many opportunities for marketers to collect information and learn about the behavior patterns of their customers, as well as firsthand reviews for particular brands and products. Social bookmarking sites are chock full of different perspectives and information, and all of this is stored in an easily searchable database.

Since like-minded individuals are creating tags on every item they post, it becomes easy to find relevant products and related subjects within each area of interest.

Social bookmarkers are primarily interested in learning more about products and ideas that interest them, and will network accordingly. They are more exposed to new information, whether this is pulled from blogs, media sites, or simply a product page from a business. The more involved marketers are with these social networks, the higher the chances of increased brand exposure. As more social bookmarkers participate in their communities, the buzz about a particular product or idea can easily be broadcast across multiple markets with very little effort.

The thinking process of a social bookmarker is relatively simple. First, they find an idea or product of interest. They then upload this information to the social bookmarking platform, whether this is a news site such as Digg.com, or a social shopping sites such as ThisNext.com. Next, they describe the product or idea, usually posting a brief summary that includes keywords and other relevant information. This is noted on the social bookmarking site's search engine, as well as the tags that are added to the item after this. Once complete, a picture or other media clip may be added, followed by the social bookmarker's signature (if it does not automatically get posted as part of the profile). Once submitted, the new item is organized and implemented into the appropriate category on the site.

Any new information posted to the site can now be viewed by the entire audience; subscribers to various channels will see new topics posted immediately, in a very similar format to an RSS feed on a blog. In either case, this fresh information will be on the 'roster' of all the people in that community. If others find it important as well, this increases the chances of sharing as they are more likely to 'note' it and include it on their lists.

But what does all this mean for the marketer?

Essentially, this means that the marketer or business can create unique content and products to *send* to various social bookmarking sites. Once they create a valuable presence, it becomes much easier to influence the decision makers in each and every community. This is the essence of social bookmarking and networking at

its best; community building can create a network of influence that can now also be enjoyed by marketers and entrepreneurs on the web.

Getting Big Time Traffic

Given how simple it can be to get information in front of influential customers, it only makes sense to take the steps to get on the front page. The front page of social bookmarking sites offers an opportunity for increased page views, visitors, and increased exposure across multiple channels. Getting on the front page makes it easy for millions of visitors to get the 'first impression' with very little effort. Still, it's not an easy process. Sites such as StumbleUpon.com, for example, can generate as much as 20,000 page views after just one showcase on the front page. But how is this possible?

The first step in reaching the top ranks is to develop a creative headline. All articles on social bookmarking sites that have some leverage contain a unique and compelling opening; they encourage readers to click on the link, and essentially draw people in. It may be helpful to brush up on article-writing and effective web copy to understand the guidelines for writing compelling headlines.

The next step is to right an appropriate description. Descriptions are essential for ensuring your captive audience stays with the article through completion. The first 10-15 words can make or break the article, and this is the time to keep the information short and concise but informative enough to keep the reader engaged. Some social bookmarking sites don't allow more than 150 characters, so you may need to edit the text down according to site standards.

After reviewing the headlines and description, you will need to make sure the first paragraph is just as compelling. You've grabbed the user's attention, and now it's time to continue on with a unique presentation. Posting irrelevant information may result in banning from the site, so it's important to stay within spamming guidelines.

If you are posting information from a blog, it may be simpler to just add a bookmarking button on the site. Bookmarking buttons can be pasted within a website or blog with some simple HTML code. You will simply copy the code and implement it on the site so that others can link to it easily. Or instead of adding bookmarking buttons one at a time from each social bookmarking site, you can run simple scripts that will add multiple buttons all at one time.

Once you've submitted your piece, it's important to network and 'socialize' with other people in the community. This can help you create an active profile with various communities, but also provide added exposure for relevant posts or links. Cooperation and collaboration on social bookmarking sites are essential for creating a valuable network, and you can gain an even more influential presence as you find the right networks and communities to join. Responding to comments, posting

information on other people's articles or blogs, and just staying connected to various channels will help you build a positive online reputation.

It's Vital That You Integrate Community Into Your Site

Building a brand in the offline world involves maximizing exposure and creating easy access to your business. Online, this takes the form of communities and social interaction. It is even more important to become engaged and get the right level of exposure on the web today, and community building is a part of this process. Joining relevant networks, providing appropriate content, and building an online profile are all effective ways to make this possible, and building a strong foundation requires some skill and knowledge about social networking overall. Ensuring that positive feedback, comments, and relevant information are posted is one way to promote a brand or identity with ease. As more readers begin to learn about your particular topic or niche, it becomes easier for them to associate and grow with you.

Where Your Business Fits Best

Finding the right networks and communities to join will take some time; you will need to set up your profile first, highlighting key areas of interest, tagging your information appropriately, and sharing the information in already-established web communities. After that, you can start communicating with other social bookmarkers to learn about the different groups available.

Many social bookmarking sites are organized by topic and subject, and you'll want to narrow down your fields of interest to about 4-5 different areas. If you are selling beauty products, for example, you may choose to set your sights on Fashion, Lifestyle, Shopping, and Style. If you are promoting a home products-based business, you may choose to focus on Stay at Home Mom groups, Entrepreneurs, and Small Business networks. It's important to think in larger terms when choosing communities and networks to join, as you can narrow down the crowds after entering and introducing yourself.

Introductions are very informal on social bookmarking sites, and are different than joining a discussion forum, group, or portal. On these sites, your ranking and seniority is largely determined by the date you joined, and the level of activity. It may also be calculated by the number of positive ratings or comments you have received, as well as a calculation of page views. Whatever the case may be, it's important to learn about community rules and guidelines, and then begin posting in areas that are relevant to your identity.

More Links For Your Site

Link building is a natural by-product of social bookmarking sites, since you are using your links and blog posts as leverage while you network. It becomes very simple to locate groups of interest, and then to proceed with sharing your links through article submissions and relevant posts. Building a profile with a link to

your website is the first step, since the more prominent your position on the network, the more that other community members will want to learn more about you.

Increasing links to your website can be done in a few different ways, without spamming:

- Commenting on blogs, articles, and posts and providing link back information of relevance
- Including your link as a tag on your profile name
- Making sure people are aware of new information that you have posted, by copying and pasting the link on relevant discussions or comments

These are all effective traffic builders for your website, and can start to spread the message about a particular topic or article of interest.

In the next section we are going to jump right into the huge list of sites that you have been wanting to get your hands on.

