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In this report I will focus on New Media Marketing. Now what is that? If you encompass all things that have exploded on the Internet in the last few years, YouTube, Social Networking sites like Facebook and MySpace this certainly covers part of it. But there are many other channels within that can be classed as New Media Marketing and we'll look at those too.

This report is just an overview of New Media Marketing and does not offer in depth training, although we have other reports that take a step by step approach at Newnewmediaworld.com

Doing business online, whether you are a marketer, a small business, a creative artist, in fact anyone that wants to get the word out about their service, product or content can use these strategies to build of 'cloud' of followers and fans, that can quickly become your customers and prospects.

There are so many strategies it can become extremely confusing when coming online as to what strategy to follow. It's easy to get overwhelmed by the information, strategies and advice to succeeding online which floods in from every direction. The key is to find a strategy that fits in with your business and stick to it.

DO NOT DEAVIATE!

This is a big mistake that many people make – they start on one thing and then get distracted by the latest easiest way to make millions online and just start hopping from opportunity to opportunity – which, unfortunately mostly ends up a waste of time and money.

Stay focused and stick to the plan.

Web 2.0

The term web 2.0 was coined by O'Reilly Media for the ever changing Internet and effectively suggests an upgrade from the original world wide web as we once knew. Who knows, you may be lucky to be young enough not to have known the original static web 1.0 of just text, links and pictures.

Web 2.0 changes the entire focus of internet surfing where you are actually contributing to the content of the web through wikis, social media, video and audio and sharing as well as teaching others with your knowledge.

Social Networking

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.

This gives you a great opportunity because you can get tap into groups and offer valuable advice and content that will get people interested in you and your business. All the elements of new media are definitely not suited to the hard sell. You have to get your personality across and let people get to know you, then you will attracts followers, friends that will turn into customers.

Don't be overwhelmed by the sheer number out there. Concentrate on one or two and see how you go. We did a test with a niche market and used MySpace only. The results were very good with hundreds of sign ups for our product.

Social Network Sites

There are absolutely loads in all sorts of niches. You can find dog and cat owner social sites, wine drinkers, car lovers, the list never ends. Of course this may be an idea if you are passionate about a subject that may be the online business for you. Here are just a few social media networks..

[Facebook](#) – Most popular Social Networking site

[MySpace](#) – One of the original popular sites

[Bebo](#) – Social Networking

[OpenBC](#) – Community for entrepreneurs & professionals

[The BlackStripe](#) – upload and share photos

[Vcarious](#) – Travel Community

[Friendster](#) – Friends network

[Ikarma](#) – promote and document your reputation

[LiveJournal](#) – Create your own community

[Ning.com](#) – Create your own social network

[Moze](#) – mobile information

[StumbleUpon](#) – Stumble Upon random sites and community

Facebook allows you to add friends and share information around your online social media life. When you add friends, contribute or join groups the information is added to your feed for visitors to your profile to see. So if you start a discussion in a group, for example, this shows up as Your Name has commented in XYZ Group.

Your FaceBook strategy can be to start to add friends ten at a time and invite them into your group for discussions around the theme of your market. Keep to these numbers to avoid being closed down. If you go over board you'll attract attention and risk your account been closed down.

Create the group using the key words that you are targeting and as friends are added you can invite those friends to the group. In the group start discussions and link to your website.

Facebook Apps

[Stumble Upon](#)
[Friendfeed](#)
[Twitter](#)

When you have these applications installed you automatically update your facebook story feed so any new Tweet (update in Twitter) or for example when you stumbleupon a website or other update is automatically shown on your FB story feed drawing people into your cloud.

MySpace now works in a similar way so the same strategy can be applied.

Social Bookmarking

Social Bookmarking is a way for online users to share their bookmarks publicly with each other and is a great way to promote your site and gain valuable backlinks. Social Bookmarking sites are highly ranked by the search engines and they hang around these sites because they know new bakery fresh content is regularly added. They also know that sites that are socially bookmarked (as opposed to privately) is most likely to contain valuable content and be highly thought of, so they will rank this content accordingly. If a large number of people bookmark your website or blog the SE's will take notice.

Bookmarking your sites can be done using onlywire.com and socialmarker.com. These services make the process more automated so that sites can be bookmarked on several social bookmark sites in double quick time.

