

FMB Report

Mainstream social media and how to set up your own social media network

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



© 2007 BonafideMedia

CONGRATULATIONS! YOU NOW HAVE MASTER RESELL RIGHTS TO THIS REPORT

What does this mean?

By owning the Reprint Rights you can reprint, resell or redistribute this report
For any price you like and keep 100% of the profits

YOUR REPRINT RIGHTS

- [YES] CAN BE GIVEN AWAY FREE
- [YES] CAN BE PACKAGED
- [YES] CAN BE OFFERED AS A BONUS
- [YES] CAN BE SOLD AT ANY PRICE
- [YES] CAN BE USED AS A BAIT TO BUILD YOUR LIST
- [NO] CAN BE EDITED COMPLETELY
- [NO] CAN BE USED AS WEB CONTENT
- [NO] CAN BE BROKEN DOWN INTO SMALLER ARTICLES
- [YES] CAN BE ADDED TO MEMBERSHIP SITES
- [YES] CAN BE OFFERED THROUGH AUCTION SITES
- [YES] CAN SELL RESELL RIGHTS
- [YES] CAN SELL MASTER RESELL RIGHTS

The current Social media explosion has its' roots in Web 1.0 with friendster and old style guest book interaction.

It would be impossible to go into detail on every social media site on the net and you probably wouldn't read it anyway. But the major ones, by that we mean those holding the lowest Alexa rank (most popular)

Social networking is defined as **the grouping of individuals together into to specific groups, often like a small community or a neighborhood**. Although social networking is possible in person, especially in schools or in the workplace, it is most popular online. This is because unlike most high schools, colleges, or workplaces, the Internet is filled with millions, if not more, of individuals who are looking to meet other Internet users and develop friendships.

When it comes to social networking online, websites are used. These websites are known as social networking websites. Social networking websites are, in a way, like an online community of Internet users. Depending on the social networking website in question, many of these online community members share a common bond, whether that bond be hobbies, religion, or politics. Once you are granted access to a social networking website you can begin to socialize. This socialization may include reading the profiles or profile pages of other members or even contacting them.

The friends that you can make are just one of the many benefits to social networking online. Another one of those benefits includes diversity. Unlike in most schools or workplaces, the Internet gives individuals, from all around the world, access to social networking sties. This means that although you are in the United States, you could develop an online friendship with someone in Japan. Not only will you make a new friend, you but may also learn a thing or two about a new culture.

Since our earliest days of being able to use our computers to access bulletin board systems and chat, users have tended to cluster into communities of others who shared similar interests.

In November of 1994, David Bohnett founded GeoCities. David believed that by establishing a virtual community with neighborhood communities named after “high-profile destinations” the new community “could play host to Web users who were looking for a comfortable place to contribute their talents, meet others with similar interests, and create the electronic community of the future. The first six communities were introduced in July 1995”. By 1998, Geo Cities boasted 1.7 million members who had staked out virtual “homesteads” in 40 separate virtual neighborhoods.

Since those pioneering days of digital social networking communities, we have seen an explosion of a wide assortment of social communities that target virtually every conceivable area of interest or niche.

Data presented on the following page is from comSource World Metrix comparing the growth of selected Social Networking Communities from June of 2006 to June of 2007:

Worldwide Daily Visitation of Selected* Social Networking Sites June 2007 vs. June 2006 Total Worldwide Home/Work Locations Among Internet Users Age 15+			
Source: comScore World Metrix			
Social Networking Site	Average Daily Visitors (000)		
	Jun-06	Jun-07	% Change
MySpace	16,764	28,786	72
Facebook	3,742	14,917	299
Hi5	2,873	4,727	65
Friendster	3,037	5,966	96
Orkut	5,488	9,628	75
Bebo	1,188	4,833	307
Tagged	202	983	386

**Sites selected from among those with at least 10 million visitors worldwide, 50% growth during the past year, and of particular significance to the North American region; future studies will focus on sites that are popular in other worldwide regions; the sites included do not constitute a ranking of the top social networking sites.*

Even more revealing, is the data on the following comScore chart which displaying the average number of “Daily” visits that each of the selected Social Networking Sites experience:

