

Guide To Branding on Social Media Networks

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Introduction

Marketing and Advertising are two key factors in making money in any business and internet businesses are no different. If you own your own website and are trying to make money with it, there is no way around it...you need a way to drive traffic to your website in order to generate sales and make money.

Now, while there is no way around having to drive traffic to your website in order to earn money. There is a way around having to pay for that traffic. That way is free traffic and advertising.

And that is exactly what this e-book is all about.

In this e-book you will find the simple, proven and effective ways to get free advertising and traffic so you don't have to spend money on driving visitors to your website.

Why is this so important?

Because when you think about it, what is the biggest most expensive part of your business that eats away at your profits the most? In most cases it is the advertising that eats away at your profits and takes money straight out of your pocket every single month!

The methods and advice in this book will allow you to simply take away the largest expense of your internet business, and that's worth a lot (however much you spend on advertising).

CHAPTER #1: Reasons To Use Social Networks For Internet Marketing

People who are involved in e-commerce understand how marketing can be very expensive. In order to have sales, marketing your products or services to people who are in need of them is vital. Social networks present a viable internet marketing alternative or supplement. Here are 3 reasons why you should integrate social networks into your marketing plan online.

Social networking websites are known to attract a lot of people. It has been said that the top 10 Social Networking websites receive about 45 percent of the total number of active internet users. This really is a proof of how powerful these websites can be.

One very good example of a prominent and extremely prolific social network is MySpace. Websites such as MySpace give access to people of various interests. For social networking website owners, the main benefit comes from the content that social network users produce and lodge in their site. The following are the three benefits to business owners and internet marketers.

Number 1: They give you a large market to sell to

If you are apprehensive about integrating social networking in your overall marketing plan, recall what the Fox Interactive President said during the Web 2.0 Summit. He noted that MySpace has managed to acquire acquiring a user base whose number is equivalent to the population of Buffalo. Imagine how large this is. This represents millions of users from around the world that you can sell and market to.

Using social networks for marketing purposes is very good strategy. Millions of users are attracted to these networks. Entice these visitors to visit your website and youâ€™ve got it made. Getting this many visitors through other marketing means can really cost a lot, but if you use social networks you can get it for free.

Social networks like MySpace open the gates for e-commerce businessmen; these sites provide you a place where you can market your products.

Number 2: They make targeted marketing easier

Social networks consist of several sub-networks to which one can gain access. These sub-networks have pre-filtered members and users so a business owner can easily pick and choose groups which he is targeting or whose members may be interested in what he has to offer.

It is amazing how deep a social network can go. It is truly a very fertile ground for oneâ€™s targeted internet marketing efforts. All youâ€™ll have to do is browse over the groups and find people who may be interested in your products and services.

Number 3: They have enormous potential for boosting site traffic and sales

Though some webmasters still consider social networks as a fad meant only for teenagers, most businessmen have realized the social networksâ€™ potential for boosting site traffic and sales. Online and real-world entrepreneurs alike are flocking to social networks. Affiliate marketers are not to be outwitted, and they have begun promoting the products of their affiliate partners in social networking sites. Fad or not, creative and strategic use of social networks can really boost a businessâ€™ earnings.

--- Just Remember ---

Given the wonderful opportunity that social networking sites offer, one can easily get carried away in his marketing campaign. You must remember, however, that as with any marketing method, tact, subtlety and strategy are all required. This is especially true for social networking sites since they are truly not for marketing purposes. Thus, you must never be too obvious about your efforts to sell. You should always couch your marketing pitch in a manner both personal and engaging. Go here to learn more about branding on social networks: BrandGoLive.com

CHAPTER #2: Website promotion via social networking, search and bookmarking

If you have been trying to get traffic to your site without paying for it, you must know by now that participating in online communities is one of the best ways. There are many different types of online communities that you can join and most will help you get a certain amount of traffic to your site. For this article, I will focus on only three types. Most commonly, new webmasters try to promote their website by subscribing to an online forum or a news site such as Slashdot or Digg. In addition, there are two other overlooked communities that can help you drive lots of traffic to your website and that includes social search engines and social bookmarking sites.

