

Traffic Attack

**Free Traffic Methods To Bring Money Spending
Visitors To Your Site**

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Using Directories for Link Building

Basically Link Directories are sites which list links to lots of other sites. They are like the yellow pages of the internet. People search the directories much like they would a search engine.

You can submit to many of them for free, just use the Google search engine to find them. Before you start your directory submission campaign you should prepare the following information.

Site Name: This will be a short name for your site that usually includes the keyword, for example Comet might choose “Comet Home Electrical” or “LCD TVs from Comet”. I recommend you pick 2 or 3 different titles and rotate between them.

Description/Summary: A short (150-250 character) description of your site that makes good use of your keywords. Prepare a few examples of this if you plan on doing a large amount of submissions. Staying with our example you may write something like;

“Save money on a large range of home electrical products such as LCD TVs, computer consoles, kitchen appliances and personal computers. Comet have a new special offer every week and we deliver nationwide”

Email Address: You will need an email address to receive all the confirmations of your listing. I recommend you set up a free email with either Google or MSN and use this to submit your links with.

Here are a few directories to get you started. Remember to look for the free sites to submit to. There are 100's of them! And each of your entries counts as a back link to you site, so get posting!

- [DMOZ](#)
- [MiriBlack](#)
- [MasterMOZ](#)
- [Londovor](#)
- [SEO Court](#)
- [Jayde](#)

Forum Marketing

Forum marketing is another one of the great free yet targeted traffic generators. But there are a few things you have to know to make it effective.

You cannot go barging into forums trying to get people to visit your site. It's not going to work. Forums are web communities and some are very close knit. They'll soon kick you out or snub you for trying to sell your wares before you've shown your worth.

The best way to approach forums is to find ones in your niche, (obviously). Read the forum rules and pay particular attention to the rules on making posts. It's best if you can find forums that allow you to include a signature block at the end of your posts. This is where you can put a link to your website.

When you start making posts, give advice where possible and you can also ask genuine questions. Show real interest, which shouldn't be difficult if you're genuinely interested in your niche.

Don't try to sell anything in your posts. The idea is that by providing good advice and becoming a genuine contributor, people will click on your site link because they'll start to see you as an expert in your niche.

Many forum members are web business owners and are obviously interested in selling their wares. Nothing wrong with that. But success comes when you balance the give and take.

As the search engines regularly index the forums, you'll get valuable backlinks from your posts too. You may find some of your posts showing up in the search engine results for your keyword.

Use a search engine to find forums in your niche. Just type forums followed by your keyword. You can also use the 2 links below to help you find relevant Forums for your niche.

<http://www.findmyforum.com/>

<http://find.yuku.com/>

When you find relevant forums, just follow their instructions to become a member. It's obviously a good idea to join more than one.

For a huge list of Social Marketing sites including Social Networking, Social Bookmarking and Video Sharing Sites, refer to the Social Marketing 2008 List

Social Bookmarking

When you bookmark a website in Internet Explorer, Firefox or whichever browser you use, you are saving it for easy retrieval later. Well, Social Bookmarking is a

similar idea but you are bookmarking a site online, in a manner that other people can also see and retrieve it.

Social Bookmarking is a great SEO tool as it goes hand in hand with your content generation strategy to build links and gain traffic. Social bookmarking sites are made to share good websites with other members or friends and 99% of the time they are free to join and use. When you have created a useful article for your site take the URL and write a short summary of what the article is about and place it in a Word or Notepad document so you can paste it into various social bookmarking sites.

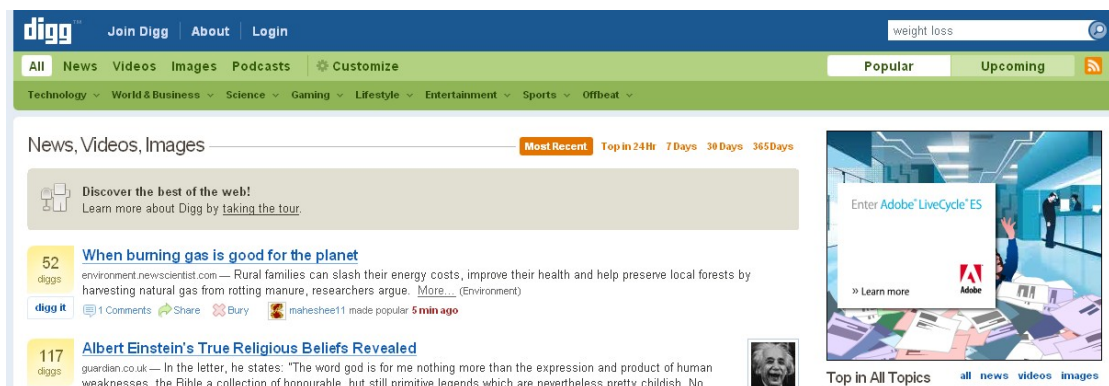
Make sure you become part of the communities as this will help you gain more traffic and visitors. Simply spamming the sites with your own links will not bring results. To do this you must post, comment and chat to other members, you may even encourage your own friends to join so you have more people to talk to.

There are literally 1000's of these services online but here are a few examples to get you started.

