



# Contents

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<b>Edition .....</b>	<b>3</b>
<b>Top 10 Social Networking Websites for Your Business .....</b>	<b>5</b>
<b>Last Minute Tips.....</b>	<b>19</b>
<b>Social Marketing Resources.....</b>	<b>21</b>

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If you really want to maximize your traffic, skyrocket your income and build a rock solid brand that is instantly recognizable within your niche market, you'll definitely want to incorporate social networking into your marketing campaigns.

With social networking, you are able to tap into your market's core, pulling out valuable information about what your target audience is most interested in, and what they are actively looking for. You can also connect with potential joint venture partners, opening the doors to countless networking opportunities, just by building an active identity within some of the Internet's most popular community networks.

*There are countless other benefits to being an active member of social media websites including:*

### **Free Targeted Traffic**

Once you've established an account and have developed a following of contacts, you'll be able to siphon traffic from all of the major social media websites directly to your sales page, squeeze page or any other website or offer you choose!

### **Brand Identity**

Show your market what you have to offer, and connect with your audience on a deeper level by building brand-powered social media accounts that offer distinct value, and ongoing support within your industry.

Social media is one of the most powerful and easiest ways to demonstrate your business's commitment to providing quality content and products.

## Market Research

With just a few clicks, you'll be able to record an ongoing log of traffic, just by browsing through your data feed and active conversations that take place every day within social media networks!

You can easily find out what the hottest products are, shifts in market trends, keep tabs on upcoming launches, explore potential networking opportunities and maintain a steady pulse on what is important to your market, and what isn't so that you can build better, smarter products.

These are just a few of the many benefits you'll receive by becoming a part of the leading social media networks. The only downside to social networking is that it can take up a bit of time developing accounts, and keeping them up to date which is an important part of maintaining an active conversational stream with your audience.

To save you time, we've created a complete overview that outlines the leading social media websites online and how they can help you maximize your business's exposure and your profits.

## Top 10 Social Networking Websites for Your Business

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### Facebook | <http://www.Facebook.com>

Facebook continues to be the first choice for online businesses and marketer's who wish to maximize their exposure and connect with their target audience quickly, and easily.

Facebook is the leading social networking site amongst business owners with more than 840 million users active on site. This social utility makes it easy for you to build brand awareness, connect with your target audience and open new channels for potential joint venture opportunities.

What is most exceptional about Facebook is in just how customizable your account is. You can create "fan pages" (otherwise referred to as "like pages, fan gates and customer portals") where you can build a loyal following of customers and contacts with enhanced entry pages.

You can also offer discounts and coupon codes available only to your Facebook contacts, making it easy to build a large business following. The key is to get personal with your audience and to actively look for ways in which you can truly form a connection.

FB Income System available at <http://FBIncomeSystem.com> reveals a powerful system to maximizing your income with shocking Facebook marketing strategies, which will work for any online business (even if you are just starting out!).

And if you're interested in hijacking premium traffic from Facebook that will instantly skyrocket your income, you will want to visit <http://FBTrafficJacker.com> for a powerful underground strategy to blasting unlimited traffic to your website.

Remember, some of the most successful Facebook marketing campaigns are those that offer a more personalized experience, sharing information, current events, news and announcements that offer a blend of personal and business updates.

**Twitter | <http://www.Twitter.com>**

Twitter remains one of the leaders in social networking by offering users a microblogging system where you can post short messages and updates to all of your contacts. Its interface is simplistic and you can build heavily targeted campaigns around your market quickly and easily, even if your business is still being developed.

Twitter also integrates with every type of website, from blogs to static websites where you can add your twitter updates and attract new followers by simply adding your twitter feed into your website's navigational system.

Since twitter works on a microblogging basis, it doesn't take a lot of time or effort to keep your account active. Just by posting quick updates, news and important information within your market, you'll be able to keep a pulse on your industry while continuing to further your brand.

### **Features:**

- Quick and easy set up. You can build a fully customizable profile page for your business in a matter of minutes.
- Easy demographic targeting. You can find relevant contacts and people interested in your market using their powerful on-site search utility, or by importing your existing email contacts.
- Easy to maintain. You can post quick updates and up to the minute news in a matter of seconds, while keeping track of all previous twitter updates via your timeline.
- Integrates easily into all website types making it easy to build awareness and motivate site visitor's into becoming a follower.
- Attract potential customers and contacts based on keywords used within your twitter updates (tweets)!