The other part of the process is using multiple accounts. This can be a major job but you should look to get this kind of work outsourced so you can concentrate on other aspects of your business.

A Small Taster of BookMarking Sites

<http://delicious.com/>
<http://www.connotea.org/>
<http://www.contentpop.com/>
<http://fark.com/>
<http://www.feedmarker.com/>
<http://www.gibeo.net/>
<http://www.google.com/bookmarks/>
<http://www.gravee.com>
<http://www.hypediss.com/>
<http://www.iliketotallyloveit.com/>
<http://www.kaboodle.com/>
<http://linkfilter.net/>
<http://www.linkagogo.com/>
<http://myweb.yahoo.com/>
<http://www.netvouz.com/>
<http://www.prefound.com>
<http://www.rojo.com/>
<http://scuttle.org/>
<http://www.sitetagger.com/>
<http://www.slashdot.org/>
<http://www.smarking.com/>
<http://www.spicypage.com/>
<http://www.thisnext.com>
<http://yoorl.com>
<http://www.30daytags.com>

Social News Sites

A similar voting process takes place with users voting on their favorite news stories from blogs. When you submit a story to these sites it doesn't have to be your own story, many members of these communities search for news stories and submit them to be voted on. Again this is another way to raise exposure to your site.

When you use socialmark.com you'll notice a mixture of news and bookmark sites.

The big news sites with high 'authority' are:

Digg.com

Propeller.com

Newsvine.com

jumptags.com/

mixx.com

<http://www.mybloglog.com>

<http://www.technorati.com>

Marketing Related:

Sphinn.com

Plugim.com

<http://www.marktd.com>

<http://www.jackhumphrey.com/imnews/>

<http://www.onlineadvertisingnews.net/>

<http://dfinitive.com/>

It started with a Blog

Blogs, or weblogs as they were once known as are like online diaries of information or posts. However, with the open source development of blog programs like wordpress the difference between actual websites and blogs is blurring. All the interactive elements of web 2.0, such as user generated content, rating and commenting is part and parcel of your average blog. The other powerful element of Blogs is the RSS (Real Simple Syndication) feed that carries all the posts, videos, podcasts that are published onto your blog and can be syndicated out to many other online outlets.

Your blog is an interactive tool that gives your readers, prospects and clients an opportunity to add to the discussion, agree or challenge the blog post that you have

published. This is extremely important in that it shows your business as an approachable brand that is reachable.

Blog Benefits

Increase traffic significantly

Boost your Search Engine Rankings

Build Rapport and trust

Establish yourself as an expert in your field

Generate Press Exposure

A business blog can boost performance internally in your business.

The Cogs of a Blog

A blog post consists of the post title, main body and date/time stamp.

Post title. This gives description of what each post is about.

Main body. This is where the main content is. This could consist of an article, pictures, video or podcast.

Date/Time. Records the day and time of your entry and is what the chronological archives are based on.

Blog software is basically a Content Management System giving you the power and flexibility to log in from any computer and update your blog.

There are a number of automated cogs working away behind the scenes when you blog.

1. RSS
2. Pings
3. Trackbacks
4. Permalinks

Blogs are dynamic and can syndicate your content because of a built in support for RSS (Real Simple Syndication).

Content for your Blog

You may find providing content for your blog a struggle at times but there is always the option of outsourcing or using PLR content for your posts as long as you rewrite it to suit your own style. Readers will be able to pick up on a difference of style unless it is deliberate such as having guest blog writers, which is an excellent strategy to gain new readers by the way.

You can approach blog owners and suggest a guest column or blog post swap which could be beneficial to both parties.

RSS Syndication

As mentioned, RSS feeds carry the content of your blog whether it be posts, video or audio. Feeds can also be created manually using XML files using created content.

To study your statistics and power up your RSS feed use services such as Feedburner which format your feed correctly for services such as iTunes.