Worldwide Daily Visitation of Selected* Social Networking Sites June 2007 vs. June 2006 Total Worldwide Home/Work Locations Among Internet Users Age 15+ Source: comScore World Metrix			
Social Networking Site	Average Daily Visitors (000)		
	Jun-06	Jun-07	% Change
MySpace	16,764	28,786	72
Facebook	3,742	14,917	299
Hi5	2,873	4,727	65
Friendster	3,037	5,966	96
Orkut	5,488	9,628	75
Bebo	1,188	4,833	307
Tagged	202	983	386

*Sites selected from among those with at least 10 million visitors worldwide, 50% growth during the past year, and of particular significance to the North American region; future studies will focus on sites that are popular in other worldwide regions; the sites included do not constitute a ranking of the top social networking sites.

Depending upon your target audience, you will need to consider that different social networking communities seem to attract different community members from the global population pool.

The following chart of “unique visitors” to the selected Social Networking Sites is displayed with a breakdown into five “Worldwide Regions”. The regions are: North America, Latin America, Europe, Middle East-Africa and Asia Pacific:

Visitation to Selected* Social Networking Sites by Worldwide Region June 2007 Total Worldwide Home/Work Locations Among Internet Users Age 15+ Source: comScore World Metrix						
Social Networking Site	Share (%) of Unique Visitors					
	Worldwide	North America	Latin America	Europe	Middle East-Africa	Asia Pacific
MySpace	100.0%	62.1%	3.8%	24.7%	1.3%	8.1%
Facebook	100.0%	68.4%	2.0%	16.8%	5.7%	7.1%
Hi5	100.0%	15.3%	24.1%	31.0%	8.7%	20.8%
Friendster	100.0%	7.7%	0.4%	2.5%	0.8%	88.7%
Orkut	100.0%	2.9%	48.9%	4.6%	0.6%	43.0%
Bebo	100.0%	21.8%	0.5%	62.5%	1.3%	13.9%
Tagged	100.0%	22.7%	14.6%	23.4%	10.0%	29.2%

*Sites selected from among those with at least 10 million visitors worldwide, 50% growth during the past year, and of particular significance to the North American region; future studies will focus on sites that are popular in other worldwide regions; the sites included do not constitute a ranking of the top social networking sites.

The A.C. Nielsen “NetRatings” have identified these 10 Social Networking sites to be the “Top 10” Social Networking Sites for August, 2007:

Table 1: Top 10 Social Networking Sites for August 2007 (U.S., Home and Work)

Site	Aug-06 UA (000)	Aug-07 UA (000)	% Change
Myspace.com	49,178	60,327	23%
Facebook	8,852	19,173	117%
Classmates Online	14,137	15,364	9%
Windows Live Spaces	8,203	8,816	7%
AOL Hometown	9,077	6,956	-23%
Reunion.com	4,292	4,469	4%
LinkedIn	1,678	4,410	163%
Club Penguin	1,125	3,934	250%
Buzznet.com	766	3,872	405%
AOL People Connection	6,025	3,858	-36%

Source: Nielsen//NetRatings

[eMedia](#) conducted a survey exploring current and potential future uses of Social Networking Sites and the results provide some interesting and potentially profitable insights:

Q5: Who do you communicate with on social networking sites?	
Friends	46%
Colleagues	24%
Anybody	11%
Other	8%
Clients	4%
Potential clients	4%
Potential partners	3%