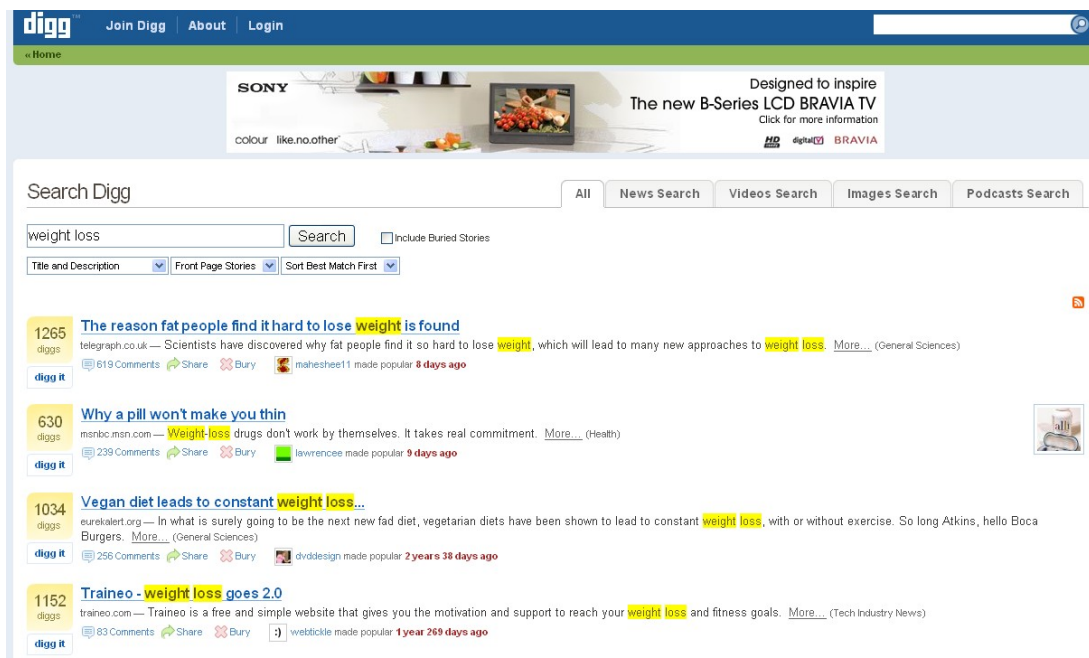
Many people are now using social bookmarking sites instead of search engines. Many of the sites show lists of popular links and are searchable. All the listing are chosen and voted on by real people. If you search a subject you will see which results are most popular by their votes. This can save you the time of wading through search engine results.

Now searching can be easier than ever. Just go to a social bookmarking site, search for the subject you're interested in and find the most popular websites.

Digg is one of the most popular social bookmarking sites. Go to <http://digg.com/>



In the search box in the top right hand corner, let's use our trusty "weight loss" keyword example. Type it in and click on the magnifying glass next to it.



You can now see the list of results and how many diggs they've had, in the yellow boxes on the left. More diggs, more popular.

What you can do as an internet marketer, is submit your own site to the social bookmark sites. You do this by signing up (it's free) and then bookmarking your site. You can use "tags" which are like keywords for your bookmark, to help people find it.

Join as many of these sites as possible and submit your website home page to each one. You can enter a description of your site in each case so make sure you describe your site in a way that will make people want to visit you. It's like an ad for your site, so use it wisely. Look at how other people are describing theirs

and then see if you can do better. Pay particular attention to the descriptions of the most popular sites.

Create a list of keywords/tags to use in the space the bookmarking site gives you to categorize your bookmark. What words would people use to find what you are offering? Use phrases/long tail keywords too, as they will help to draw more of the people who are looking for what you're offering.

Remember to bookmark all your sites, if you have more than one, your blog and any articles you have submitted to directories. It all helps to build your bookmarking empire!

Youtube and other video sites

Youtube, as you're probably aware, is staggeringly popular. It is in fact the third most popular site on the web, after Yahoo and Google.

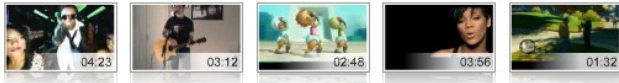
You can use Youtube and other video submission sites to aid in your marketing efforts.

- You can set up your profile which contains your business name and web address, then comment on other people's videos. Add them to your favourites and add them to your own site or blog.
- You can create and upload your own videos that have links to your site at the beginning or end. Obviously your details are in your profile too.

The subject of your video needs to match your site content or product. Funny videos work well as we all like a laugh. Don't we? Unusual, wacky videos are also popular.

Look at the featured videos on the home page: <http://www.youtube.com/>

Videos being watched right now...



Promoted Videos



Featured Videos

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Login [Sign Up](#) | [Help](#)

Username:

Password:

[Forgot Username](#) | [Forgot Password](#)

[Login with your Google account](#) ?

What's New

New Address Book
Organizing your YouTube friends and contacts just got a lot simpler

To make comments and upload videos, you'll need to join. Just click on the blue Sign Up text (top right, above). Then just complete the sign up form (below)

Member Login

Already have a YouTube account? Login here.

YouTube Username:

YouTube Password:

[Forgot Username](#) | [Forgot Password](#)

[Login with your Google account](#) ?

Create Your YouTube Account

It's free and easy. Just fill out the account info below. (All fields required)

Account Type:

Email Address:

YouTube Username: [check](#)

Your username can only contain letters A-Z or numbers 0-9

Password:

Confirm Password:

Password Strength: None

Country:

Postal Code:

Required for US, UK & Canada Only

Gender: Male Female

Date of Birth: - -

Verification:

Enter the text in the image

[Can't read?](#)

- Sign me up for the "Broadcast Yourself" email

- I agree to the [terms of use](#) and [privacy policy](#).