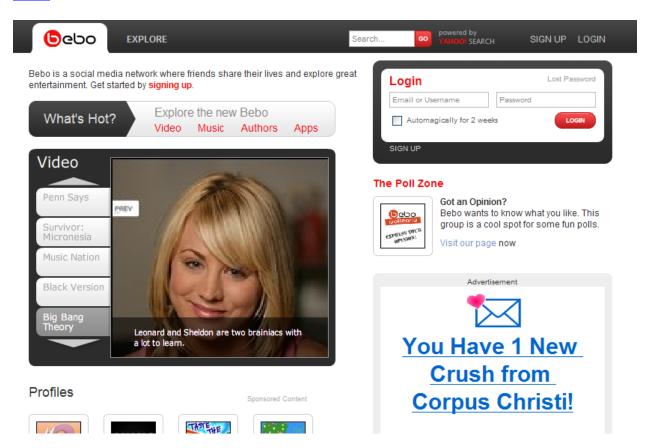
Remember, print this out and have a pen in hand so that you can put checks next to the sites that you want to use!

The Networks

This section is going to share a ton of sites that are directly related to professional life and business. These range from online business to career sites and business networking sites.

Make sure that you go through these and pick out sites that will match well with your online business type. If you are in the Internet Marketing or Business To Business market, these are the sites that you are going to want to take a focus on.

Bebo



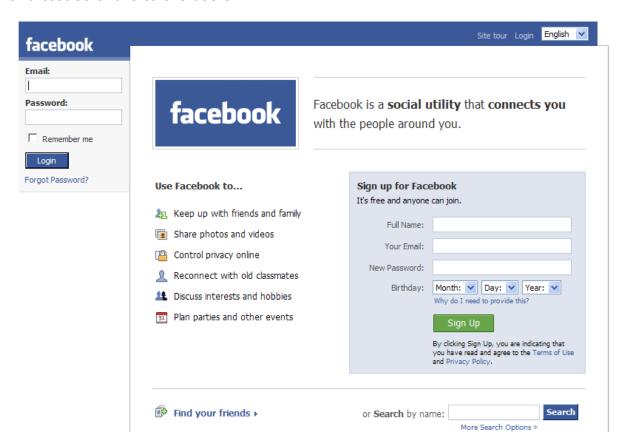
Eons

This is a social networking site create for the senior citizen and elderly crowd to allow them to connect.



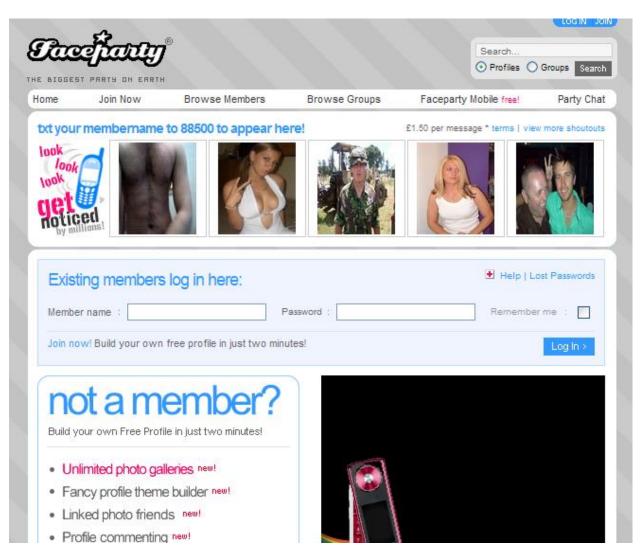
Facebook.com

This is the big up and coming social networking site that also allows you to create and test software to the users.



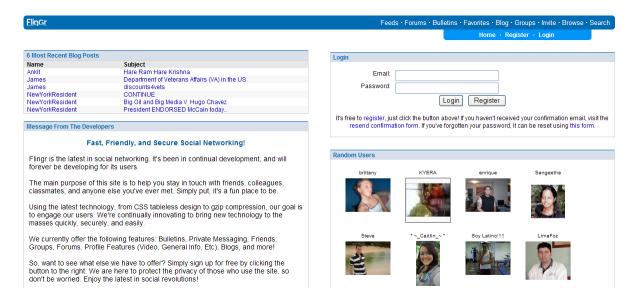
Faceparty

Initially a social site for UK teens, this site has blossomed into a full scale social network for all ages.

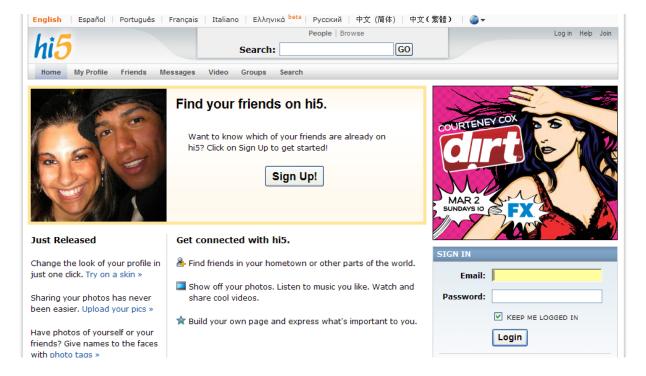


Flingr

This is a work and school social network that allows you to connect with people from school and your career.



Primarily and Indian based social network, this site boasts active users over 40,000,000.



Lovento

This is a social networking that allows you to connect with other people while also staying up to date on the news.



NetFriendships.com

This is a great social network for not only creating new online relationships but locating old friends.



Orkut

A simple social network that allows you to create and find groups of like minded people as well as network. While it hasn't really caught on in the mainstream, it is owned by Google so watch out.



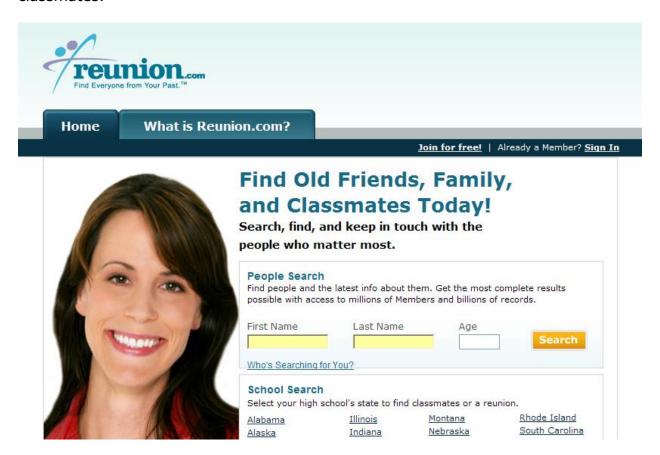
ProfileHeaven.com

This is a social networking site made for teens located in the UK.



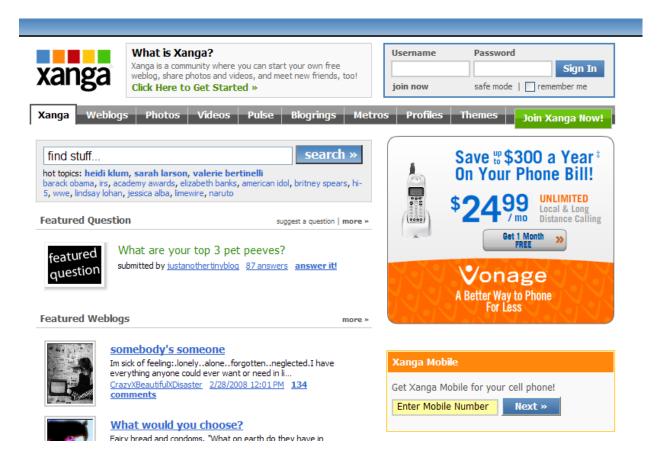
reunion.com

Just what it says. A site for creating a reunion of old friends, colleagues or classmates.