When it comes to using an online forum or news site as part of your marketing campaign it is important that you remember the most essential rule and that is, do not spam. Make sure that you are actively participating in the discussion and that you are not there just to promote your website. Many of these forums such as Slashdot and Digg use a moderation system that allows other users to give your posting such a low score that the vast majority of people will never see it. This is what will happen to you if you spam the forum other than of course getting banned all together. If you add meaningful comments to a discussion, other users will become interested in what else you have to say and they will visit your website either via your signature or your profile.

In addition, social search engines have, recently, been gaining popularity. The internet consists of billions of websites and dishonest webmasters have been busy keyword optimizing their sites just to profit from AdSense. It has become very difficult for surfers to find the most relevant sites to their queries. Even Google's results even though the best compared to other search engines often are not the most relevant. In an effort to avoid this clutter, web users are coming together in social search engines such as Rollyo.com to create a searchable collection of websites with useful content. If you are a webmaster and you want to promote your content rich site and your search engine optimization is not working then you might want to consider submitting your website to one of these social search engines.

Finally, social bookmarking sites such as del.icio.us are becoming very popular and you can definitely use them to promote your site. In social bookmarking, you store links to your favorite websites online so you can access them from any computer that you are using. Most importantly, you can make your collection of links public so that others can also use them. In addition, you specify a set of tags for each link that you submit. You and other web surfers can use these tags to search for links of similar interest to their own. This is how you can promote your site. Simply bookmark your site and tag it with the most relevant keywords. Then, when other people search using these keywords, your site will come up and they might pay you a visit. If people enjoy your website, they might bookmark it themselves increasing the chances that others will come across it.

CHAPTER #3: Social networking sites keep visitors coming back.

These days, if you want to make sure that your getting, holding, and retaining website visitors that are hungry for whatever it is that you might have to offer then you will want to make sure that you keep up with the new trend of social networking.

Having the best computer systems or the new how to book that will revolutionize some industry or an awesome recipe that makes spam into a tasty treat is just not enough to entice internet shoppers to purchase your product anymore.

With all of the research tools such as the amazons, and google search enabled, price comparing websites, shoppers are only going to become returning loyal shoppers when they feel that they know you and can trust you and that you offer some distinct content that they can identify with.

Net savvy consumers are not going to trust strangers with their money anymore regardless how good a product or service might actually be.

Social networking sites are seeing strong growth and have developed a unique online presence that is continually refreshed by user generated content, and this promotes ongoing consumer interest and visitor loyalty.

So where are the visitors that you want and need at your web- site gathering and more importantly, returning and staying?

According to Nielsen//NetRatings,

MySpace.com heads the list with 38.4 million unique visitors and a year over year growth rate of 367 percent. Blogger takes the Next position at number 2, garnering 18.5 million unique visitors and growing 80 percent year over year, followed by Classmates Online with 12.9 million unique visitors and a 10 percent year-over-year increase. Rounding out the top five social networks is the New on the scene "YouTube" and the old guard and standby "MSN Groups" with 12.5 million and 10.6 million unique visitors, respectively.

Although it's not certain yet how strong these social sites will become given the youthful nature of most of their clientele, it is certain that they will not be going anywhere soon.

Those youthful members of such online communities Buy, and when they do, they also tell their friends, "a lot of friends" about that cool new widget that they just bought from a great website that they found from their network.

Repeat visitors are up to 8 times more likely to make a purchase than a new visitor according to a study by "study by WebSideStory".

The normal conversion rate of between 1.5% and 3% for new visitors has never been much to get excited about, but with an estimated 45% of all internet users spending more and more of their time at MySpace, MSN Groups, and elsewhere, website trade is also growing at a tremendous pace with up to 23% conversion rates not uncommon.

CHAPTER #4: Social Networking for Business

Usually organizations have a common theme, and it is an understood implication that all members participate to improve themselves and their businesses.