When you have a blog set up you can use the feed and submit it to the following directories:

[PingOMatic](#) - rss feed submissions (pings site)

[Feedse](#) - submit RSS news feed

[RSS Network](#) - submit RSS feeds & select category

[Syndic8](#) - submit RSS feeds

[Feed Submission](#) - submit your RSS feed

[Rocket News](#) - post your RSS feed

[Technorati](#) - submit your RSS feed to be pinged

Consider RSSsubmit to blitz out your feeds to many directories:

<http://www.dummysoftware.com/rsssubmit.html>

More on RSS feeds covered in depth in our report [VlogCast Domination!](#)

Micro Media Marketing

Twitter is among the most outstanding microblog services online. You have 140 characters to tell your story answering one generic question: what are you doing right now? This has the potential to be mind-numbingly dull. But it can also be put to excellent use: what about weather updates in a high-risk area? ScienceNewsBlog is using it in that way. Carnival Cruise is using it to send updates to passengers and prospective passengers. News agencies and political candidates are using it as an updated news ticker, and companies like Amazon are using it to push “blue light specials,” fast sales that are strictly time-limited.

In almost every case, the Twitter update is a headline describing a link or a reference to some other media, making it easy to digest the information and decide whether you want to pursue it. In today's extremely fast world, the ability to make this quick informed decision is invaluable.

In any industry there always has to be a leader of some sort. As far as micro-blogging is concerned, twitter has taken the lead and is comfortably out in front. If you want to be able to reach a very large audience in a short period of time with your message, twitter can help you to do this. Because they are already interconnected with many users, it is not difficult to find existing members who are already interested in what you have to say. Twitter is a great way to launch a new Internet business or to drive traffic to your existing website.

The key is to gain followers who will see your 'tweets' – random 140 character posts that explain what you're doing. With [Twitter Tools](#) you can have your twitter feed updated automatically whenever you post a new story to your blog.

Twitter is definitely not a place for the hard sell, just like other social networks, you need to use it as a way of drawing your 'crowd' or followers into your market by offering advice, quality content and of course gain the trust of your followers.

Twitter also gives you an opportunity to follow the mavens or respected peers in your market and to interact with them. There is no other medium where you could share information and get noticed by people like that.

You could even take it further and set up a blog especially for Twitter followers making it a fun place that reflects your personality more. Links to your money pages can be placed at the bottom of the page or somewhere out of the way. Believe it or not this can increase interest as your prospects often respond better to finding a product or service themselves rather than being sold to. Of course this wouldn't suit every type of business.

Other Micro Blogging services include:

[Pownce](#)

Pownce has its sights set on the Jaiku corner, too. This microblog application allows mixed media and even comments, but it also operates as a community message board. You can post your party info, and everyone can post back with what or who they're bringing – publicly. It also coordinates with Facebook, so those checking out the party info from Facebook can see what's happening in the Pownce world and even post on the Pownce thread from their browser.

[Tumblr](#)

Tumblr has a similar design, though its main aim is the current Internet and it allows much longer posts than

Twitter. Still, it's an instant blog that allows its users to just post quick tidbits they've found online. Unlike Twitter, Tumblr allows mixed media rather than just text. Like Squidoo, it is friendly to mashups, so you can pull in your disparate RSS feeds, your latest YouTube pieces, or whatever, promoting everything at once. It's less marketer-friendly, but could be an ideal place from which to launch a stealth campaign or viral marketing project.

Jaiku

Jaiku, just acquired by Google, is another microblog allowing simple posts from SMS, the web, or whatever. It combines the best of Twitter and Tumblr by allowing not just Twitter-style text posts, but also Tumblr-style mixed media. With Google behind it, expect Jaiku to start taking on some serious market share in the future. At the time of writing, accounts with Jaiko are by invite or waiting list only, which is another piece of clever marketing – employing scarcity to make you ‘want it’ more.

More on micro marketing covered in our report [Micro Media Marketing](#)

Video Marketing

You may have noticed YouTube videos showing up in Google results, well videos are another excellent way to promote yourself or your business.

Video marketing is should be an essential part of your strategy as it reaches a large proportion of people that would be, put bluntly, too lazy to read any of your other marketing copy. Internet videos are actually quite easy to make and to upload. Not much is needed. The only importance is that they look professional for advertising purposes.

Being able to see someone talking to you through video is as close as you'll get to being in the same room as them and putting across the benefits of your great product. This immediately gives you the chance to gain their trust.

It also gives the prospect a chance to size you up. They're going to be thinking 'Can I trust this person!' and 'Can I relate to them?'

Video is the perfect attention grabber and most people can spare five minutes to watch a video, although they might fall off their chair in boredom at the sight of another very long salespage.