Xanga

This is primarily a video and photo based social network that makes uploading and letting others view your media easy.



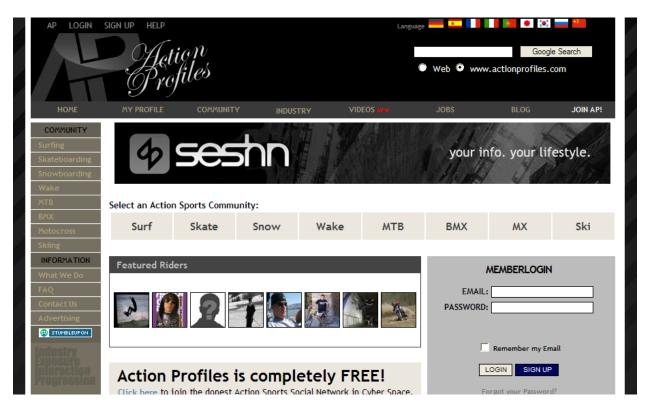
Drilling Down Specifically

These sites are mostly geared toward specific subject matter.

This section was included because it covers a wised range of niches, some of which probably connect well with your business and what you may be offering.

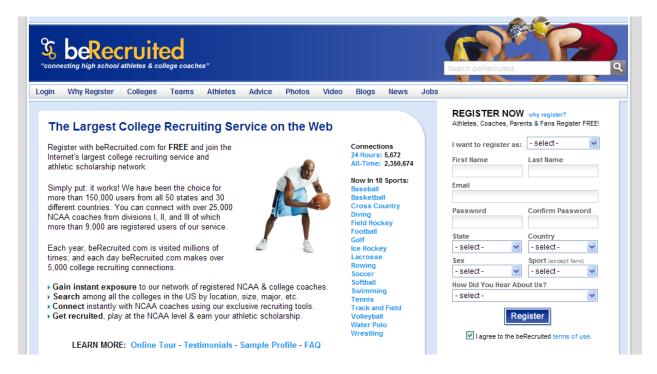
Make sure to go through this section carefully and make sure that you pick out all the ones relevant to your business subject matter.

This is a social networking site created for sports fans and enthusiast with the ability to post and look for sports related jobs as well.



beRecruited

This is as website for athletes and coaches in various sports to connect and make arrangements for joining a sports program.



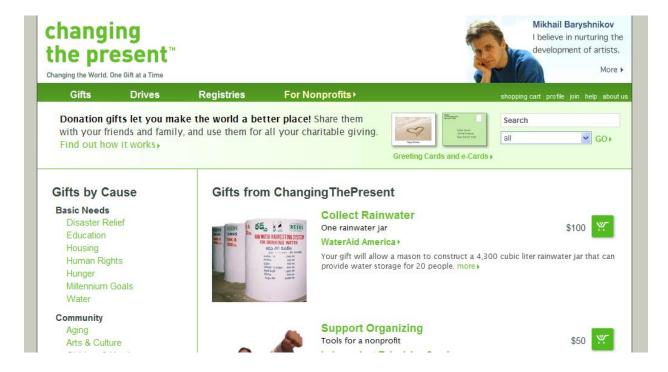
CarGurus

This is a car website that allows users to post reviews and photos and share opinions on their cars.



ChangingThePresent

A social network centered around non-profit organizations and allowing them to communicate and collaborate.



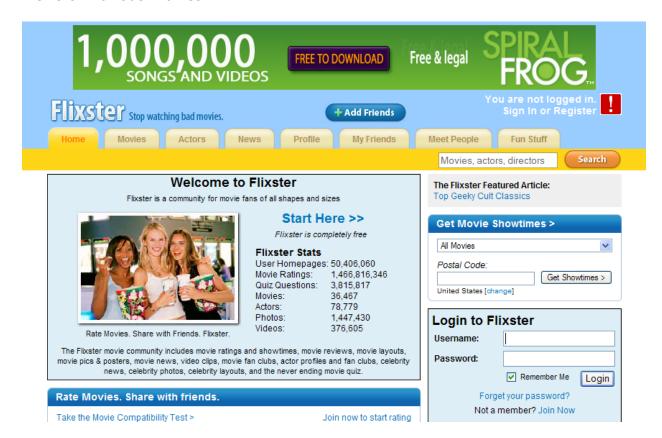
DailyStrength

A health based social network that allows users to share many kinds of medical information freely.



Flixster

A social network dedicated to allowing movie lovers to share their opinions and views on various movies.



Greenvoice

A social network dedicated to creating awareness of environmental issues by connecting online.



Motortopia

A social network for all kinds of motor vehicle lovers to connect and share options and pictures of their favorite machines.



MyDogSpace

A social networking site for your favorite dog!



<u>Uniteddogs</u>

Yet another social network for your dog that allows you to create a blog and share your opinions with others.



Community Language Learning Networking Sites

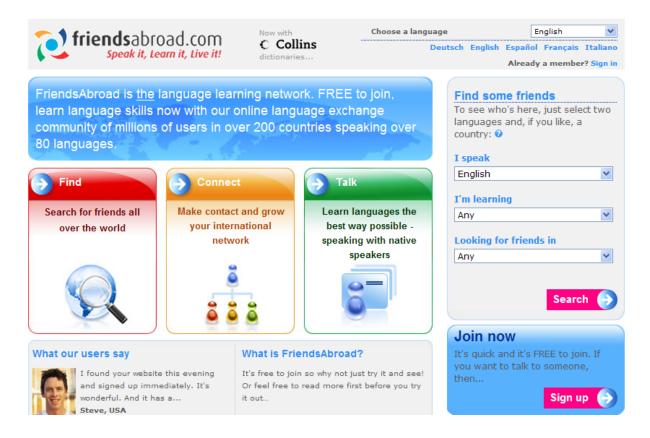
Chaula

This is an interactive pronunciation index that is created solely by the users of the site in assistance to people trying to learn to speak another language.



FriendsAbroad

Choose any one of 80 languages to learn using this social based community site.