### **Con's:**

- Twitter is primarily a microblogging system that is best suited for up to the minute updates, news clips, and announcements. If you are looking to build a more informative business page, you should consider Facebook and Twitter within your marketing campaigns.
- Easy to get lost in the "noise". You will want to create a targeted profile page that clearly explains what your business has to offer as well as who your target audience really is. Make sure to implement powerful branding components into your twitter account, such as a direct link to your main website or squeeze page, a photo that represents your company, and keep your twitter updates focused and relevant.

### Tips:

Use the on-site search function and type in keywords associated with your market or industry to connect with people interested in your business. Reach out to everyone - from established marketer's to new customers and get the conversation going.

Do not re-tweet the same post over and over again. People who interact with you will quickly unsubscribe from your updates if you are found "spamming" the system. Choose your tweets carefully, ensuring that they reflect a positive brand image.

Provide value. Your tweets should be in the form of conversational messages that encourage conversation, rather than just "salesy" messages designed to take a user off-site. Demonstrate your commitment to engaging with your audience, and in providing true value with every update.

Blend personal with business. Your posts shouldn't be just about your business. People want to be entertained and to connect with you on a different level. Social networking is all about building relationships, which in turn, can fuel your business's brand. The key is to actively engage and to not be afraid to stand out.



**LinkedIn** | <http://www.Linkedin.com>

LinkedIn is a business focused social networking site that was founded in December of 2002. With a strong focus on professional networking, you are given the opportunity to quickly find and connect with other professional's in your industry.

LinkedIn reports more than 142 million registered users in more than 200 countries and territories worldwide, holding an Alexa ranking of 13, and continues to grow every day.

LinkedIn is a great way for you to showcase your experiences, skills and your resume, attracting both potential partners and customers. You can easily share your expertise, expand your contact base, and build stronger client relationships and track key contacts all within one profile center.

In addition, you can also seek out recommendations from past employers, clients, customer's and peers that are all added to your primary profile. LinkedIn also offers the option to set up paid advertising campaigns within a very active and focused group.

If you wish to identify social influencers and authorities within your market, and you are looking to build brand awareness for your company, LinkedIn may be a great choice for your business.

**Tip:**

Website links featured on your LinkedIn profile page will quickly rank within the search engines and by modifying existing labels and tabs to feature relevant keywords relating to your niche market, you will be able to quickly optimize your LinkedIn account and boost your search engine ranking!

**Google+ | <http://plus.google.com>**

Google+ continues to grow, with over 100 million users on site since their inception in June of 2011. Google+ integrates a variety of social networking tools into one complete interface including videos, Circles, Hangouts, Google Profiles and Sparks providing businesses with the opportunity to create conversational-style marketing campaigns.

Not only is Google+ extremely easy to access and use as it's built into your Gmail account, but you can instantly boost your search engine ranking by creating a keyword-targeted Google+ profile, based around your market. It's a fun and easy way to get in touch with your target audience and connect with potential joint venture partners.

### **Cool Features:**

Built into your Gmail account making it easy to access and manage.

Allows you to create SEO optimized profiles that can boost search engine rankings.

Ever-growing. Google+ is expected to reach over 400 million members by the end of 2012.

Google+ is designed to emphasize your brand, so use it wisely. Explore the Google+ community and widen your brand's outreach. If you give people the opportunity to connect with your business by being active, sharing your own personal experiences, and in providing real value to your audience, they will respond and in turn, your business will be exposed to potential lifelong customers.

**Tumblr | <http://tumblr.com>**

Tumblr.com is one of the most popular microblogging communities online providing the ability to showcase links, messages, and online discoveries of interesting websites and communities.

With Tumblr, you can instantly post short snippets of text, post single images or audio files and direct people to your websites, articles, blogs, or other social community profiles.

Your URL will be in the form of <http://yourusername.tumblr.com> and you can change this customizable URL at any time.

One great thing about Tumblr.com is that whenever you create a post you are given the option to edit it using a built in HTML editor.

This means that you can easily add photos to your post, links and if you are familiar with HTML, you can format your message using specific HTML commands (including colors, or font styles) as well as include an "opt-in" form in which to capture leads.

Once you have created a text message you can tag your post with specific keywords, which will help your post generate targeted traffic and rank better.

In addition, you can choose whether your post is visible by all or only to yourself, which is a great way to create posts and keep them as pending until you are ready to publish them.