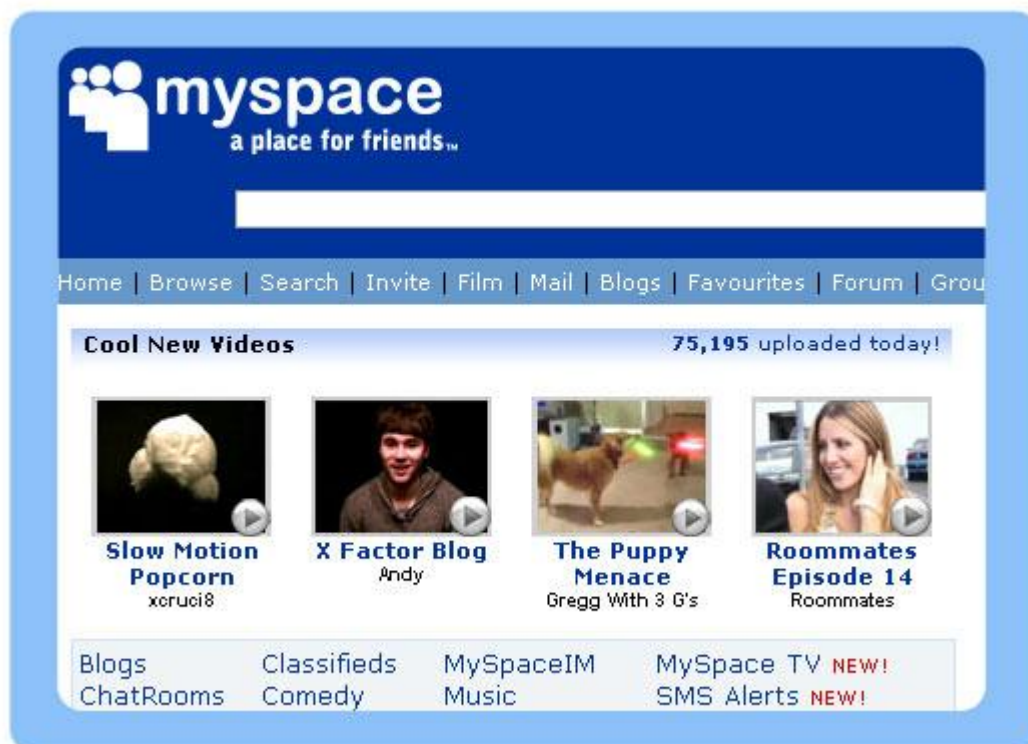
Q6. What is your main purpose for using social networking sites?	
Contacting old friends	42%
Reinforce existing friendships	25%
Other	16%
Business purposes	11%
Making new friends	5%

Q7. What do you think are the potential business uses for social networking sites?	
Networking	65%
Exchanging ideas	58%
Getting Advice	44%
Recruitment	43%
Research	35%
Selling	31%
None	13%
Other	1%

TOP 4 MAINSTREAM SOCIAL MEDIA SITES

1. [MySpace](#)

There is a new way to increase your marketing and website traffic, MySpace has been around for a few years now and is a great way to advertise your website and business since it gets thousands of hits a day. MySpace has the potential to bring in hundreds of hits a day by running a simple ad.



When starting out on MySpace, you need to create a free account or MySpace page. To start, go to MySpace and click signup, fill out your information, then you will be prompted to log into MySpace. Once logged in, you will find out that you have a message from Tom who is the creator of MySpace. After reading his message go to edit profile and create a headline, you will then tell some about yourself or company, you can also talk about who

you want to meet, what Interest you have, such as what you like in music, movies, TV, books and who your heroes are.

Once this is done you can then preview your profile and if you like it hit Save or Edit to make any changes as needed. Once this is done you can add a photo of you, your company logo or a picture that represents you. You can also add videos, maintain a personal MySpace Calendar, start your own blog, and even create a MySpace address book. This is also a good time to join any groups or create one that is tailored around your company. As you find people that have the same interest as you, add them as friends, this will send out an invite to them and they can either deny or approve you. The more MySpace friends you have, the more hits you will generate.

If you want to make your MySpace page even more personal, you can go back into your profile and add html codes in them along with your information to create graphics for the page. There are hundreds of free MySpace templates and pictures you can add, and if you are involved in the media you can even pick songs to play when people view your page.

Now that you know how to tailor your MySpace page around your needs you can utilize the Marketing value hidden inside this huge network. The marketing advertisement in MySpace is a very real way to generate more traffic to your site as you can put a link to your in each part of your profile. You can also buy some advertisement on MySpace as well, and since the site is geared towards younger generations you have an unlimited supply of potential consumers. Teenagers who are some of the hardest consumers to reach seem to flock by the hundreds to MySpace. This is a very real necessity to getting the word out, as we all know Teenagers are tenacious when it comes to getting what they want.

When it comes to the marketing value of MySpace and those who are already using it, think of the now hundreds of Bands and high profile authors who use it to publish blogs about them and their products. The bands have realize that having even one of the songs on there can mean great things for their music career and the same can apply to anyone else as well.