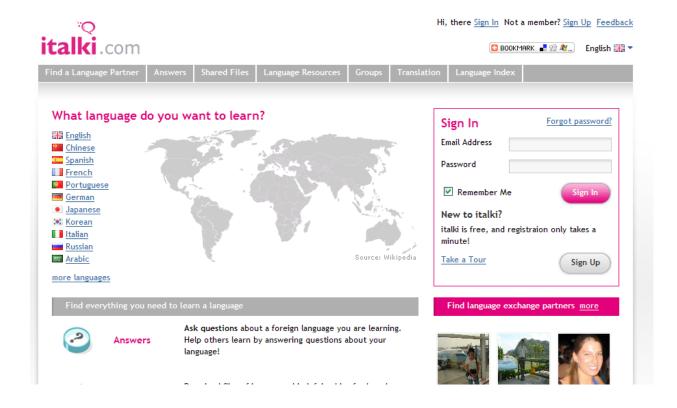
Huitalk

A site with articles and forums as well as interaction tools for people trying to learn a foreign language.



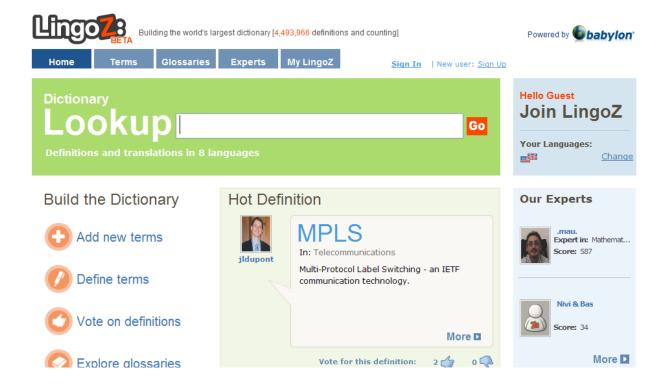
<u>iTalki</u>

This is a social networking site that allows you to find a partner to help you speak another language.



Lingoz

Answered language questions as well as an online dictionary combined with social interaction.



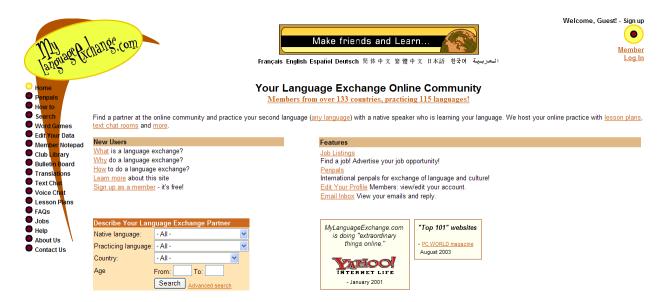
LiveMocha

A site that allows you to signup for language trainings and ask questions with other users.



MyLanguageExchange

A site that helps you find a language partner in the native language you are trying to learn.



Novlet

A social site that allows people from different languages to collaborate and share short stories.



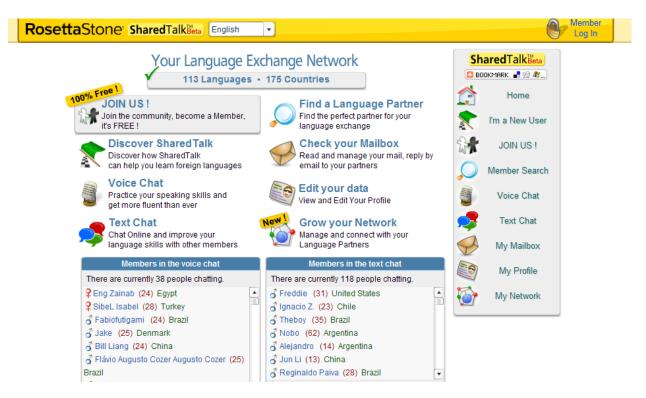
Open Language Archives Community

A site devoted to the research and documentation of learning different languages.



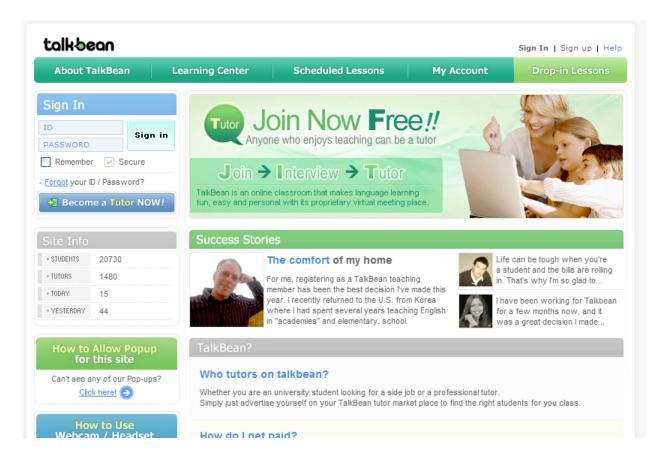
SharedTalk

A voice and text chat based social networking site devoted to learning another language.



TalkBean

This is a great site for getting paid to teach someone else a language. You can also find a tutor for a fee.



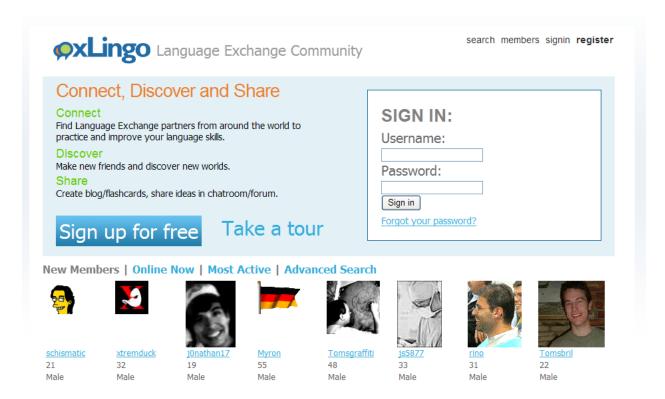
UniLang

A language resource community that gives users the ability to communicate.



xLingo

Find a partner to learn the language that you want to learn with and communicate with them.



Social Video

These sites focus around the biggest multimedia powerhouse on the Internet; video.

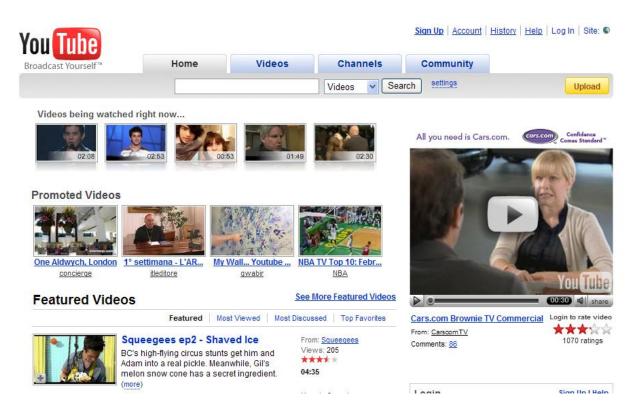
There's no doubt that video is huge right now and is going to continue to stay that way for a long time.

What you probably didn't know is that there are tons of video websites out there with a social twist that are untouched by business people giving you a huge opportunity to leverage them for profits.

