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Foreword

There are many ways to describe the workings of a social site some of which are depicted by the phrase often referred to as social networking. This is meant to describe the web site that enables the users to create a public profile within the website and to also form relationships with others users of the same site where the access to profiles are unlimited. Social networking sites can also be used to refer to community based websites, online discussion forms, chat rooms and other social exchanges online. Get all the info you need here.



Social Sites Simplified

Discover The Awesomeness Of Social Sites

Chapter 1:

What Is Social Sites

Synopsis

Some of the more popular social sites would include facebook, twitter, LinkedIn, MySpace, GooglePlus+, DevianArt, LiveJournal, Tagged, Orkut, CafeMom, Ning, Meetup, myLife, myYearbook and Badoo.



The Basics

The social sites also referred to as social networking sites functions like an online community for the internet users, where information is shared on common interests, hobbies, religion, politics, alternative lifestyles and almost anything else there is to discuss.

Once access has been acquired to these social sites, the user can begin to engage in the act of socializing online and these would include exercises of reading the profiles on the pages of other members and maybe even making contact online if necessary or desired.

Making new friends and connections are just one of the benefits of being connected to a social site. Other benefits may include the element of diversity in communications and gathering of information, as the internet gives the users from all around the world access to the same social networking sites too.

There are no limits as to the amount of social connections that can be made and neither are there any boundaries in place as the connections made as possible as long as there is internet connections available for both parties, making the connections much more interesting and exciting.

Chapter 2:

Using Social Sites As Your Marketing Strategy

Synopsis

The use of the social sites for marketing purposes is actually an accepted and even expected trend, where people log into sites to promote businesses, services, interests and anything that could be related to earning revenue in one way or another.

The social media sites such as Facebook, Twitter and YouTube help to make the process simply by using elements pertaining to the excited entrepreneurs to be able to access others using the same site to extend their entrepreneurial intentions.

This is done with the user simply getting on to a particular internet site where similar minded people are likely to log on to and then begin the process of attracting the interests of possible customers.

Marketing

As long as all parties stick to the proper social etiquette and also conform to all the requirements in place, the genuinity of the whole process can bring forth a surprisingly successful entrepreneurship that is both lasting and strong.

The subject of spamming should also be addressed as the user would not want to be perceived as being a participant of these. Therefore in the quest to appear genuine the user would have to figure out a way to brand the items being used for the sale with good marketing strategies that would not be mistaken for spamming.

The idea of the appropriate marketing strategy is to be able to attract the ideal customer to the user in a way that would not cause the customer to feel harassed or badgered in any way. This is really the key to the social sites way of attracting and using the marketing strategies.

Some users would use the marketing strategy, where the basics attraction would be designed around the concept of creating some level of curiosity about the item being offered in order to get interested parties involved further in the connections made.

Chapter 3:

Sending Loads Of Traffic To Your Website With Social Sites

Synopsis

Social sites are a great way to get the individual's entrepreneurial endeavors recognized with the least bit of costs involved.

This is important to the start up styles where the cost factor would be a big consideration and getting optimal traffic would be the ultimate goal.

Getting traffic to a site is an ongoing task and should not be taken for granted if the individual intends to make inroads when it comes to the business opportunities being offered and getting exposure from social sites would be the ultimate and ideal goal for most.



Traffic

The following are some basic ways to create the interests that will drive traffic to the individual's website using with social sites available:

Optimize the site used for search engine attraction would be one way to start getting the desired amount of traffic to the site. Here the exercise of incorporating all the necessary steps to ensure the site is ranked well by using all the keywords that could help target the audience needed to be drawn to the site would be very important.

Creating updates and contents that are exciting and sometimes even shocking would be the optimal attracting tool that would certainly drive traffic to the site immediately. Taking advantage of social bookmarking sites is also something that should be given due consideration. Learning how to use this tool effectively would enable a considerable amount of traffic to be directed to the site intended.