Even if you do not think that your business would work out in MySpace, why not try it out and see. The set up is done in a matter

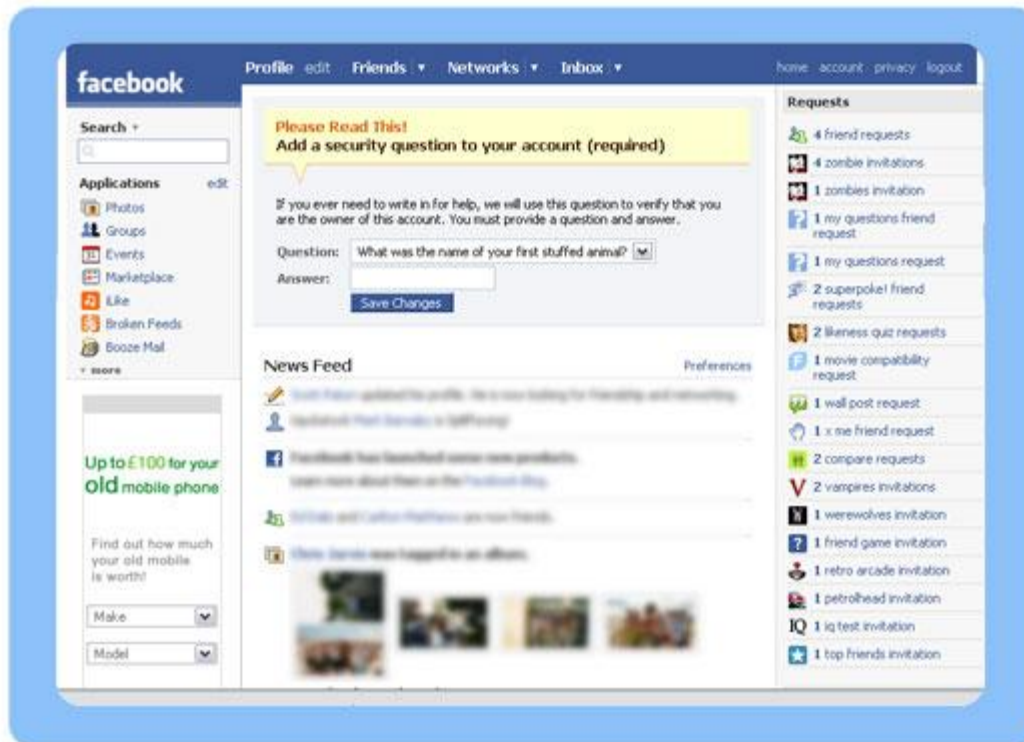
of minutes and then networking only involves a few clicks and a short blurb about you. This is relatively one of the easiest forms of marketing around, and unless you purchase ad space, it is free. The blogging on MySpace is worth the trouble to go through the process, and remember for every friend you get, each of their friends are your potential friends and then consumers or hits as well.

When it comes to any successful business great marketing strategies are a key factor and it doesn't matter if you are a Webmaster or in Internet Marketing using MySpace is a great free way to get some real hits. While the paid advertisement is decently priced as well.

2. [Facebook.com](https://www.facebook.com)

Facebook is the most popular social media site on the planet with 40 billion page views and over 50% of users returning every day. It recently passed Ebay as the most trafficked and CEO Mark Zuckerberg stated Google was their next target at his f8 keynote speech recently.

If you have any interest in maintaining an online presence at all, one of the places you should be spending some time is Facebook! At its most basic, this powerful website is a networking system. When you put your profile up, you encourage other people to browse it and see what you are about. Whether you're a musician or a writer or a freelancer coder, the benefits that Facebook can bring to you are limitless. Even better, this service is free, customizable, and simple to start- all you need is a connection to the Internet.



To get started on Facebook, all you need to do is go to the site itself and press the sign-up button. From there, you will be taken through a series of short questions that will create your page and after that, all you need to do is customize it. Don't worry if you don't have any experience with webpages; many of the changes that you might want to make with regards to background, pictures and layout are well-documented on the site itself.