Go through this section and find a video site that looks promising and start using it in your business.

YouTube

Obviously YouTube doesn't really need any introduction. It's the biggest video site on the Internet and doesn't show any sign of losing that title any time soon.



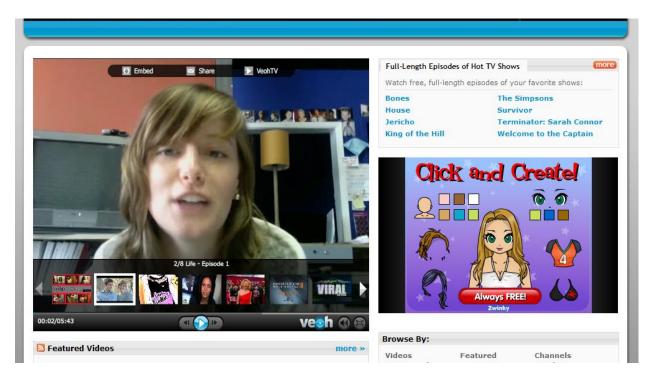
Google Video

Google's attempt at a video site before they bought out YouTube. Networking and sharing tools are available.



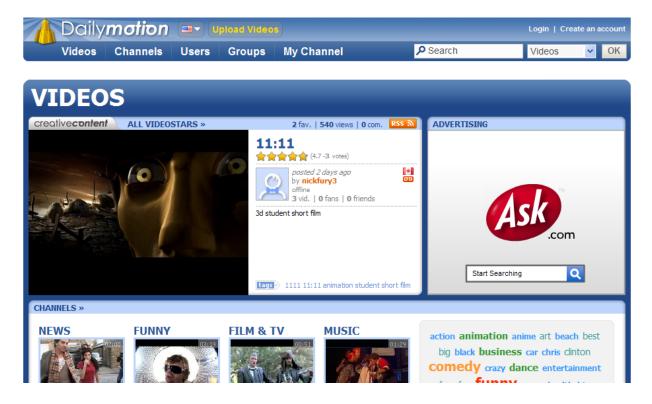
<u>Veoh</u>

A video site that is more dedicated to longer, feature length videos for sharing and viewing.



DailyMotion

Find people who are publishing videos that interest you regularly and subscribe to their feed as well as share the videos you like.



Metacafe

A self moderated community that weeds through all the garbage videos and ranks the good ones accordingly.



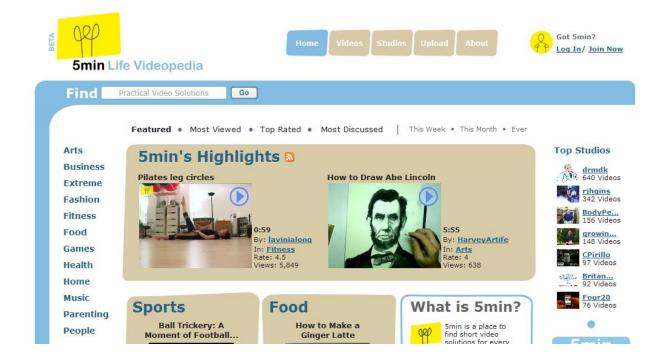
ClipShack

Keep a collection of your favorite video clips and share them with your buds on this video website.



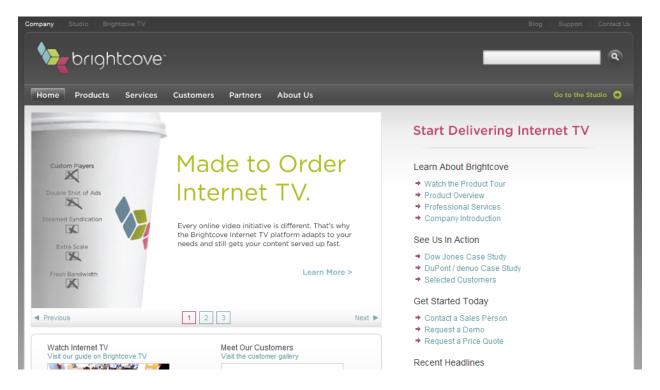
5min

A cool concept. Describe how to do something in 5 minutes via video.



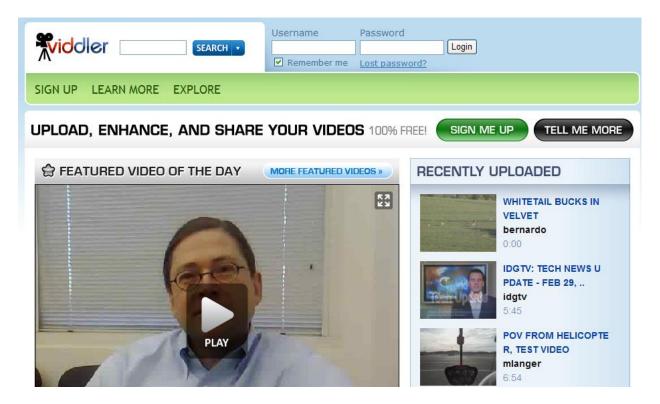
Brightcove

A channel based video and media website that allows you to find, save and share information that interests you.



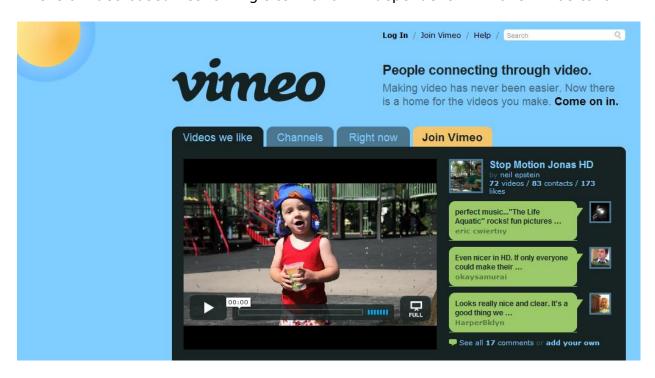
Viddler

A cool video site that lets you code a comment about a video to the time you want it to appear on the video.



<u>Vimeo</u>

This is a video based networking site with an "independent filmmaker" vibe to it.



Yahoo Video

Yahoo's attempt at online video. Good sharing and saving features al la Yahoo!