Tumblr also provides the option for extensive customization, meaning that you can change the style of your account page, select a pre-designed theme from a variety of templates, add in a specific title and description, change the URL, add a photo, and even use a custom domain name.

Because Tumblr allows such flexibility, you can easily create a page on Tumblr that showcases your websites, promotes your products and builds a list of potential customers just by adding in your squeeze page URL, or adding in your RSS feed. □

**Reddit** | <http://www.Reddit.com>

When it comes to furthering brand awareness, few social networking sites compete with Reddit. Done successfully, Reddit based marketing campaigns can generate a measurable stream of targeted traffic to your website, while helping you connect with your target audience.

With Reddit, you can easily build a loyal following by engaging with other Redditors through interesting posts, entertaining updates, informative links and content. Unlike Twitter, you are not restricted by the number of characters in your posts, so you are free to create detailed articles and content based around your niche.

**Upvoting** is used to push your content to the top of the pile, similar to the way that Digg and StumbleUpon work. The more votes you have, the higher your post will go, giving you maximum exposure. This is why it's so important that you create interactive, interesting, and creative posts, content, and updates that will encourage other members to respond.

You can also look into Reddit's advertising options if you would like a premium spot on their front page.

### Tips:

Karma reflects your standing within the Reddit community and is generated based on comments you have made, as well as links you've submitted. It's important to keep an eye on your Karma, as it's used to gauge your overall community status.

Choose your username carefully as it cannot be changed once it is registered. Your username becomes a part of every post, comment, and link you share within the Reddit community, so make sure that it reflects your overall brand.

### **Ning | <http://www.Ning.com>**

Ning was designed to provide people with the opportunity to build community focused networks.

This means that you can build a following of members that are all interested in your products, offers and services very quickly and because Ning accepts content like articles and posts, you can take advantage of social marketing AND content syndication, all at the same time.

...And did I mention that Ning posts articles on their front page?

This means that not only will you be able to take advantage of the tremendous exposure that your content will receive from Ning visitors, but you'll garner up some mighty powerful back-links to your website from a leading authority social networking site!

**Pinterest** | <http://www.Pinterest.com>

Pinterest is an ever-growing social networking site that allows users to 'Pin' items and images of interest onto a virtual cork board. With over 10 million monthly, and 2 million daily active users online, Pinterest can provide you with the exposure you need for your business.

Features include the ability to collect and display images that you find on the Internet. You can browse boards from other members to discover new items as well as create your very own themed collections.

Pinterest is truly the most visual-oriented social networking site, making it easy to create attractive pin boards that will attract attention from potential customers. Pinterest will work for your marketing campaign if your business is focused on fashion, photography, travel or design based offers, but with a bit of creativity, you can take advantage of the popularity of Pinterest to promote nearly any other business type.

For example, one company created a "Twitter Cheat Sheet" that was a simple image outlining the different areas of the Twitter community site.

This image was pinned thousands of times by new Twitter users and marketers. Consider what you could create that would attract visitors to your website and create your own visually enhanced marketing campaign with Pinterest.

## Ideas:

- Create image based content around your niche. Consider graphics, spreadsheet images, or infographs.
- Encourage others to pin your image content by opening up contests and events based around your customer base creating additional images involving your brand (logo, creatives, etc).
- Tweet out links to your Pinterest collections, pushing traffic from one social media site to another.
- Sell your products directly! If you add a \$ sign to a number in your pin, Pinterest will automatically create a price tag for your pin. You could sell photographs, stock photos, logos, mascots and other creatives.
- Think about the different image based training tools that you've used within your business, and consider how you can use similar images to create popular Pinterest pages. Visual tutorials or illustrations.

The key to success with Pinterest is to be proactive in marketing your pages. Add a "follow me on Pinterest" button or tag to your websites and blogs. Pin other people's pages rather than just your own content and provide value to existing and new followers by helping them discover new images.

Here are a few examples of high branded Pinterest pages, to help you get your creative juices flowing!

Mashable - <http://pinterest.com/mashable/pins>

Sony Music - <http://pinterest.com/sonymusic/pins>

Etsy - <http://pinterest.com/etsy/pins>

**Myspace | <http://www.Myspace.com>**

Myspace is still a major contender within the social networking space, and from a business perspective, it's still a viable way to connect with potential customer's, partners and to introduce your brand with over 130 million people still actively using this social community site.