Whether it is a chamber of commerce or a trade association, members have common problems, issues and concerns. By sharing issues and resolutions, members can benefit by the experience of others. Many business owners participate in organizations, not only to network, but also to hopefully circumvent some of the pitfalls encountered by other small businesses--learning from others.

Networking Tips.

Many trade organizations provide forums for networking. In some cases, these might be private online newsgroups, casual meetings, or even professional events with speakers. In order to take full advantage of these networking opportunities consider these tips.

Who You Know.

It is often not who you know, but who they know. I can't tell you the number of times I've seen someone put-off someone who is clearly a beginner only to learn that the "beginner" is the brother or friend of a contact they've been trying to meet for weeks.

Honesty.

Be honest. Pretending to be something that you are not, or implying you can deliver a product or service that is outside of your abilities, will foster an environment of distrust and potentially harm your reputation. Keep in mind that networking is vital and if promises are not kept, word will spread. Establishing yourself and firm as an honest, reputable company.

Professional.

Keep conversations to strictly business subjects. In a business environment, it is important to focus on safe non-emotional topics. The last thing you want to do is alienate or offend a potential client because of an outspoken view on a controversial topic. There is a time and a place for everything and discussing political views or cultural issues is not a generally accepted business topic. Bearing that in mind, it is also important to be aware and sensitive to cultural differences. The Internet has opened doors to a global market and respecting cultural differences is critical to establishing strong business relationships in the global marketplace.

Socialize.

Now is not the time to be a wall flower. Whether you participate in social business events, or monitor trade forums, it is critical that you participate. Participation will help you distinguish yourself in your industry. Attempt to remember individual personal details and foster introductions among others in the industry.

Positive.

Stay positive. It sounds simple, but it will really impact how others view you. If you are constantly negative and pointing out the flaws in others, it will reflect on how others view you. Presenting the best and positive business experiences will enhance your image.

Help.

Provide genuine assistance to others. Whether or not they are able to reciprocate, networking is vital? vital?. Helping others will establish you as a useful member of your business community and will endear you to others. If you are unable to help an individual, attempt to refer them to someone who can.

Research.

A little research goes a long way. Be sure to research people and companies in your business community. Knowing their common goals and interests will build topics for discussions.

Acknowledging the need to connect with others to grow and expand a business may seem like common sense. Cultivating business relationships and interact with other small businesses is often mutually beneficial and should not be underestimated.

Networking is about building relationships and mutual interaction benefiting both parties. Being proactive and following up, you can have a network of contacts that you will be able to access quickly when you need them. Whether by more traditional means, such as in person or over the Internet, personal networks are essential for furthering your business. Relationship networking is give and take, be sure to help others in your quest for help.

Have you claimed your name/brand name on leading social media properties? If not, go here:

BrandGoLive.com

CHAPTER #5: Social Networking - The Next Great Marketing Medium?

There has been a virtual explosion of social networking sites in the past couple of years. Even the big players like Google, Yahoo and MSN are getting into it.

With so much interest in how social networks work, one begins to wonder if there is marketing potential within these social networks?

I've been watching social networking for some time now. In fact I'm a member of various social networking sites including <http://www.myspace.com/> and <https://www.linkedin.com> just to name two.

I joined partly because I wanted to see what they were, but more importantly to see what impact social networking would have on SEM in the coming years.

I've been a member of various services for some time and the reach these sites have is incredible.

For example, from my LinkedIn network of seven people I have an expanded network of over 12,600 people.

Imagine that - I'm only a click or two away from close to 13,000 other people who share my similar interests ranging from what I like to watch on TV to work I could provide to them.

Through my connections and their connections, I'm connected to people ranging from the American Cancer Society, to Sun Microsystems to the University of Texas to Google.

But what marketing opportunities are there for Social Networking?

Well, let's look at MySpace.

MySpace is one of the top sites on the Web today. It racked up 9.4 billion page-views in August 2005 (more than Google) and new users are signing up at a mind-boggling rate of 3.5 million a month.