HelpfulVideo

Share what you know in exchange for a fee via video. Great way to make some extra money.



share your knowledge and skills sell and buy videos show stuff for rent and sale show your resumes advertise your business locally and worldwide all by video clips

Tools
Use helpfulvideo Tools to improve your experience and stay in touch

For Help about how to sale your video or website Help please go to ID# 547 video clip by using advanced search To sale your video NOW CLICK HERE

RSS Type the words of interest and click the link back here for RSS feed

Type the word(s) of your interest or video dip ID# number(s) divided by space Example: brakes car replace fix

search

category

animals buildings&constructions cars&vehicles catalogs







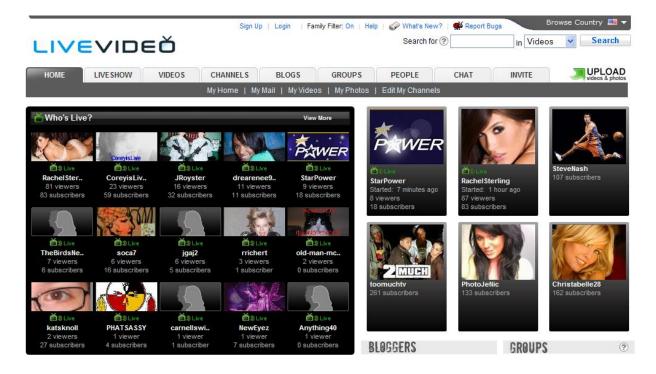




advanced search

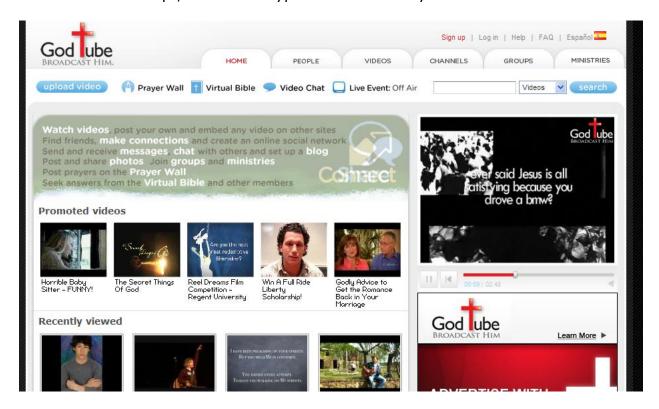
Livevideo

With this video network you can create your own channels to share your videos.



Godtube

This is a cool concept, a YouTube type site that's solely for Christian online video.



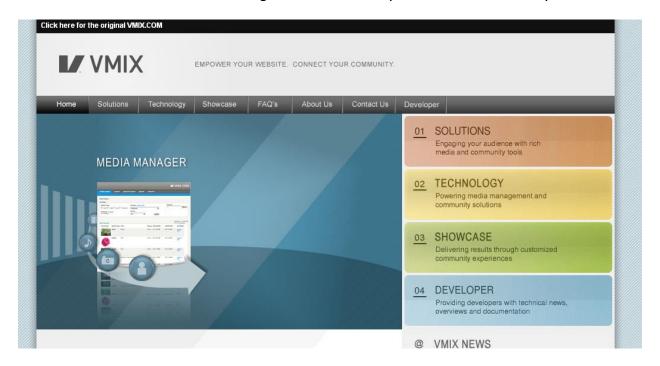
Coull.tv

You can add cool things within each video on the site using nothing but a few mouse clicks.



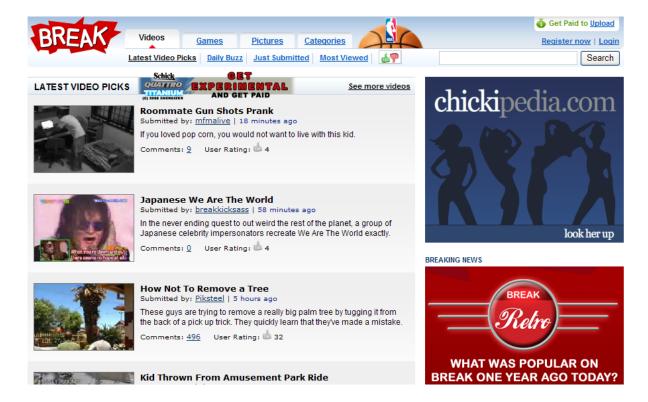
VMIX

This is a more strict video sharing site where every video is screened by a human.



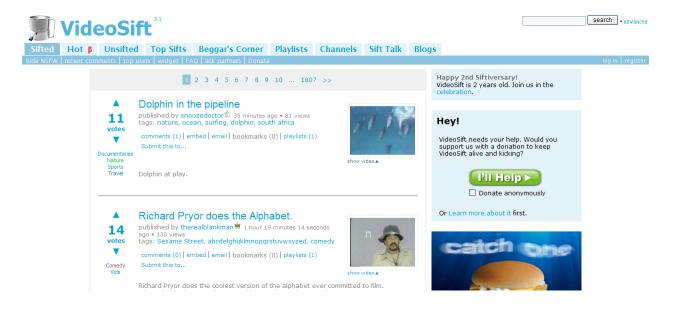
Break

A great video site for finding funny clips. Features include being able to share and save videos.



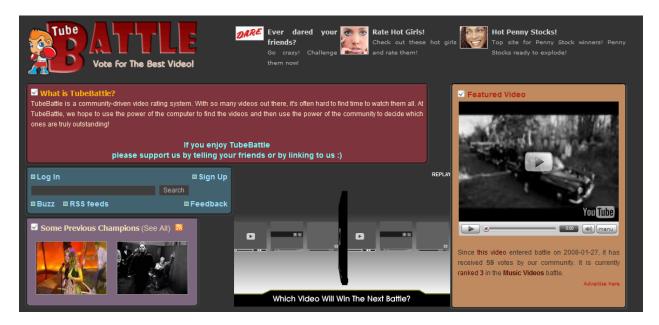
Videosift

This site lets you submit your own videos as well as share them and allow others to vote on them.



Tube Battle

This is a well organized video site with cool voting functionally that you can use.



Live Socializing

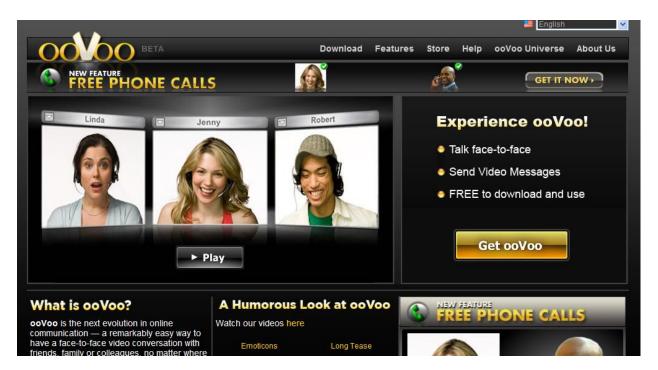
This is a social media that most people have never heard of or always associated with a "naughty" side of the web; streaming, live video.

Let me tell you, there are tons of websites out there that allow you to connect live via video in a mature and professional manner.

This section goes over those sites so that you can locate one that may fit well within our business model.

ooVoo

This is a video based chat website that allows you to communicate with others online.



Ustream

A site that makes streaming and adding video to your own website or blog fast and easy.



Visual Socializing

Pictures are huge on the internet. There are tons of websites out there dedicated to pictures and sharing them.