Making use of social sites such as Twitter and Facebook would also help the individual to further create a "buzz" about the business endeavor and allow this interest to direct traffic to the site. Taking the effort to build a following on these sites will get the relevant traffic flow to the site at its optimum.

Chapter 4:

Improving SERP With Social Sites

Synopsis

There are a variety of ways to improving the SERP through the use of social sites and the individual would just have to be well informed on how to go about doing this in the best and most efficient way possible while all the while keeping any possible costs incurred to a minimum.

Social sites are a great way to increase SERP and there are usually quite a number of tried and proven tactics that can be used to ensure the most powerful techniques are used for this purpose.



SERP

Some of these tactics may include the ever effective bookmarking strategy. Here the individual will be able to generate traffic to the website intended using quality backlinks to the site. There is also the option of being able to create a network group and share the quality content using keywords to attract the attention of others.

In this scenario, the search engines will contribute to the exercise of attracting interests to the site quite adequately and in almost all cases very successfully. Images can also be used to create links to the website and the creation and designing of an attention grabbing welcome page would get the traffic to explore further into the website if the initial presentation is done in an engaging manner. Some would resolve to post well designed video footage or share video footage on Facebook or other social sites to encourage the interested parties to click on the site intended.

Other activities that would be encouraged would be to be as active as possible on the social networking websites. Creating this activity will help to attract the necessary attention and get the individual noticed enough, to have a “following”. Such activities could include blogging, guest blogging and blog commenting. The exposure gained would be advantageous to the individual.

Chapter 5:

List Of Cool Social Sites

Synopsis

Being able to identify and make use of the social sites to encourage more visitors to one's own site would be very beneficial if the individual is highly focused on ensuring the traffic flow for a successful business endeavor.

There are a lot of possibilities that should be explored and having an idea of the more popular social sites would help the individual keep the focus more centered and achievable.

The following is a list of most of the more popular social sites currently ranked and certainly worth using to create awareness for the individual's foray:



Great Info

Facebook – this social networking site also functions as a service provider where everyone and anyone is able to make a connection with others and get some level of visibility for either themselves or the endeavor intended for attention. After carrying out the relevant steps required the individual will be able to create the visibility platform that would encourage others to connect if interested in what they perceived to be available on the individual's facebook account.

Twitter – the online social networking service is also another way to get one's profile noticed and also a way to get other connected with the individual. Ideas and comments are exchanges and this helps to start some level of interest in the participant's lives and corresponding activities.

LinkedIn – this site mainly caters to the more professional side of the connections intended to be made. Most professional connections here are mainly to conduct some level of business relationships, but there are also those who use this social site for other less business oriented purposes.

MySpace – noted as a social site and at some point surpassed the visitor ratio of other more established sites such as Google, this site also provides the platform for social connections to be made.

Chapter 6:

The Dark Side Of Social Sites

Synopsis

As with anything positive, there is also a negative aspect that should be acknowledged in order to be able to consider its merits is any. Therefore in the quest to understand the somewhat dark side of social sites the individual should be well aware of the happenings and development impacts the social site implies.

These social sites are able to create a huge influence on anything and everything that can be accessed through the online portals. This does have negative impacts on the subject matter is the influence created is of the negative style.

People connecting to such sites would tend to be influenced by the general sentiments shared thus not really allowing for the individual thought process to take its natural course..

The Bad Side

Beside the influence of information and thought process, there is also the danger of people being so used to connecting online, that they are unable to function in normal physical connections.

The virtual friendships and relationships can provide the individual with the luxury of virtuality verses reality and this is more often than not very damaging to the culture of the human existence.

This trend is already becoming so prevalent that it is sounding alarm bells for the concerned few who are devoted to monitoring the situation.

There is also the danger of business alliances and new found friendships being destroyed by seemingly insensitive posting which tend to paint a particular party in poor light.

This is possible even if the action is a prank and not meant to be taken seriously. However in most cases the damage that is done is rather hard to rectify and almost always impossible to recover from, especially when the credibility of the party is now in question. Thus the need to be cautious when forming any liaisons on the social sites.