What Is YouTube?

YouTube is the home for video online:

- **Watch** millions of videos
- **Share favorites** with friends and family
- **Connect with other users** who share your interests
- **Upload your videos** to a worldwide audience

Sign up now to join the YouTube community!

Before you post anything, make sure you do some research. Search for your keywords for starters. What are other people doing in your niche? Are there lots of videos or only a few? Is everyone doing the same thing?

What you should aim to produce if you can, is a video with viral potential. This means people will pass it on and recommend it to their friends. Think of the videos you've received from someone you know and have then felt compelled to send it on to other people. When the people you send it to do the same, it creates a viral effect and the video will be viewed 1000's of times.

Making your own videos doesn't have to be difficult. Camcorders are no longer expensive and you can even use a webcam.

If you find the thought of making a video a bit daunting, you can use a powerpoint presentation. You'll find software for this if you search "Powerpoint to Video software" on Google.

You'll see lots of examples of this technique on Youtube. It's a great way to make very informative videos without starring in them yourself.

You can also download a free Microsoft Office/Powerpoint alternative called Open Office. <http://www.openoffice.org>

You can also use your webcam to create a videocast, which is simply you talking about or reviewing an affiliate product.

How about using screen capture software and a microphone to record yourself demonstrating something on screen or surfing various websites. With a little imagination, the possibilities are endless.

The same techniques apply to other video sharing sites.

YouTube.com.
Video.google.com
MetaCafe.com
Video.Yahoo.com
Dabble.com
Blip.tv
UnCutVideo.com
JumpCut.com

Another great reason to get your site backlinked on these sites is their pagerank. YouTube for instance is PR6 and video.google.com is PR8. That's good for your sites off-page optimisation.

Make sure you bookmark your videos on the social networking sites as described in the Social Bookmarking section.

Online classified ads

Another good traffic technique is online classified ads. Many of these sites offer free listings. They usually have paid listings too if you have a budget.

One of the most famous classified sites is Craigslist. It's usually in the top ten most visited sites on the web! Talk about potential. They have grown to include all of the USA and many other countries.

You can place ads on Craigslist for free. Just pick the country and location you want to advertise in.

craigslist	us cities	united states	canada	asia	europa	int'l cities	
help pages	atlanta	alabama	missouri	alberta	bangladesh	austria	amsterdam
login	austin	alaska	montana	brit columbia	china	belgium	athens
factsheet	boston	arizona	nebraska	manitoba	india	czech repub	bangalore
avoid scams	chicago	arkansas	nevada	n brunswick	indonesia	denmark	bangkok
your safety	dallas	california	n hampshire	newf & lab	israel	finland	beijing
best-ofs	denver	colorado	new jersey	nova scotia	japan	france	barcelona
job boards	detroit	connecticut	new mexico	ontario	korea	germany	berlin
movie	houston	delaware	new york	pei	lebanon	great britain	buenos aires
t-shirts	las vegas	dc	n carolina	quebec	malaysia	greece	delhi
foundation	los angeles	florida	north dakota	saskatchwn	pakistan	hungary	dublin
net neutrality	miami	georgia	ohio	ca cities	philippines	ireland	hong kong
system status	minneapolis	guam	oklahoma	calgary	singapore	italy	london
terms of use	new york	hawaii	oregon	edmonton	taiwan	netherlands	madrid
privacy	orange co	illinois	puerto rico	halifax	thailand	norway	manila
about us	philadelphia	indiana	rhode island	ottawa	UAE	poland	mexico
	phoenix	iowa	s carolina	quebec	vietnam	portugal	moscow
	portland	kansas	south dakota	toronto	americas	russia	paris
	raleigh	kentucky	tennessee	vancouver	argentina	spain	rio de janeiro
	sacramento	louisiana	texas	victoria	brazil	sweden	rome
	san diego	maine	utah	winnipeg	caribbean	switzerland	seoul
	seattle	maryland	vermont	more ..	chile	turkey	shanghai
	sf bayarea	mass	virginia	au/nz	colombia	UK	singapore
	st louis	michigan	washington	australia	costa rica	africa	sydney
	wash dc	minnesota	west virginia	micronesia	mexico	egypt	tel aviv
	more ..	mississippi	wisconsin	new zealand	panama	south africa	tokyo
			wyoming		peru		zurich
					venezuela		

You can't just post an ad to all the locations on Craigslist. Your ads would have to be different from each other or they'll just get deleted. You can do it but you would have to use different headlines, content and email addresses for each ad.

Once you've designed your first ad you can write a few variations of it, then do the same with each ad. You would probably get away with using the same email address with a few ads that you've rewritten. But if you use a few different addresses, headlines and ads, then mix them up, you'll be able to increase your coverage.

US Free Ads is another big ad site. <http://www.usfreeads.com/>

This site lists lots of other classified ad sites: <http://www.5star-classifieds.co.uk/>

www.livedeal.com

www.CityNews.com

www.Kaboo.org

www.interking.com/

www.bizclassifiedsplace.com/

www.usnetads.com

www.classifieds.zoozads.com

www.merchandiseselect.com

www.thefreadforum.com

www.classifieds.yahoo.com/

www.1second.com/1america.htm

www.angelfire.com/biz/freenetads/

www.classifiedscentral.com/

www.marketingresource.com/classifieds/index.html

www.adtrader.co.uk/postcode_splash.php

http://listings.ebay.com/_W0QQfclZ3QQsacatZQ2d1QQsalocationZatsQQsascsZ6QQsocmdZListingCategoryList

A Blog of your own

A blog is like an online diary. Basically, you make regular posts to your blog and people read them. At least that's how it used to be. Nowadays, internet marketers use blogs as an extra piece of online real estate. In fact many people have a blog instead of a traditional website.