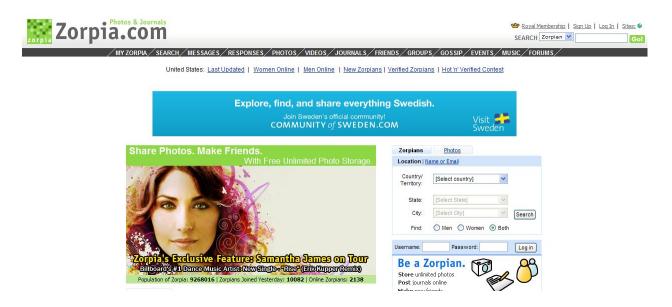
The good thing is that any business can take part in a social networking community revolving around images and generate targeted traffic.

No matter what business you're in. If you train cats, take pictures of that and label them as such to attract targeted visitors. If you sell internet marketing products online, take pictures of yourself and seminars or with products and then write a review with the picture.

Make sure to integrate at least one image based social networking site into your marketing plan.

Zorpia

This is a social networking site with a tight focus on sharing and viewing photos.



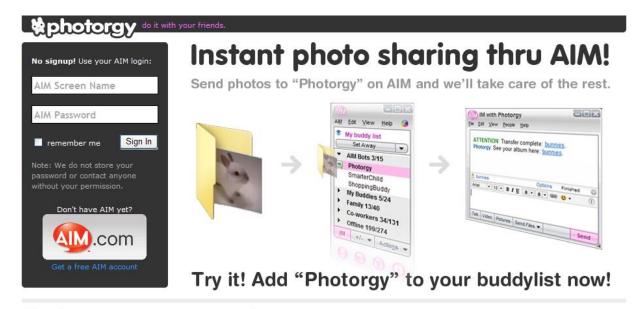
Snappages

This is a picture based social networking site with tons of features including online group building. You can start your own group and share pictures or join an existing one.



Photorgy

An easy to use photography sharing website that allows you to interface with AIM.



Check out some groovy new photos:







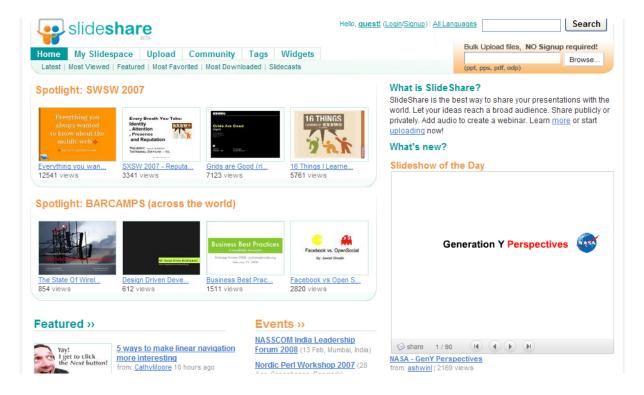






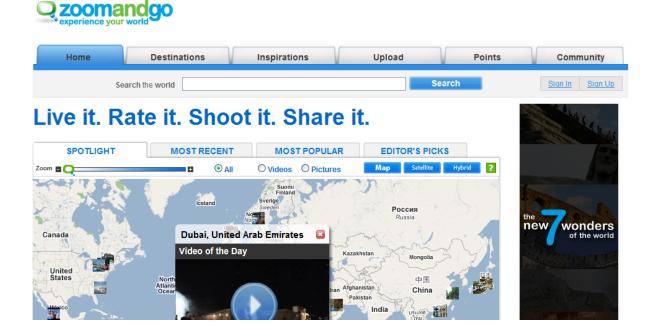
SlideShare

This is a pretty unique site in that you can share your presentations online with a community. You could share your Power Point presentation and get feedback and needed commentary all on this site.



Zoomandgo

This is a cool travel site that will actually pay you cold hard cash just to share your trip information, pictures and videos with their users. Once you share your information, you build up points that can then be turned into cash payouts.



Zooomr

This is a feature rich photography social network that allows you to share, view and comment on pictures. You can also sell your photos to make money or find photos that you need and purchase rights to use them.



Wrap Up

This first thing that I want to do is congratulate you for making it to the end of this book. You have shown a level of dedication that most people just don't have.

But the journey isn't over yet!

Make sure that you take the information that you've learned and start putting it to use I your business right away.

After all, information without action is nothing but information. Information alone can't make you a red cent so make sure you put some action behind what you just learned.

I have also included a bonus section at the end of this book in the form of an appendix that will show you how to add a plan for integrating social bookmarking into your business structure.

This is a powerful section that may help you really tie everything that you've learned together.

I hope that as you went through this manual you found a few sites that really matched up with your goals for your business. To make sure that you take action, take a piece of paper right now and write down the URLs of all the sites that you choose to get started.

This is your action list of sites to use.

Next, re-read the section at the beginning about social bookmarking and then read the Appendix at the end of this book.

Once you take these steps, you will be fully prepared to conquer the social media market and start getting traffic to your sites!

You've come a long way in this course!

This is the last section and a short but powerful one. This will help you develop a plan of implementation for social bookmarking sites and using them in your business.

Consolidating your efforts for an effective online marketing campaign will take some time, and you'll need to gather the right set of resources and tools to make the best of scripts and widgets available. Overdoing this on a website or blog is an easy way to turn visitors off, and you'll need to use only a few social bookmarking tools to start networking effectively.

Making A Plan

In addition to social bookmarking efforts, there are other ways to develop an online marketing strategy. You need to develop as much visibility as possible on search engines, and the more exposure you receive from customers sharing links of your website amongst each other, the higher the chances of getting high search engine rankings as well.

The most common ways to reach your target market include:

- Creating focus ads on websites
- Creating sticky ads that require visitors to click on the link
- Developing a strong search engine presence
- Joining paid inclusion sites
- Developing email campaigns
- Joining social networks

Focus advertising involves using search engines and website links to create direct response. These types of ads allow you to search and find new markets, increase market share, and reach a targeted audience because the ads only appear on particular websites and niche markets. Pop-up ads and banners aren't always the right formula for attracting attention; this is why 'sticky ads' are another option for many marketers, allowing customers to express interest by clicking on a link instead. Sticky ads can be designed to be informative so that they reach the right audience with impact. They may include graphics, animation, and key phrases that

exemplify the company logo. However these are cleverly designed, the chances of having consumers share a unique ad or creative content on a social bookmarking site are also relatively high.

Developing a strong search engine presence is another element of effective online marketing strategy, and will allow you to reach a higher level of visibility with your target audience. Determining which keywords are relevant to your business is the first step. You may also use keyword selector tools such as Overture and other options to establish a set of attractive keywords; this makes the process much easier, and you'll be able to keep track of the highest paid keywords and content.