Chapter 7:

Build Your Business Communities With Social Sites

Synopsis

Using the social sites to help build a successful business is very possible if the individual is able to understand the fundamentals involved and utilize them to the optimum.

The following are several considerations to address if the individual is interested in using the social site as a tool for business visibility and advancement:



Communities

Listen and respond to the voice of your site is something that should not be overlooked or disregarded as unimportant or unnecessary for prompt action.

The unprecedented access created by the social access to a huge and infinite customer base requires the consistent monitoring of the business entity as customers are rather an impatient lot and if they receive the response within a time frame they consider relevant, the business entity will not be able to establish any level of credibility.

Assuming the social media is just a marketing function; instead of a whole business functioning entity would be a serious mistake on the part of the individual intending to tap into the social sites to create interest and visibility in the business endeavor.

All connecting stages of the business entity should be well aware of the impact and response the business is receiving from its featured site on the social site platform and work accordingly to satisfy all aspects immediately and effectively.

Leaving everything to just the marketing team to handle would not be sufficient enough as a overall action plan.

Long term strategies and execution plans should be well thought up as the social sites will require the complete and ever evolving participation of the business entity to ensure any and all queries are immediately addressed. Although there is usually the prevailing

excitement that causes the individual of often overlook long term strategies, it would be better to have these mapped out at the very onset of the decision to use the social sites as a tool.



Chapter 8:

Viral Marketing Via Social Sites

Synopsis

Continuity is what is required for the individual intending to use the social sites to create visibility and interest in the business endeavor launched through this platform. However in order to be able to commence this exercise with the intention of garnering the desired impact the business individual should be able to adequately exploit all avenues available through this particular platform of social networking.

Viral marketing is one way of getting traffic to a site to ensure there is the adequate amount of interest cultivated. Viral web traffic is build through repetition and also through the platform created by a good and strong fan base. The idea of having market continuity to draw attention over a period of time is the aim for the use of the viral marketing tool. This could take the form of many different actions such as posting blogs with latest content to providing fresh downloads and freebies for the potential visitors to the site.

Going Viral

Either way the business individual should be able to come up with ways of drawing the visitors to the site constantly and consistently.

When this is successfully done the site will have the necessary following to create a formidable presence that is not easily shaken and certainly productive. Going viral would require the site to be concisely built on credible and interesting material that is attention grabbing and worth discussions.

Going viral will ensure the attention given to the site will eventually contribute to its popularity, thus helping to convert this to eventual revenue earned.

Ultimately, the viral social marketing tool will only be as effective as the time and effort put into the material posted on the site, thus ensuring the high quality and speed of the new material posted would be advantageous.

Chapter 9:

The Surefire Strategies To Succeed With Social Sites

Synopsis

Identifying the particular social site to be used should be done according to the possible positive attributes the site will eventually extend. Using Facebook as an example, the individual would be able to expect the elements such as the increase of website traffic, the ability to create the necessary “buzz” for the business or brand recognition, being able to connect with past, present and new clients and also have the advantage of recruiting new interested parties for the possible expansion of the business entity.



Having Success

Other positive contributions may include being able to engage in network and friends or fans, the increase of the fan base and the ability to promote the page and to keep the content updated and consistent.

As for sites such as LinkedIn there are also attributes that would be considered beneficial such as being able to engage and connect with like minded professionals, requesting endorsements from past clients and satisfied customers to be posted at the site for the perusal of all, participating by allowing visitors to answer questions and having interactive activities, connecting with LinkedIn profiling with other social media account that could add to the benefit and thus create the needed attention for success. basically any exercise that would help promote the site would be welcomed as the potential to increase revenue earnings from the exposure created. .

Wrapping Up

There are several different issues that should be clearly understood by the user before making the decision to consider social sites as a good marketing strategy for the business intended.

Behind the idea of using the social sites should ideally be questions on what and why the target audience should ultimately consider a particular site. When these are clearly outlined, then the individual will be able to make the informed decisions necessary to ensure the social site used would benefit the business.

You have gotten lots of info here to get started.