MySpace is typical of where today's 18-30 year old goes to manage their digital life. It allows users to post photos of themselves and their friends, create a blog, list their favorite bands, view and share videos, suggest things to do and lists a set of people they consider friends. It is on this "Friends List" where most of the opportunities lie.

All thirty million plus users of MySpace have a friend's page that lists people that person considers their friend. This is a list of people that they are interested in talking to and about, as well as hearing from on a regular basis. Once you add someone as your friend they can send you emails, comment on your photos, read your blogs, as well as leave messages that you can then share with others. This is an opportunity for instant feedback about you.

The ability to add friends to your page is key for marketing to MySpace users. According to Courtney Holt, head of new media and strategic marketing at Interscope Records, "This generation is growing up without having ever watched programmed media." "They don't think in terms of the album, and they don't think in terms of a TV schedule. They think in terms of TiVo, P2P, AOL, and of course MySpace."

You can see how this could grow.

Let's say you create a MySpace account to talk about your product or service. You blog about it and search for others that may share your interests.

You then invite them to be your friend. When they become a friend you start your "soft sell" pitching your product to them.

As they grow to appreciate it, they start blogging and sharing it. Soon hundreds or even thousand of people are talking about you and your product or service.

Don't think this will work?

Let me give you some examples. There are many bands who have gotten their start on MySpace. Simply by hosting some of their music online and blogging about themselves they developed a following. Soon they had record deals and contracts lined up.

Of course to use services like MySpace you need to have something this target market needs. If you don't then you probably shouldn't put too much effort into MySpace.

But that doesn't mean other social networking opportunities should be overlooked. As I mentioned above, LinkedIn is more of a professional introduction service. If your product or service fits here then by all means explore it further.

And there are others as well. Services such as Yahoo!'s MyWeb, Flickr, <http://del.icio.us> and more.

So if you've ever wondered what other online opportunities could be out there, consider [branding via social networking](#). It could be the next great online marketing channel.

CHAPTER #6: Social Marketing Means Higher Sales Conversions!

In this new frontier of SOCIAL MARKETING, you can spike your traffic FAST, and if you do it right, you get LONG TERM search engine traffic too. It's really the best of both worlds. Free traffic and higher search engine rankings!

Plus! Higher Conversions

Here's the final key ingredient... and that's the fact that social marketing means that the huge flood of EXTRA traffic you are going to get on your site is already PRE-SOLD. You already have a relationship with them... and they are going to convert into customers at a rate you haven't seen since your grandmother visited your lemonade stand when you were a kid.

It's this simple... people like to buy from people that they already know, like, and trust. And your social marketing campaign will give you the kind of presence so that people already KNOW you, LIKE you, and TRUST you before they even hit your web site. It's not rocket science.

In a recent test performed by a well respected marketing analysis firm MarketingExperiments.com, a site that runs online tests and records the results in their newsletters. They recently concluded a 12-month test where they measured the results of social marketing versus buying paid traffic to a series of 4 sites.

Here is what they found:

Using social marketing, they were able to generate over 93,000 visitors to their sites, paying an employee to do the social marketing work for a total of \$3600 during that time, resulting in a total cost per visitor of 4 cents.

Then they ran a one month test driving traffic from Google AdWords. Using that strategy, they obtained 2,057 visitors after investing \$1,250 in click costs, resulting in a cost per visitor of 61 cents. Four 4 cents versus 61 cents - social marketing yielded a 1,427% better return on their investment. Not bad!

By now I'm sure that you're foaming at the mouth, wanting to dive in and take advantage of the huge opportunity that Social Marketing presents.

My newest product devoted to applying the techniques of getting traffic from social networking, involves three sites that will get your social marketing off to a great start. They are MySpace, Facebook and Twitter. In my videos I show you why they work and how to set them up to get the fastest results.

There are no secrets! It's all about creating a presence on each one, developing friends and a relationship with your friends! The rest (traffic) comes naturally when you use social networking the right way!