Live action video of you chatting will of course require a camera! You could use a webcam and this would do a fine job or you might want something you can carry around with you. An excellent choice is the [Flip camera](#). This is easy to plug into your PC and has great quality for a cheap price. Next step up try the cheapest Sony camcorder. These are more than adequate. Don't waste your money on higher end models, these are for professional videographers and are not warranted for what we're doing here.

If you can't afford a video camera at all or need a stopgap try: <http://animoto.com/>
Here you can create your own videos from still pictures as well as music from their selection.

For screen capture video, there are a few options including [camstudio](#), which is fairly cheap, and [Camtasia](#), which has more features but is priced around the \$300 mark.

Here are some other really useful video resources.
<http://www.bubbleply.com> - This enables you to add a bubble or other shape with a hyperlink to your video. Imagine the power of having a section on the video screen that can link to your product or affiliate program!

<http://www.vivaviralvideo.com/> - This allows to your upload your video for an army of affiliates to promote it for you. You can also choose affiliate videos to promote and embed your affiliate link for commissions. There is even a tracking tool.

To your create your video channel on YouTube go to <http://www.youtube.com>

The first step would be to create a YouTube channel, which can happen automatically on sign up. This will give you the ability to arrange your own content, as well as others, into a single location with your own url. You'll also be able to link back to your main website.

Customization > channel settings > select top 9 videos for profile

On sign up you get the option of different account types to target your content to.

- Director
- Guru
- comedian
- musician

online video rules

5 min length short bursts – viewer attention under 100mb

Tagging – choose correct tags – this can get your video on the recommended list next to other videos driving traffic.

YouTube is also a social network so add friends and build up a following here too and promote your videos on this social network via email and bulletins

When you upload your videos you can create your link as the first item in your description using this format:
http://yoursite.com - this makes it into a clickable link so that viewers can visit your site.

Also leave video responses on other videos in your niche market to help build up your network.

Join and create YouTube groups

Strong community of groups for users to discuss and share videos

There are plenty of video hosting services out there that can help get your video message in front of eyeballs.

Revver.com use advertising and share revenue with the clip creators. The site also has RSS tools, enabling you to submit videocasts to itunes.

<http://www.freeiq.com/>
<http://www.youtube.com/>
<http://video.google.com/>
<http://video.yahoo.com/>
<http://uncutvideo.aol.com/>
<http://eyespot.com/>
<http://grouper.com/>
<http://jumpcut.com/>
<http://revver.com/>
<http://videoegg.com/>
<http://vimeo.com/>
<http://vsocial.com/>
<http://www.blip.tv>
<http://www.dailymotion.com/>
<http://www.ourmedia.org/>
<http://vids.myspace.com/>
<http://soapbox.msn.com/>
<http://www.metacafe.com/>
<http://www.ifilm.com/>
<http://www.motionbox.com/>
<http://www.veoh.com/>
<http://www.castpost.com/>
<http://www.viddler.com/>
<http://www.break.com>
<http://www.flixya.com>
<http://www.vume.com>
<http://www.panjea.com>
<http://www.thevideosense.com>
<http://www.nelsok.com>
<http://www.filmaka.com>

Podcast Power

Although people have been sticking audio files onto the internet for many years the advent of itunes podcast support in 2005 created a podcast explosion. There are thousands of podcasts available and it is an especially useful tool for promoting a service or product that you may be developing.

The potential benefits that you can receive from using podcasting as a weapon for mass domination, have been overshadowed to a degree by the tremendous ease and affordability of video and video sharing. Consequently, this may be one area of Web 2.0 that will allow you to enter and dominate very quickly and cultivate a following for yourself and your expertise.

Easy online Podcast services

podbean.com which also offer business solutions enabling you to host podcasts and video for a small monthly fee.

Other online pod resources

Podomatic – allows you to keep a profile page and post regular podcasts to it. Podomatic is also a social community where you can build up friends to share podcasts with. Like Gabcast you can record podcasts directly from you PC or upload an existing MP3 file to add to your profile.

Mediafly – Add and organize your podcasts and add your own podcast feeds to share with the community.

BlogTalkRadio –

This is an increasingly popular podcasters community which gives you a blog and enables you to quickly and easily build up a following for your content.

If you've tried podcasting on a couple of free services and would like to take it further in regards to marketing your business then you could look at:

Podcast People

PodcastPeople.com is a simple web-based service that allows individuals to create audio and video episodes, write blog posts, and interact with their audience.

Free Content Sites

These Satellite Sites provide users with an online service for creating your original content and publishing it without the need for a website.