You can use online blog services like blogger.com and wordpress.com to host your blog.

Language: English (UK)



Blogger™

Sign in to use Blogger
with your Google Account

Username (Email): Password: (?)

Remember me (?)

SIGN IN

BLOGS UPDATED AT 14:02
[sports news uk](#)

BLOGS OF NOTE
[Rose and Isabel](#)

What is a **blog**? [TAKE A QUICK TOUR](#)

1 Create an account
2 Name your blog
3 Choose a template

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Let's get back to business!
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- SO WHAT? Mahathir Mohammad advises UMNO MPs to 'lompat' - out of BN - SO WHAT? Mahathir, Mokhzani, Mukriz
- ask Prime Minister Abdullah Ahmad B **SUSAN LOONE's blog**

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New York Usability Testing
New Admin Bar Design

Right Now in Tags [More >](#)
Art
Books
Culture
Entertainment
Events
Family
Food
Humor
Life
Love
Movies
Music
News

Alternatively you can use wordpress software (which is free) to host your blog on your own site.

If you host your own, you get to use your own domain name. Obviously when you host on the service sites your address will be dictated by their address.

Visitors can post responses to your blog entries, which allows participation and can start some great conversations. With the latest blogging software you can remove spam responses and moderate conversations that are in appropriate or off-topic.

Make sure your posts are relevant and separated into logical categories.

If you have a website about weight loss, for instance, you can make posts regarding weight loss recipes, posts about weight loss after pregnancy and posts about weight loss motivation. You would then have your posts sorted and searchable within these categories

Organise your posts and make them easy to navigate. Visitors to your blog might be looking for something in particular like your weight loss recipes. They don't want to be hunting high and low for what they need.

Search engines will view your Blog as more relevant if it's organized and easy to navigate. More relevance means a higher rating. And that, after all, is what you want right?

Using Blogs can really help you rank highly in the search engines because they love Blogs that are providing relevant, quality content.

You can and should link your website to your blog. Unless you are using a blog instead of a website of course!

If you are having both, try and use a softer sell on your blog. More like a pre-sell to the pre-sell on your website.

Press Releases

A press release is an announcement regarding your website, that you submit to the online press release websites. These sites syndicate your news to many other sites via news feeds, which can bring you lots of traffic.


Make sure you write your press release more as an informative article/pre-sell than a sales page. Find some news in your niche and comment on it. Using the weight loss example, if you saw some news about the latest research on fat binders, you could use that as an informative, news based release.

You would use a press release much like an article. So use a good headline and make them informative and people will click on your link to find out more. Have a look on the main sites and read other peoples releases. Especially the ones in your niche.

You can get your new website indexed by the search engines very quickly by issuing a press release. They can also bring you traffic from the search engines, as they rank the major press release websites highly and regularly index their contents, including your press release. This means you'll also get a one-way link from a quality website AND your press release itself could also rank well in the search engines.

You'll find loads of PR sites in the search engines but you may be best using a paid service. They'll even write your release for a set price. What you have to understand is when done right, press releases can bring you a ton of traffic. Try the free services by all means but you really do get what you pay for.

P.R. Web is one of the larger, more popular press release websites.



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“ On the Internet...PRWeb has the pole position. ”

- Oliver Ryan, Fortune

The High Profits Guide To Driving Visitors To Your Site Using Social Marketing.

Facebook

www.facebook.com

A lot of people undermine the power of Facebook as a marketing tool and relate to it as nothing but a time wasting exercise. It might be true of people who use it for tracing high school classmates or for playing brainless video games. But what about authors who use it to host virtual release parties?

What about the non-governmental organizations that are raising massive donations for charitable causes using the same medium? It just goes on to affirm the old dictum-- it is what you make of it.

The easiest way to make a Facebook profile work for you is by linking it back to your main website, online store, or wherever it is from where you desire to promote your product from. But there are other ways as well.

- A fan page is a page that can be created by anyone to admire absolutely anything that he feels is very arresting. It is a method of getting feed backs from other enthusiasts or non-enthusiasts regarding that particular subject. So you can simply start your own fan page.

Book authors do it all the time to promote a novel they liked or their own novel and invite opinions of other people. In case you own a business worth promoting, just follow in their footsteps. Import your weblog with the Notes' application and keep your fan page updated.

- Use the 'GROUPS' application on Facebook and make a group of interested and like minded visitors. This can also help in marketing your brand as you can promote yourself as an authority on the product that you are selling. Say you are in charge of a restaurant and project yourself as a gourmet and a food critic by hobby.

You can then advice your visitors on which restaurant to check out for a particular cuisine and the details of new food joints that might have opened in your city. This way you can build up your reliability with the interactive functionality that this application offers.

- The bulletin application of the Facebook has an important application. It serves as an instant message board for all kinds of important announcements that you may need to make regarding a new product or a sale, or a new movie; which otherwise you probably had to let people know by calling them individually.

It is also extremely helpful in connecting with your customers. Just post the details of all points of sale and the relevant URLs and see the increase in click-through traffic.