Make sure that your page has a lot of content on it. A simple summary of what you do and a few pictures isn't going to attract someone who is used to the content-rich pages that can be found on Facebook. A lot of pictures on your page is a plus; not only do they give people browsing your profile something to look at, they'll also establish a connection between you and the viewer. Facebook is a good way to share things that interest you, so post videos, news stories, anything that might get other people's attention.

After your page has been set up, your next goal should be concentrated on getting traffic to it. Facebook, with its primary basis on social networking, is ideal for this sort of exposure. If you're feeling overwhelmed by the sheer scale of Facebook, start

small. Take a look around at some of the other profiles that have interests that match yours. Facebook is often called a viral network, where people pass things that interest them onto their friends and then their friends do the same thing. While this is one way to get started, it certainly isn't the end of it!

After you've established a small network, you will find that one of your strongest tools is the newsfeed. Unlike a newsfeed that presents you with national news, the Facebook newsfeed updates you on your friends' recent posts and activities. Whenever you take an action like write a post in the journaling area, or post a new picture, an item will pop up in the newsfeed to tell your friends. This will help keep people returning to your page as well as encourage people browsing your friends' page to browse yours as well.

To seriously promote a business on Facebook, you will want to consider services like fbExchange and Lookery, both of which promise traffic to their subscribers. In fbExchange, you get ads placed on your page and your ad will be placed on other people's pages. This brings more traffic to your page and you are paid depending on how many people click on ads that are found on your own page. With Lookery, you can either make your page a place where they place ads or you can place ads with them. Unlike fbExchange, Lookery allows you to do one or the other. Lookery offers targeted marketing, that is, the ads that end up on your site will be relevant to the content of your site and the ads you create will be placed on similarly relevant sites. Videoegg delivers unique ads into any video player or flash widget.

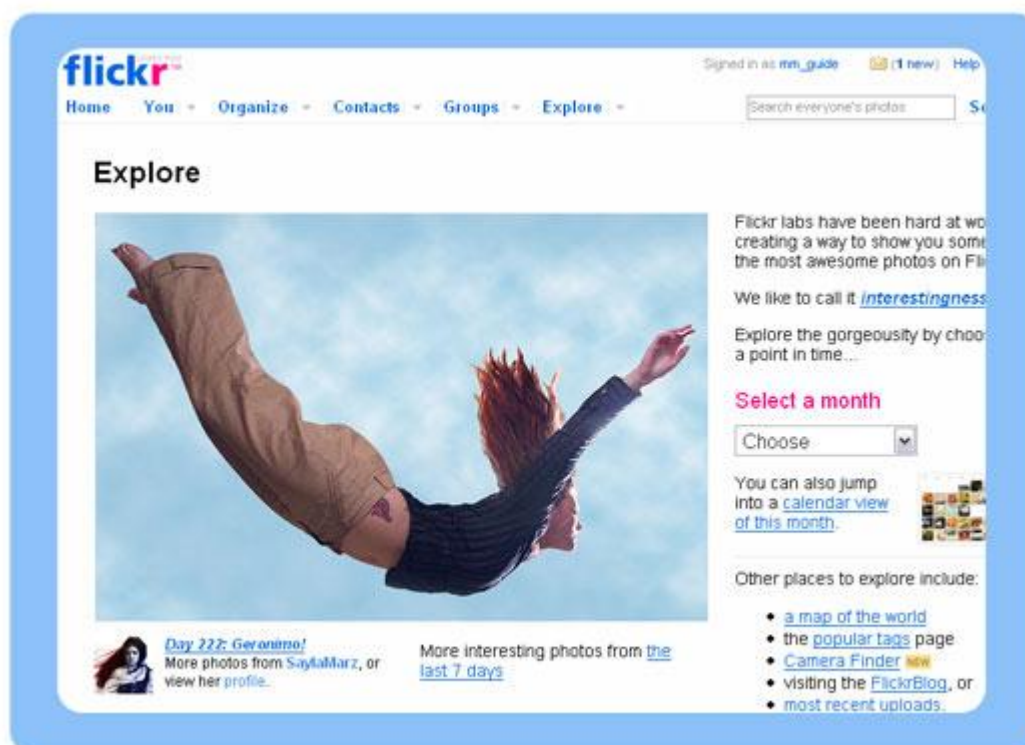
One utility that you might want to make use of is the Facebook Marketplace. Started in 2007, the Marketplace is essentially a series of classified ads. Post your own ad and see what comes up.