CHAPTER#7: Internet Marketing - Advertising on Social Networking Sites

When you are looking for different places where you can use your Internet marketing skills, then you may want to check out some social networking sites. However, before you start using these kinds of sites, you may first want to know, what is a social networking site and how can it help you? Well, a social networking site is a place where tons of people go to hang out online. This is a place where people will spend tons of time with friends just chatting the day away. Now that you know what social networking is, you should be able to see how this could help an online business. Think of it like this. If your business was not online, you would want to place your ads in areas that had a lot of people. Think of a social networking site as being like a mall. If you just place your ad in a gas station, then only a few people would see it. However, if you have an ad in the mall, then the people that are working there, the people that are shopping there, and the people that are hanging out there are all going to see your ad. This means that social networking sites are kind of like the "mall" on the Internet.

If people are going to be online at these sites all the time, then you might as well make the most out of it. The best way to do that is to advertise on these sites. However, there is a right way and a wrong way. Just like a lot of other online sites, people do not like you to go around advertising your business online at their sites. Take MySpace for example. They do not want you to start a profile that is called "Jack's Online Meat Shop" and try to get people to go to your site by spending a lot of time on MySpace and advertising your business. This would be the wrong way to go about advertising. However, if you have an ad that you want to place on MySpace, then all you need to do is talk to the people that run the site. Tell them that you would like to place some ads on their site, and you would like to know how much that would cost you. Then you can find out how many ads you can place on their site and how much it's going to cost you.

There are tons of places where you can advertise online, but if you are going to spend money to advertise, then you might as well do it in a place that is going to make you a lot of money. There is no reason to spend money putting ads all over the Internet if it's not going to help you. If your site does not get a lot of traffic, then people are not going to want to place ads on your site. So the next time you are thinking about different places you would like to advertise, remember that the more people that are hanging out at that site, the better. This means that you are going to have to spend your money on the sites you know are going to make you a ton of money.

Here's some first-hand information on securing backlinks and driving traffic using social media networks:

BrandGoLive.com

CHAPTER #8: How to increase traffic through Social Networking sites?

Nowadays, Social networking sites popularity is increasing day by day like facebook, myspace, orkut, digg etcâ€¦, we can say social networking is one of the best and free ways for increase traffic on our site. Social networking is important in blogging and if you canâ€™t do social networking then itâ€™s a rare chance that youâ€™ll be successful in blogging. Leaving comments and trackbacks is part of social networking. Apart from that is part of one of the popular Social news networks.

(1). Increase traffic through Friends

Friends are the heart of the social networking attitude, and when promoting content this can be a valuable tool in viral marketing. The more friends you have in your network, the more visibility you will have when promoting.

(2). Increase traffic through Blogs

Blogs are one more great way to spread the word, most blogs allow you to post nameless comments. I use these blogs to post a comment then I include a link to one of my sites. I achieve a free back link for simply commenting on a story.

(3). Increase traffic through Picture Perfect

You may not understand it, but by passing on uploading your picture, you are also passing on an opportunity to get more people clicking on your articles. Why? Well, for one, it is known that spammers never take the time to upload a picture. Second, it is called â€™socialâ€™ networking and â€™socialâ€™ bookmarking sites. If you are trying to be â€™socialâ€™ then you should put a face to your name.

(4). Increase traffic through Profile Pages

Here are a few examples of how you can increase visibility to your content. On my profile pages at myspace.com, digg.com, linkedin.com, stumbledupon.com and yahoo.com I have links to all my social network profiles & personal projects. This does 2 things; increases my link back total to my projects and shifts visitors to my other profile pages so I get more friends! to promote your RSS feeds via your profile pages, the service displays recent RSS activity and the service is free. If you want save enormous amounts of time and frustration creating your profiles on more than 300 social media networks, go here: [Social Media Property Creation Services](#)

(5). Increase traffic through bulletin

Bulletins use your friends list, basically the more friends you have the more views your bulletins receive. Common sense! Some people use bulletins way to much and if I grasp these spammers they get deleted ASAP. So my advice is to use this angle a few times a month and keep them simple, this raw move toward keeps the bulletins friendly and not to over bearing.