The facebook is increasingly being hailed all around the world as an innovative and effective avenue for business marketing. So don't let your business lag behind due to some irrational and baseless fears regarding the efficacy of the internet.

YouTube

www.youtube.com

If you have not already started using YouTube as one of your primary marketing devices then you are lagging behind in the path of the new marketing revolution that has taken over the online business community.

Marketing your product through videos made by you on YouTube is one of the most effective ways of advertising your product to potential customers. More and more people nowadays are becoming Internet-friendly and have access to a computer.

Therefore, surfing the World Wide Web is no longer a niche enjoyed by the young and the wild. More and more businessmen are taking to uploading relevant videos about their products and business to reach out to a wider consumer base.

If you own a travel agency then make videos of your last family vacation, make it visually creative with the help of the usual software programs available and post them on YouTube for everyone to see what they will gain if they come to your agency for their travel plans.

If you are promoting working individuals from home you should post the video of your son's first steps that you were witness to, and had taken a video of. This is

proof enough of the fact that more and more people will be able to experience such intimate personal moments with their loved ones if they work from home.

Before starting your YouTube promotion post an introductory video. This should contain convincing and relevant matter about why you decided to use YouTube as one of your main advertisement mediums. This should be good enough to convince more people to use YouTube as their marketing medium.

The best part about using YouTube to post videos containing campaign matter about your product or business is that you can accomplish all this at no cost at all. You can shoot your own video at your own convenience.

You can edit and post it with the help of your own handy cam, PC and Internet connection without shedding a single penny for the entire process. And in return for all this you get to widen your marketing base by reaching out to all those who check out videos on YouTube.

These videos generate more traffic to the original product website when people click on them. In this way, your website will also become more popular. You can upload more than one video on YouTube and check out which one is generating more traffic among web browsers. Depending on this analysis you can post more videos or take off the ones that are not as popular as others.

The Basics of Using YouTube:

People use YouTube to advertise their product like they would use any other marketing medium to do the same. Therefore, the basics of trade remain the same in this case even if the concept is more dynamic and advantageous. While posting videos of your product or business you must keep in mind certain things in order to grab the right attention from browsers.

Make sure that your video is relevant to your product. Do not include useless information to add fluff to the content. Keep it simple and matter of fact.

Include real life analogies to the use of your product if possible. This makes the whole appearance real and more convincing.

Do not go by the rules of advertisement that you had learned back in the B-schools. Most web browsers treat YouTube as a source of information; something like Wikipedia. Therefore, if your video is about models flashing smiles at the camera complete with cheesy lines, then this advertisement is no better than the ones on TV.

The whole point of using YouTube as a medium of marketing is to make it different. And this difference comes out of keeping it real.

Make sure that the sound recording quality is a good one. No one likes muffled audio while watching a video. And if this is about advertising for your business, then bad sound quality can be a killer.

Whoever is starring in this video- be it you or someone else of your choice- should be convincing in his or her appearance. This is not about looking your best. This is about making others believe in the best.

Therefore, designer clothes do not matter as much as having a witty script, a comfortable smile and an excitable look. These social qualities attract more viewers than you know of.

Take care of the lighting of the video. Most of the time amateurs shooting the videos do not understand the significance of good lighting. A dark setting can make the viewer lose interest very easily. Therefore, to at least make your video good enough for someone to sit through you have to make sure that there is adequate light on the sets.

Talk about your business or your product clearly. Although this is about informing potential consumers about the product, there is no point in talking in riddles to them. Therefore, be articulate and sure about what you are conveying to the viewer.

It is okay to have a less than perfect video for YouTube. The process improves with practice. And after a few video shoots you will realize that your later videos are of much better quality than the initial ones. Therefore, don't worry about anyone judging your advertisement content based on your video shooting skills.

Twitter

www.twitter.com

If you want to let others know of your daily activities, Twitter will help to you do the same in the best way possible. Although some may wonder about the point of letting others know of what we do in our personal space, but it is believed to have the ability to generate market value for your business by finding solutions to that very same query.

At first Twitter may seem like any other instant messaging gadget. It works the best for those who have a wide range of interests and activities.

How Does it Work

Twitter is instantly accessible. It connects you to a much wider geographic social base than your neighborhood or the college cultural community. Due to more and more people using the Internet to stay in touch with others as well as getting to know new people, Twitter is the best way to do all of this.

Maybe according to you your interests, activities and habits are only for your family, friends and colleagues to know. But that is not the case in reality. People are way better connected today through the Internet than they were a few years back.

You can interact with those individuals who share a common interest with you but might be living half way across the world. You would never have known of each others' existence had it not been for a device such as Twitter.

You can find out which URL is of the most interest to you by using Twitter to get to the bottom of this. While searching for your most favorite URL, remember that websites contain content, but 2.0 sites don't. Therefore, you have to use specific URLs for Twitter to do its work.

If you want to find out what subject interests you the most in any field Twitter will find this out for you as well. You can also find others who share the same taste and interact with them to receive updates regarding the topic under discussion as well as share your information on the topic with them.

If you want to receive and send tweets to those living near you about common interests and activities, you can do so through Twitter. In this way you can stay connected with all those who indulge in similar habits as your own both near and far.

Using Twitter to Make a Difference

If you want to make contact with people who make a difference regarding your interests and hobbies you can search them out on Twitter.

In order to find someone worthwhile to keep a close watch on you need to see if they have posted anything that they have created on their own or not. If they are ones who only re post others' content then there is no point wasting your time on these individuals.