With Facebook Applications, a suite offered by Facebook, you can customize your page even more and take advantage of valuable tools to make this site work for you. Some applications will allow you to store and share files, while others encourage you to create your own channel, where people can come and listen, read or view the content you produce. Some of the applications available let you keep up with your favorite stars and political movements, while others will track your Netflix queue.

Facebook is one of the most powerful networking tools on the Internet, so start taking advantage of this service today!

3. [Flickr.com](https://www.flickr.com)

Flickr is a Web2.0 Application and an online community where you can share photos and web service suites. You can use Flickr to share photos, but you can also use it as a blogger by using short blogs for your photo tags. Flickr has grown in popularity due to the fact you can tag photos, which can then be browsed using keywords. There are close to, if not more than, 1 million photos currently in Flickr now. This community was created by Ludicorp in Vancouver Canada, and launched in February of 2004. It was originally created for the MMOPG Neverending but was shelved when Flickr caught on by a multitude of other users.



Yahoo now owns Ludicorp and Flickr, the change caused all the information and photos there to being ruled by US federal law. In 2006, due to a serious need for more space by users, the upload limit was increased from 20 MB to 100 MB for free users and up to 2 GB for pro users. When Yahoo acquired Flickr, members were required to associate their accounts with a Yahoo ID.

Getting started with Flickr is simple enough and can be done in a few simple steps. Hit Sign Up and log in with your Yahoo ID, or if you are already logged into Yahoo, it will prompt for you to verify your password. That's it, you are done. Once logged into your Flickr account, upload your photo and read the community guideline. After this simply begin exploring Flickr.

Using Flickr as part of your marketing plan is utilizing the value of a photograph. Here you can store important images such as your company logo and then tag it to create a market strategy. You can also use it to help your marketing team by keeping all your images in one location. Flickr is designed as an online photo manager and anyone Webmaster or anyone involved in Internet marketing will tell you that management and organization is a very real key to success.

Your images can be uploaded from your computer, sent in an email, or through your camera phone, or straight from your desktop using free third-party programs. You can create collections or sets to make a presentation from photos only, and add tags to them to make the show easier to find. If there are photos you want to share while others are private or for your customers only, you can use the group and privacy controls to determine which ones you share. If your business is based in a central location, you can take photos and then put them in your Flickr account, and let people know where they were shot. This will generate interest around your location as other photos taken from there are viewed. If you have a blog, you can even attach photos to it from your Flickr account.

Every good business needs a real marketing campaign and one of those is creating media kits, such as cards, photo books, framed prints, DVDs and more. You can create all of these marketing tools using your Flickr account and then have them either shipped to your home or for pickup at your local Target Store. This is currently only available in the United States. Plus keeping in touch

has never been easier; you can talk to family, friends, and business partners all while sharing your photos.