As with any social networking site, Myspace is designed to provide a direct connection between you - and your target audience. That doesn't mean that your Myspace page should consist of nothing more than a lengthy sales pitch. *Quite the opposite!*

Use Myspace to propel your brand deep into the heart of your niche by connecting with your audience, sharing experiences and allowing your audience to get personal. If you are interested in building a quality audience within social community sites like Myspace, you will want to focus on creating value-enhanced pages that offer high value content and information that your audience will respond to.



While Myspace requires a bit more time in order to build interactive pages, it is still a powerful brand-building option for businesses, especially those whose demographic is geared towards a younger audience.

**YouTube** | <http://www.YouTube.com>

YouTube is the leader in video distribution, so if you plan to incorporate video marketing into your campaigns, you will want to quickly set up a YouTube account. With YouTube, you can push your video content out to a market of **millions**.

There is no better way to drill down into your market and get people excited about your offer than with video marketing campaigns. Not only can you exploit the power of video marketing to propel your viewers into taking action, but you can quickly establish a defined brand of your own. A recent study found that YouTube currently accounts for **more than 25%** of all searches on Google!

Additionally, more searches are performed through YouTube.com than through Yahoo! And according to eMarketer.com, over 50% of all traffic comes from video marketing channels!

Video also has the power to convert extremely well, because you're able to really motivate people and get them to take action in a whole different way than with traditional marketing formats.

Quick Fact:

Studies have shown that video sites have the power to convert **as high as 30%**! That's phenomenal when you consider that standard websites typically convert at only 2-3%.

### Tips:

The key to successful video marketing campaigns is to incorporate relevant keywords into your videos description. Video websites carry massive authority with the major search engines, so by including highly targeted, specific keywords into your video campaigns, you'll be able to maximize exposure, instantly.

You should also include your website URL at the start, and end of your video, pausing the screen for a second before shifting into your videos presentation.

Use a call to action in every video you create, so that those viewing your video are instructed to visit your website or squeeze page for more information.

### **Noteworthy: Wikipedia | <http://www.Wikipedia.com>**

Wikipedia is an information portal, providing in-depth information on a variety of topics. If your business can provide relevant, authoritative content, you could easily acquire new customers, generate a massive amount of traffic and connect with your audience just by creating a Wikipedia business page.

Note that Wikipedia is quick to remove promotional based content, so you will need to be careful with the kind of material that is featured on your Wikipedia page. Instead, focus on providing background information about your business, including any awards and notes of importance.

Wikipedia links can quickly generate traffic to your website and boost your overall SEO score.

## Last Minute Tips

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Social networking websites can play a huge factor in your ability to build a brand, maximize your income and overall exposure. The key to maximizing your return on social networking websites is to actively engage in conversations within your market.

Stand out by creating interesting and interactive campaigns, and strive to offer real value by providing informative content, useful resources, tips, and information that is important to your customer base.

There is no easier way to distribute information and to drive customer's to your website in such a short amount of time, and at no cost. Work towards building relationships within the top social networks, and actively promote your brand by building a solid foundation that is based on trust and value.

And finally, it's important to track your "ROA" - Return On Activity. You want to make sure that your time is spent wisely and that you are actually benefiting from social media exposure.

You will want to keep track of all incoming traffic from your social marketing profile accounts and links included in updates. Consider using a free service such as <http://bit.ly> to create traceable links (that are also shortened).

Pay attention to the number of new subscribers who join your RSS feeds, subscribe to your newsletter, and engage with you on your blogs.

You should also stay on top of the number of people who have joined your social networking groups, fan pages, hubs and following so that you can see what social media sites are bringing you the best results.

You can also use conversational-tracking tools like Twitter Search, and of course, keep track of increased sales, new customers and your overall business activity.

For an in-depth look behind the scenes at the 6 social media marketing myths that can hurt your social performance, be sure to download the free “Social Power” report at <http://SocialPowerReport.com>

Best of success!

## Social Marketing Resources

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Find out how you can maximize your social marketing success with <http://thebiggandbusiness.com/customissues/memberspeed>

### Other Issues:

#### **Facebook and your business:**

<http://fbandbusiness.com/customissues/memberspeed>

#### **Twitter and your business:**

<http://tweetingandbusiness.com/customissues/memberspeed>

#### **LI and your business:**

<http://liandbusiness.com/customissues/memberspeed>

**Facebook Traffic Jacker** – Siphon unlimited traffic from the largest social community online. Details >> <http://FBTrafficJacker.com>

**Facebook Income System** – Maximize your income instantly with our high performance money-making strategies. Details >> <http://FBIncomeSystem.com>