Following such people and their posted content can help you in gaining useful information about various subjects of your interest.

On the flipside, if you are one of those who post useful original content on the Internet and use Twitter to improve your connections socially then there will be many followers who will worship you for your content.

Remember that when you are posting content regarding issues that are important to you, there are others out there who are also following this content regularly. Therefore, whenever you post such content make sure you send tweets to all those who are your followers and others who would want to join this list.

Make sure that your content is original and useful for those who are reading it. If you find something on whatever you are interested in suddenly, then make sure you let others following the same topic as well, through Twitter.

Your content can be through Facebook, a webpage you may have designed, a blog you may have written or even videos and pictures that you may taken. The topics can be varied and the content matter can be as quirky and strange as you wish them to be.

But always remember that by posting such content on Twitter you are influencing the thought process and opinions of thousands around you who take an interest in the same topic. Therefore, be careful of what you post to whom.

You want to let people know that you believe in something and that you are willing to do something about it instead of just speculating or arguing about it. Therefore, this will be a sort of inspiration for those who also want to join a cause that they believe in or a petition for some change that they want.

Be creative with your content. Present it as you want to. Do not conform to any typical idea. Make the content interesting for those who are following it.

Why Should We Use Twitter?

If you want to know what your contemporaries are thinking about, or what they are doing about these thoughts to bring about positive changes in the society then Twitter is one of the most effective media to do this.

Not only will you be exposed to a variety of information on a host of issues, but you will also be able to interact with those who are posting these things and are acting about these beliefs and causes.

Not only will this be a way for you to contribute to the cause that you believe in, but it will also keep you connected with your peers. It is obvious that change can

be brought about only when a community stands united in its front. Twitter presents itself as a channel for this community to act and interact.

Therefore, do not waste any more time and use all the information, trivia and notes that you have collected about various issues that may interest others like you and put them up on Twitter and wait for it to become the topic of discussion on the forum within moments.

In this way you will know what the general opinion about your topic is. You can work on your issue accordingly or even gather support of those who are in favor of this in order to bring about a vital change.

Twitter is a medium of communication provided to anyone and everyone who is involved in issues involving the society, economy, politics, and subjects of every other kind that one can think of. This is a medium to put one's word across to others and make a statement. If you have this opportunity in front of, the best is to grab it and make full use of it.

Myspace

www.myspace.com

Myspace is an extremely beneficial tool that is increasingly being used to communicate with millions of people all over the world to facilitate exchange of ideas and the formation of newer alliances. It could be long distance friendships, business partnerships, a forum on shared interests etc.

As such it doesn't require any further exposition to show how, if employed in the right way, this social networking tool can draw in colossal amounts of web traffic to your site and market your product in a scale that you never imagined was possible even in your most wishful dreams. But for that to become reality you need to fall in line with certain guidelines. Are you ready? Alright, buckle up----- Here we go!

- **Make loads of friends:**

After all that's what social networking sites are meant for, right? Forging new bonds and renewing old ones. So when you sign up, include as many friends in your site as possible. Don't discriminate on grounds whether they can convert into potential customers or not. The more crowded your site remains the more credibility it will garner and the more popular it is going to be.

- **Be active:**

Talk, respond, reciprocate. Be alive when people communicate with you. Leave back your remarks on the pages of your friends who have visited your page and tried to touch base with you. However silly they may be. For example complement someone on the new puppy that she got or on a more reasonable note, congratulate someone on their new job. Show your appreciation to a poetry that someone may have posted on your page. Do anything but convince your friends that you are not a log of wood.

- **Make your page your personal signature:**

Be very cautious about not styling your page in a clichéd layout. Offer newer, fresher designs that your visitors had not seen before. Such personal customizing is done by companies like cybertrack Marketing.com. And it also comes with the additional advantage that these companies are also going to market your page adding to your page's popularity. Just keep the outline neat and well scripted and yet retain the element of delight and see the traffic thong your site.

- **Concentrate on targeting your niche audience:**

Yes you started off by opening the door to all and sundry but now, that you have created a respectable customer base it is time for locating prospective customers. So start researching.

Sort your friends' list according to any of the given classifications -age, gender, city or state. Having sieved through the particular group you were targeting, get into a personal bonding with them. Show that you are interested in knowing them.

Restrain from being an aggressive sales person as that might result in their shunning you away. Be attentive to their interests and encourage the same in them towards you. It is only when they start feeling comfortable in your company that they are going to consider looking at your merchandise.

LinkedIn

www.linkedin.com

Another excellent but very occasionally used social networking tool, LinkedIn has been unable to replicate the success of many of its contemporaries. So there is no uniformity of purpose to which it is put.

Some use it for finding friends who share their common interest, while some professionals use it as a podium to recruit people. Small and medium business ventures use it for searching others who are in the same practice. But again, used properly it has fantabulous prospects of promoting your venture.

Very much like Facebook, the only point of difference that LinkedIn displays is that it is more serious in its approach towards your life. Just as in Facebook you would be involved in a lot of frivolous chilling out like beating a celebrity hollow log; in LinkedIn you take a more serious look at life. It serves as a strong runway for your life's ambitions to take off from. Three of its most cardinal benefits are:

- **BRAND CREATION:**

The phrase is an extremely loaded one that speaks volumes about you and also acts as a memento for your acquaintances to remember you by. So what is it? It is that latent quality in you that never changes.