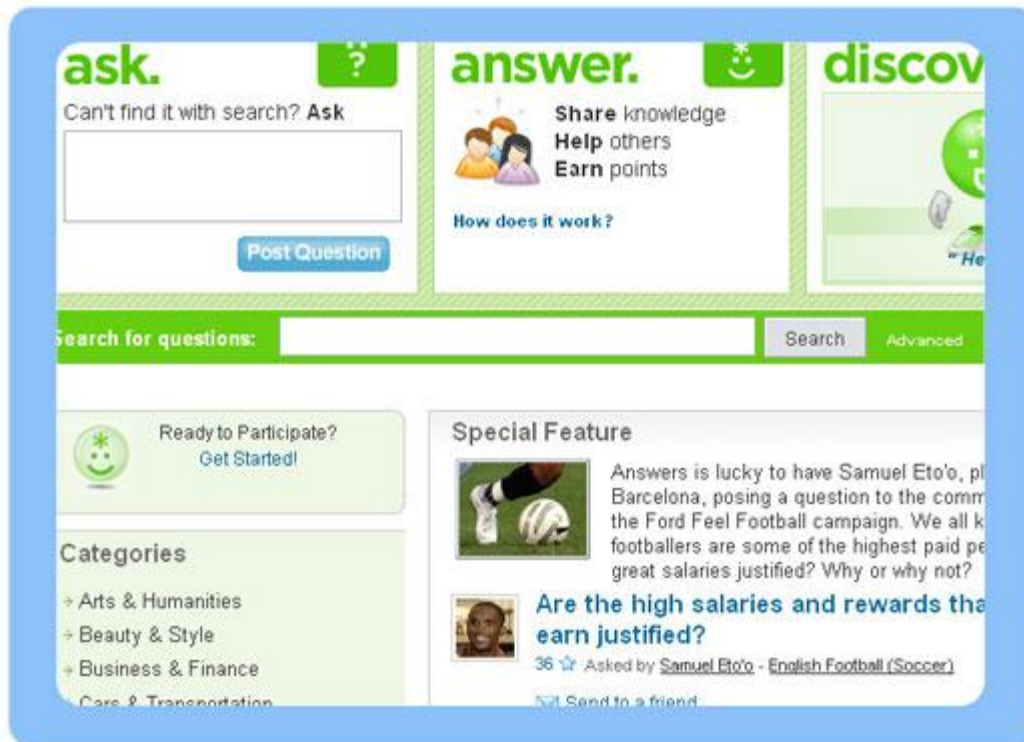
By joining one of the many groups on Flickr, you can get together with people and businesses that share your interests or can reach a common goal together. It does not matter who you are and what you offer, you will find a group that fits your needs, and if not or you are looking for something more, simply start your own group.

Using Flickr as part of your Internet marketing or as a Webmaster simply makes good sense. No more worrying about your computer going down and you losing photos, or being on a different computer and needing one certain image. By using Flickr, you will have access to them all with a few keystrokes and a click or two of your mouse.

4. [Yahoo! Answers](#)

Deciding to use Yahoo Answers to help increase your business's traffic is a great free and smart move by any Internet Marketer or Webmaster. Yahoo Answers not only gives a multitude of people to ask and answer questions but also provides free advertising in your postings.

Setting up a Yahoo account is easy enough and can be done in a few simple steps. Go to Yahoo and click Sign Up. Here you will be prompted for your name, address, and other personal information. You will also be asked to give yourself a Yahoo ID. If the ID is taken, others will be suggested for you. You will also be asked to create a password and account security question; this question will be something about you or your family. Remember the information that you fill out, and at the end of the process you will get a confirmation page. It is a good idea to print this page out or at least write down the information.



You can use Yahoo Answers to get free marketing and though it takes time, here are some simple ways to get you going. First, go to Yahoo Answers and pick a category, either by a Question you want to know the answer to or by what you have knowledge in. Read the Question thoroughly and any answers provided. This will help to ensure that you and others know what the topic is about. Find Questions you can answer using links back to your site. Do not give out the entire answer but do not just paste the link either, take a minute and hook the reader by giving them an abbreviated answer. This is a great way to market your website.

When at all possible, answer the questions first, the first answer is directly under the question, anything else and you could find your answer and link buried under others. Make sure you give the best answer possible, being voted best answer ensures that your answer will stay at the top and generate marketing from it. When people post a question on Yahoo Answers, Yahoo searches for the Question as well as the people posting and others will read the best answer over some of the other ones. Think of it as a Search Engine and you want the top spot.

Try to become a top contributor. This is accomplished by answering questions, posting questions and also by getting those

best answer votes. Having a high rank means people are more likely to trust your answers and thus your website. The more you hit the top mark the more traffic you are generating.

If there isn't a question that is tailored enough for your website or post, ask a friend to post a question for you and then vote you as the best answer. If you have multiple IDs, you can do this on your own, but remember people and the system can catch spammers and fakes. You want to increase your marketing and not take away from it by a bad Yahoo Answers post.

Yahoo Answers can also help with lead generation as well. Look around at some of the questions, then take a moment to post the answer on your website, once it is up, go back to yahoo Answers and post your answer with a link to the answer on your site. There are many times that people will look for a very similar answer or the same answer works for different questions, so look around and post where you can. The questions and your answer will show up in the Search Engines and you will create even more traffic.

While searching the questions to write about, you can use the star it feature to keep track of questions you are interested in. Also check out the Yahoo Answers International, here you will find locations from around the world and create even more hits from a larger scale.