Sites such as Squidoo and Hubpages provide you with the tools to publish modules such as YouTube videos, RSS feeds that display your feed onto these pages, Amazon books related to your market, Ebay listings and many more.

By creating a page on these sites you can appear in the search engines easier and begin to take over the results by using these combinations.

By offering valuable linking from these 'authority' sites, this rubs off on your site, almost like being associated with someone already a celebrity or someone successful.

Here are some examples of Free Content Sites.

[Squidoo](#) – Probably the most well known. Had great initial rankings in search engines but then the spammers hit it hard. After an initial so called Squidoo Slap – Squidoo cleaned up and its' quality lenses (Squidoo pages) are appearing in SE results.

[HubPages](#) – The main rival to Squidoo. Although it has less options and modules the content slows well in SE's.

[Wordpress](#) The online blog provider provides a great way to quickly get a satellite blog online.

[Blogger](#) Owned by Google, Blogger shouldn't be ignored. Limited options but these blogs are favored by Google.

[Wetpaint](#) Great online wiki giving you options to create sections of content with video and image media and of course yummy backlinks.

[Weebly](#) – Create a website online. It's a simple step by step wizard approach makes it easy for any novice.

[Google Knols](#) – Google recently went into the article directory business and these knols, Units of knowledge, are appearing very high in search engine results. Establish yourself as an expert author in your market now and benefit for years to come.

To read an indepth report 'Satellite Love' covering The power of Free Content Sites visit: Newnewmediaworld.com

Wikis

Web 2.0 includes wikis, such as wikipedia.org. In this case an online lexicon is available that the public can not only use for their own reference, but that they can also correct, and add to themselves. In other words, the readers are the writers, and anyone can contribute their knowledge to the greater online community. You might think this would be dangerous, because then anyone can add their own advice, which might be blatantly incorrect. The benefit of harnessing the collective intelligence, however, is that there is always going to be another reader who knows more than the previous writer did. So, with this give and take, the ultimate result is an averaging of all the intelligence of the public, leading to the conclusion that the results are generally correct.

<http://www.mediawiki.org/wiki/MediaWiki>

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

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

<http://www.aboutus.org/>

<http://wiihost.org/>
<http://www.twiki.org/>

Conclusion

Not every strategy will suit everyone, but taking a few pointers and concentrating on specific areas one at a time will reap rewards long term. By concentrating on your blog firstly and building up a quality content on it , preferably hosted on your own hosting rather than the online services such as Blogger.com or Wordpress.com, you can offer a resource in your market that will benefit readers, turning them into followers, prospects and customers.

Yes you want to use wordpress on your own server because it is so much more flexible and you will be able to use a lot more plugins, plus you can have your own domain name, for example:

http://www.yourname.com as opposed to
http://www.wordpress.yourname.com - no it doesn't look good does it? So get wordpress installed from wordpress.org. Installing this is beyond the scope of this report but we cover wordpress installation in our report [vlogcast domination](#).

Once you have powered up your blog with essential plug-ins you will be ready to unleash your killer content to the world. At this stage you'll want to use the strategies outlined here to get backlinks and traffic to your blog.

Further Information

For Video Tutorials, Reports and Podcasts on New Media Marketing

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



Taking You to the web's edge

Cutting edge, web 2.0 and New Media Marketing

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Killer New Media Reports Still Available:

Make no mistake we are in an ever changed landscape in Internet Marketing land and in order to stay ahead of the curve you need to be aware of new and ever changing strategies to drive new traffic, prospects and customers into your funnel.

Some strategies come and go, or have good runs then die, but we've picked several new media traffic strategies that aren't going away!



Micro Media Marketing

Micro Blogging is the latest evolution in social media..Get on board now and take full advantage.

Wouldn't you rather be ahead of the curve than trailing in the dust?

Build a list of Followers and add another lead in to your products and services

>> [Grab this Report Now](#)



VlogCast Domination

Combine the Rich SE spider food of Blogs with the convience and coolness of video podcasting and your marketing caldron will be lethal!

This is about building your super Hub to pull in prospects and customers to your products and services

>> [Grab this Report Now](#)



Satellite Love

Drive more targeted traffic and gain more backlinks by distributing your teaser content to Free Content Sites and see backdoor traffic searchers

>> [Grab this Report Now](#)