Search engines essentially give you the largest audience as well as the maximum amount of exposure. It's important to be mindful of search engine submissions services that may result in your website being de-listed. Maintaining an effective search engine presence will require time and patience as you work on updating the site, maintaining consistency with quality content, and gaining exposure through social bookmarking networks.

Search engines rank websites based on the amount of time they have been established on the web, as well as the quality of the website. Google places a high level of importance on the number of websites linking to yours, and achieving a high Google rank will help you increase credibility for your site as well. Making sure your site is submitted to the major databases such as AOL, Yahoo!, DMOZ, MSN, and Hotbot is essential for your long-term presence.

Paid inclusion sites offer another way to join the high ranks of search engines, and these will get you to the top of directories for maximum market saturation. Yahoo.com offers paid inclusion services for just under \$300 per year, while other sites range from \$50-\$75 per link ad.

Multiple groupings and exposure across many search engines, it is important to understand that the URLs that you are paying for may be difficult for some search engines to follow. As a result, many businesses choose to use Pay Per Click Ad programs instead. These will reach a larger audience, and can lead to increased page views after a very short period of time. Google actually offers the least

expensive pay-per-click option. This search engine allows you to place individual ads above other products and services in just the same way as Yahoo, except these ads can reach a much larger audience.

E-mail campaigns have grown in scope and size over the years, and are still a valuable way to reach your target customer. E-mail tools can help you create an effective newsletter or articles to share, and these articles work very well on a variety of social bookmarking networks as well. You can simply copy and paste link ads into each newsletter, and this can track response rates as well. Partnering with other companies or businesses to cross-promote e-mail campaigns can also help you to reach a larger audience. Always remember that anything that seems valuable to just one person has the chance to become listed on their social bookmarking network. Making it simple to add your content to a social bookmarking network is essential!

Finally, joining a variety of social networking communities will help you gain a high level of brand exposure and help to develop a sense of place for your company. Simply exploring a variety of networks can help you discern which communities have a high level of consumers that fit your target market, and which ones can offer the highest return of investment. As you begin to build a presence on an effective social networking site, it is important to follow all community guidelines and ensure that you are maintaining a positive image throughout.

Would your Business Benefit from using Office Management Software?

Are you looking for more efficient ways to run you company's office? Or, are you an office manager who is looking for easier ways to effectively do your job? If you are, you may have examined office management software. Although office management software is a great way to ease the use of many office management procedures, it is important to remember that this software isn't right for all businesses.

When it comes to determining whether or not you should use office management software, it is advised that you take the time to examine office management software and its advantages and disadvantages. These advantages and disadvantages can help you make a well informed business decision. A few of the most influential office management software advantages and disadvantages are outlined below for your convenience.

One of the many advantages to using office management software to your advantage is the choices that you have. For example, you have a wide range of products to choose from. These products are not only made by different software developers, but they also tend to come in a number of different versions. These versions most commonly include deluxe and standard. You can also purchase office management software from a wide range of prices, from a number of different retailers, both on and offline.

Office management software is also known for its easy learning curve. With that in mind, it is important to focus on the software features available and their simplicity. Before purchasing office management software for your company, you will want to thoroughly examine each program that you are interested in. This can typically be done with the use of video tutorials, screenshots, or free trial periods. In addition to ensuring the software program in question has the features that you want and need, this also gives you the opportunity to make sure that the program in question is one that is easy to use. Ease of use enables you to get a larger return and a quicker return on your office management software investments.

Although there are a number of advantages to using software to help you or your office manager manage your office, it is also important to focus on the disadvantages to doing so as well. One of those disadvantages is the cost.

Depending on the software program purchased, you could easily spend hundreds or

even thousands of dollars on office management software. With that in mind, it is important to remember that office management software will likely pay for itself overtime. This is because office management software is designed to simplify office management. This simplification often results in better communication, on time project completions, and an overall increase in productivity, which, in turn, can save you and your company a considerable amount of time and money.

Another disadvantage to office management software is implementation. Although easy to use and beneficial to most offices, office management software needs to be used and in the proper way. You cannot always guarantee that your office manager or other staff members are using office management software to the best of their ability, unless you verify for yourself. This verification may take time on your part, but it is important, especially when first getting started. You may want to start with your office manager, as they can later ensure that all office personal are properly using their own office management software programs. Once everyone is all on the same page, in terms of software use, you may start to see an improvement in the managing of your office almost immediately.

As previously stated, office management software should not be purchased without some form of examination first. The good news is that many office management software suppliers offer free trial periods, some of which last as long as sixty days. So take a look, even trial it, you may find the right software to make your office more efficient.

Placing Social Bookmarking In Your Business Effectively

After choosing the most effective online marketing strategies, you'll be able to better connect social bookmarking into the whole equation. Social bookmarking is essentially an avenue of opportunity for your target market to market *for* you. By finding useful information on your site, your links, or any other content you post across a variety of channels, the chances of the word-of-mouth phenomena are increased tenfold.

Developing relevant content is the first step in effective social bookmarking; without it, your potential customers and target market will have nothing to link to. As your site builds in traffic, making sure that social bookmarking buttons are implemented will help people get involved at a touch of a button. You will no longer have to take part in extra direct marketing efforts when your social networks are thriving and providing plenty of link backs.

Getting Exposure Using Social Bookmarking

The simplest way to direct visitors to your site is to simply provide relevant links. You'll want to ensure that a link to your main website is always included on any profile pages and signatures, and even sending out an e-mail blast that highlights which social bookmarking networks you are on can help you create some momentum.

Ensuring that all visitors can see which social bookmarking sites you are linkable to is the next step.

Your Website & Social Bookmarking

Bookmarking scripts are the code used to place widgets on your site, and are the first step in developing your network. When a web site visitor registers with any of the web's social bookmarking sites, they create an account where they can simply click a button to save the link. The bookmarking site then keeps track of the number of votes per link, and can give you a strong idea of what is popular at any given time.

In order to make this process more efficient, you will simply need to place some code on your site that puts the button right under any article or piece of content. This makes the steps a 'one-touch' system, and encourages your site visitors to start interacting with your website in fresh new ways.

You'll want to start by implementing the set of code for each social bookmarking site and widget; you'll want to select only 4-6 different plug-ins to avoid overloading the site with too many distracting logos. The most common social bookmarking sites to choose from include:

- Del.icio.us
- Newsvine
- > StumbleUpon
- Windows Live
- Google
- Rawsugar
- Digg
- Netscape
- > Technorati
- > Yahoo MyWeb
- Magnolia
- > Spurl
- > Furl
- > Reddit
- > Squidoo
- Ask
- Ning
- > Tagtooga

Each one has a different set of code and logo for those sites adjacent to a new post on a website. You'll want to download and insert the entire code with images directly in the area you are interested in posting to. Each site offers specific directions on how to do this.

Well, that's officially the end! Get moving and start implementing all of the ideas you've learned at the little known sites you now know about!

I'll see you on the side of success.