Trying to get traffic to your website can be tricky but if you pay attention to places such as Yahoo Answers where you get free marketing it is possible without costing a fortune. Any Webmaster or Internet Marketer knows the value in Linking, and using a free resource for that is an added bonus.

Quick Guide to Up and coming social networks to look out for!

Jumpcut.com



A web 2.0 community with the twist of being an online editor for uploading and tweaking movies and photos. Members can grab other projects and rework them before releasing them back into the community. A social site that is set to go from strength to strength!

iyomu.com/

iYomu is a social networking site for grown-ups. It provides an original way to present yourself so you make better matches with people for sharing interests, doing business or just living.

dorbit.net

Dorbit is a vertical portal that reunites the benefits of a social network with messenger, microblogging and the support of multimedia files. At Dorbit, the user can create free collections of videos and photographs, publish thoughts, vote on content published by other people and many more.

geesee.com/

This is an interesting one for adding to your blog or website. Chat adds value to your website or blog, encouraging visitors to come back often for more fun. With Geesee Visitors can talk to each other, to you, and to other people - all over the Internet - who are interested in the same topics they are. Your visitors chat with a huge community of other users who are connected to Geesee from other sites all over the world. Powerful search makes it easy to find the most relevant conversations.

Add to wordpress, blogger, typepad and more...

Why not Create your own social network?

Ning.com

This is what it's all about, creating user generating content as well as a community.

When your members register for your social network, they create an account Ning. They can use their NingID to sign in to your network as well as other social networks on the Ning Platform.



You control any data your members provide you on your social network and can message them directly from your network, but we keep the email address they provide at registration private. However, we do offer the option to make any of your member profile questions private so that the answers to these questions only go to you and your Network Administrators.

To start using Ning for your business, the first thing to do is create a free full social network on Ning. With your new social network on Ning, you can:

- Be up and running with your own social network in minutes, not months.
- Add your own logo, branding, and visual design
- Choose the features you want on your new social network in a few quick steps.
- Feature content from your members on your network's Main page.
- Name multiple network administrators.
- Integrate your new social network into an existing website easily with branded widgets and links
- Control your content and concept.

Run ads on your social network

You can use any ad serving service you'd like as well as use this premium feature to protect your social network from showing any ads at all. This costs \$19.95 per month.

You can also use your own domain name, again a cost is involved, \$4.95 per month. The cost of removing the “Create Your Own Social Network” button from the top of your social network is \$7.95 per month

Features

Ning social networks are completely flexible giving you control over branding, appearance, the ability to integrate RSS , Podcasting and many other web 2.0 features!

- Add your own logo, branding, and visual design to make your network unique.
- Choose from a variety of themes and customize them to make them your own.
- Make your network public or private.
- Customize the appearance of your branded photo slideshow, video player, music/podcast player widgets and network badges.
- Customize the profile questions your network asks when members join. Make questions private, so that the answers are only viewable by you and your Network Administrators.
- Enable “one-click” Facebook Promotion so your members can add photo slideshows, video players, and music/podcasts from your network seamlessly into Facebook.
- Choose to moderate photos and videos before they are posted.
- Choose from a set of supported languages (English, Chinese, Dutch, French, Portuguese, Spanish) or translate your social network into any unsupported language by changing one file in the code.

Photo Sharing

- Upload photos from a computer, mobile phone, or Flickr account.
- Add photo comments, ratings, tags, locations, favorites, and share via email.
- Create, organize, and view albums.
- Create, view and “embed” photo slideshows branded for your network.
- View all photos across the social network.

Video Sharing

- Upload videos from a computer, mobile phone, or any video service on the web.
- Add video comments, ratings, tags, locations, favorites, and share via email.
- Create, view and “embed” Flash video players.
- View all videos across the social network

Discussion Forum

- Start and tag a discussion.
- Add discussion posts and reply to those posts.
- Organize discussions by categories.
- Click through the personal profile pages of other members engaged in the discussion.
- View all discussions across your social network.

For an extensive excel sheet of social media sites please download from the FMB membership area.

© 2007 FutureMarketingBlueprint.com

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



Taking You to the web's edge

Cutting edge, web 2.0, web 3.0

We'll be taking you on a journey, opening your eyes to the potential that is out there today and tomorrow.