Say, your gait, or the way you dress or the unmistakable swishing of your hair when you talk; the way you stay quiet when you become very thoughtful----- in short your brand is a mélange of all your idiosyncrasies that sets you apart, and makes you who you are.

So when you provide your photograph in the LinkedIn column, ensure that it expresses your goals in life. It can be a formal photo if you desire to project yourself as a hot-shot pro; it can even be a clip of a picture that you think best goes with the cause you are promoting (think about the rooster on the Kellogg's Corn Flakes overleaf.)

The column that expects you to draft a summary about yourself can be a veritable goldmine if written carefully; and the same goldmine can collapse and choke your reputation if you try to misuse it.

There are two cardinal rules when dealing with this section. Don't fake who you are and be concise, to the point. If you are promoting acne creams, no one wants to know whether you love pets or not.

Provide relevant data relating to your nature, whether—you are the gregarious one, or a leftist in your political ideology or simply whether you are a workaholic or not. These are the prized links that people associate with you. Detail what is it that you would like to change in your life and also your preferred mode of going about it.

And last but not the least; provide just as much information about yourself that is a direct linkage to the aims that you have set for yourself. Don't irritate people with useless information that are not associated in any way.

- **LIKE MINDS TO LIKE MINDS EVER TEND, A UNIVERSAL LAW:**

LinkedIn is an amazing platform to discover loads of people who may share an interest of yours that you thought was strange. You can find groups of almost anything at LinkedIn; they can as varied as bird watchers, knitting and crocheting addicts, food critics, travel maniacs, book worm, PTA groups, almost anything under the sun.

Socializing with a group that you are in the same intellectual parallel with has immense benefits when it comes to promoting your product with all the new people. All that you do, is to go to the upper left corner of your home page and click on the section 'group' and then you can happily browse through the list of 'fraternities' who share very strange interests and decide what suits you most.

Initially simply reply to their enquiries about your whereabouts or hobbies or whatever question they pose for you; you can also simply complement an aspect you found interesting in them. Slowly as confidence builds up, you can get down interacting more freely.

- **PUBLICITY:**

Remember the underlying objective of joining LinkedIn is to promote yourself or the services that you have to offer and find takers for the same. So don't leave any stones unturned in your efforts to make your profile look interesting and engaging.

Employ the requisite links that LinkedIn provides you with to promote these ends. Upload a U-Tube video that you have shot of yourself, where you elaborate on the goals of your life, or explain what kind of a job you are looking for and what qualities do you have to suit such a job profile.

LinkedIn is all about you, so you better ensure that whatever picture you have drawn of yourself over there is extremely riveting.

You could also use the application that allows you to make slide presentations that act as a flowchart to educate your visitor about who you are, what your aims are and what are your short time goals.

This forms for extremely interesting viewing when contrasted with mundane scripting of paragraphs on your home page. You can also use graphics and

pictures to add to the charm factor. Bullet points are also effective in keeping the attention of your reader alive.

Squidoo

www.squidoo.com

Squidoo is another social networking site that is finding a lot of favour with the majority of web traffic. Every web page in Squidoo is called a lens--as in the lens of a camera that focuses on one single topic and elucidates upon its various characteristics and illuminates the hitherto unknown attributes.

As much it is no surprise that squidoo can prove very effective in promoting your product only if you can pull in considerable web traffic. Since Google shows a marked bias for squidoo web pages, they have a very high ranking on the results generated by the former search engine.

As such, if you have a blog or website with squidoo, you can very easily market them with minimum effort. What you can do is that you can attract traffic and popularize your product with the masses using squidoo and then you can redirect the same mass of enthusiast to external web pages.

Squidoo also comes with a couple of additional perks as well. First of all, creating an account with squidoo comes for free; and second squidoo allows you to sell or affiliate products, something other networking sites hardly permit.

Squidoo lenses are extremely informative and full of fresh content. So make sure that you do a lot of research before you post your webpage for public viewing. And once your page is on squidoo lens you can rest assured that it is going to fetch the top rankings in major search engine results.

But for freshly created lenses a bit o optimization always helps to increase its visibility.

So here are some ways in which a Squidoo lens can help to increase the visibility of your website...

- It is a powerful podium that penetrates newer customer bases, every day. The secret is that a squidoo lens features so high in search result rankings that a constant stream of fresh web traffic is never a problem.
- Setting up a squidoo lens doesn't require any complex knowledge of quantum physics. It is simple and can be established in some extremely simple

steps. It is user friendly and extremely helpful. It even helps you in developing your content and making it more engaging.

It has features like RSS feed importer, the U-tube tools, etc, all of which helps in uploading content from a variety of sources. But for increasing the visibility of your web page, you might have to spend a bit of time on optimising it.

- The biggest advantage of squidoo is that once it starts generating considerable web traffic, you can redirect them to external web sites that you may own with other networking sites; or say your independent blog. This is what makes squidoo an obvious choice with marketing professionals.
- Search engine optimization is another feather in the crown of this efficient social networking organ. Squidoo is a safe bet when it comes to marketing your website, both on the internet as well as search engines. A factor that critically determines the popularity of a website is the ease with which back links can be created from them to other websites.

Squidoo excels at this. Squidoo allows you to establish back links with any other websites of your choice with the minimum difficulty. This has the net result that you can jam the bulk of this traffic to your alternative websites that might be promoting other goods or services.

- Affiliate marketing - another of Squidoo's unique advantage. Affiliate marketing requires its affiliate marketers to promote other people's products. What happens is this - when you sign up for an affiliate marketing program - by choosing from the list of best affiliate programs that are available online - you enter into a contract with a merchant, to publish advertisement links of his products on your website.