(6). Increase traffic through Content

Nothing is more important than content. If you are a good writer and you write about interesting topics, you are going to do well on the social networking sites. People seem to like top 10 lists, top 20 lists, etc. I suggest that you look at digg.com to see what gets the most diggs. I have failed multiple times on getting a post digged or stumbled, even when I thought that it was the best article ever. You donâ€™t always win.

(7) Increase traffic through clipart and screensavers

If you have some skills in this direction then try creating clipart and screensavers. Offering these for free is also a good way to get more traffic.

Finally, make sure that you are part of a few of the more popular social networking websites. These memberships will be only destined to build your own network and not of overt marketing. As your social network grows you can invite your contacts to join you on the social networking website. This should start a sequence reaction that will get them inviting their own contacts and so on. Finally your network will grow to a point where it becomes truly helpful.

CHAPTER #9 : Social Networking service

The internet has come about to be an effective marketing tool. The fact that more and more people are realizing that this global platform can be used effectively to widen their horizons is evident from the huge number of websites that are being created each day. Advertising online brings forward a whole lot of opportunities which was otherwise unimaginable. Once the website is created the next step would definitely be increasing the traffic to the website so that the client base can be widened with more number of visitors. Trying to find new and more effective ways of getting traffic to the website has resulted in developing new concepts like social networking services. You can register with any of the popular social networking sites by opening an account and creating a profile. You must be an active member on the forums of the social networking website. This would bring about an interaction between you and like-minded people and once you have established yourself on the social networking site you would realize that it provides a great platform to market your products and services.

Once you have established yourself on the social networking site , it would be a very productive platform to promote your business. Social networking not only gives you an opportunity to connect with like minded people but you can also simultaneously promote your business and increase the traffic to your website and thus make a positive impact on the profitability of your business.

All that you have to make sure is that your site is interesting for people to go back and visit again. The content of the site should be interesting and should not only be able to attract the attention of the visitor but also retain it. Regular updates would work in the favor of the site. SEO is another technique used for generating traffic to the site. People have content on the site that has a certain keyword density . This gets the site a high page rank in the search engines priority list thus, the site would get a lot more traffic which the search engine itself would divert based on the keyword searches.

Social bookmarking services are another way of increasing traffic to the website thus, contributing to the profitability of the business. One has to register the website with a social bookmarking service . This would lead to the website being listed with the social bookmarking service and any person making a search here would be directed to your site. With social bookmarking sites being very popular , by registering with a social bookmarking site you can actually cash in on their popularity.

With a little bit of effort and creativity the internet can be converted into a gold mine that would generate business for you on a regular basis. There are several social networking sites like Myspace, Tribe and the like. The secret to success lies in finding the right social networking service. Once you know how to utilize the services on the web to generate traffic then there is absolutely no looking back.

Last words

I hope you understand the true importance of claiming your name/brandname in leading social networks and everything that is talked about in this guide. I understand that creating a profile or signing up in 300 social networks is not as easy as simply buying a bunch of traffic to send to your website, but it can be a lot more effective and profitable!

And besides, once you start to try and explore all the ways to maximize your exposure outlined in this guide...you will quickly get the hang of it for driving Free traffic to your websites. Now, the last thing I want to say is this: It will take some work to start pumping your website full of as much traffic as it could possibly handle...but it will all be worth it in the end! And even though it will take some work, it will still be relatively easy!

The methods and techniques outlined in this guide are the same methods used by some of the biggest names in marketing to generate overwhelming floods of traffic to their websites and generate hundreds of thousands of dollars in sales...so rest assured, these methods really work!

So get started! There are millions of people out there that are willing to pay for your products and services; all you have to do is let them know you exist!

To Your Success,
Katie
BrandGoLive.com