When the visitors of your website, click on that ad link they are lead to the merchant site and if there they make a final purchase, you get a commission on sales. So where does squidoo come in?

Squidoo is one of the few social networking sites that allow affiliate links, as most social networking sites don't. So on one hand it draws in traffic and on the other it retraces their course and leads them straight back to your merchant's home pages.

And imagine the amount you would make in commissions, even if half of this bulk is convinced enough to buy your retailer's product. And if that's not enough incentive, for starting your affiliate business ad doing it on Squidoo, let me furnish another small piece of information. Some merchant sites give you as high a commission rate as 90% of the total cost of the product.

Squidoo offers you so many varied kinds of benefits that you cannot afford miss it. All you need to do is, spend some quality time optimizing your lens.

Even here squidoo is right at your service. Use the website marketing lens on squidoo that provides for better methods of promoting your websites.

So put in that little bit of extra effort and take advantage of the state of the art online marketing innovations and take your websites to colossal heights of popularity.

Podcasts

Although you may think that the term podcasting is simply an amalgamation of the words iPod and broadcasting, it means and does more than that. Any audio device that is capable of playing an MP3 file can be used for podcasting. Therefore, podcasting should be defined better for wider understanding.

Even if you have no idea what podcasting is you should find out more about this new technology and what it can do. Because, it truly can accomplish quite a bit. Recent developments in technology has made podcasting a useful way of sharing information.

Most people would know that iPod is a storage device designed by Apple Inc. that can store music, video and podcasts. But what many do not know is that even without an iPod one can indulge in podcasting. The fact that iPod is a part of the term podcast is simply coincidental, and advantageous for Apple.

Although you can use many file formats for podcasting the most commonly used one is MP3. MP3 is a file format used for audio files so that a lot of data can be stored without taking up too much space. This is the primary reason for it to be used in audio files so extensively.

Podcasts basically consist of audio files broadcasted on the Internet. Most people think of downloading music and storing it onto their iPod and listen to it anytime they want to. But podcasting is not only functional on an iPod. It can be used on other devices as well. Anything that is MP# friendly can be used for podcasting.

If you think it is the same as downloading music and listening to them on your MP3 player then you are mistaken. Podcasting allows the audio files to come to you instead of you looking out for them.

This happens via file syndication and RSS feed. If you register yourself to a

podcasting website then it becomes a lot simpler for you to attain the music of your choice daily on your podcasting device.

Instead of only storing it on the hard disk of your computer you can also transfer the podcast files onto your mobile music device to listen to music anytime, anywhere. Some of these devices have software programs installed in them that allow them to recognize podcast files when connected to the Internet via a computer so that they can automatically transfer the files onto the device. This makes it more convenient to listen to music whenever you want to without having to connect to the Internet or using the computer to have access to them.

Podcasting has made audio broadcasting much more portable. This allows circulation of information and ideas from people to people. Most people working in the entertainment field use podcasts to distribute information to one another through podcasts. You can also use it to share educational content if you are a student. And journalists use it to get their work done more easily.

The time is not too far when podcasts will be followed by video casting.

Here's a list of sites you can submit your podcasts to:

<http://www.podcasting-tools.com/submit-podcasts.htm>

Conclusion and Social Media Marketing Strategy

Anyone who indulges in marketing must have a plan to follow before anything else. In social media marketing you also need to know what to do and when to do it in order to succeed in it.

You can use social media marketing in order to build the market for a new product or you can strengthen the already existing customer base of an old product. You can also use it to enhance your PR. But if you do not have a plan to do all of this, then you will not be able to work it out.

Whether you are marketing via facebook or twitter or using podcasts, read through the following pointers in order to use social media marketing effectively. You are free to add any of your own ideas to enhance the structure as well.

- First find out who you want to reach out to. Your target audience will decide your social media marketing strategy.

- Now jot down what exactly you want to convey to your target audience. If you want to introduce a new product then your actions shall be quite different from what you should have done if you want to widen your customer base of an already existing product.
- Decide on how you want to keep track of your advertisement results. You can use ad trackers or click counts on your website.
- It is important that you keep track of your competitors in the field. How they are using social media marketing to promote their business is essential to keep tabs on so that you can counter or enhance on them accordingly.
- Decide on which mode of content you want to use for your marketing strategy: video, audio or write ups.
- You also need to take into account what you are offering your customers when they look through your advertisement content. Convincing material is responsible for converting potential customers into actual consumers of your product.
- Take care of which social media tools you want to use to promote your products. You can use Facebook, YouTube or Twitter to accomplish this. It's always intelligent to plan it out before acting upon the advertisement.
- Think about how you are going to keep your social media marketing updated. This may require you to hire marketing professionals or use certain software programs that will require a minimum investment from your side. This is inevitable if you want to have a functional marketing strategy benefiting your business.
- Do not underestimate the power of the word. You will be surprised at the volume of publicity you may receive by simply having people talk about your social media marketing strategy. Therefore, let as many people know about your plans as you can so that more people know about your marketing activities.

If you can plan adequately and execute it with equal style then you will be able to successfully market your business to a wide base of potential consumers. This is your ultimate path to success of your business.

The main thing to remember is keep at it! Don't just submit a post to one social bookmarking site and presume you'll get millions of visitors. You have to continually market your site. The more people who know about you = the more visitors = the more profit.