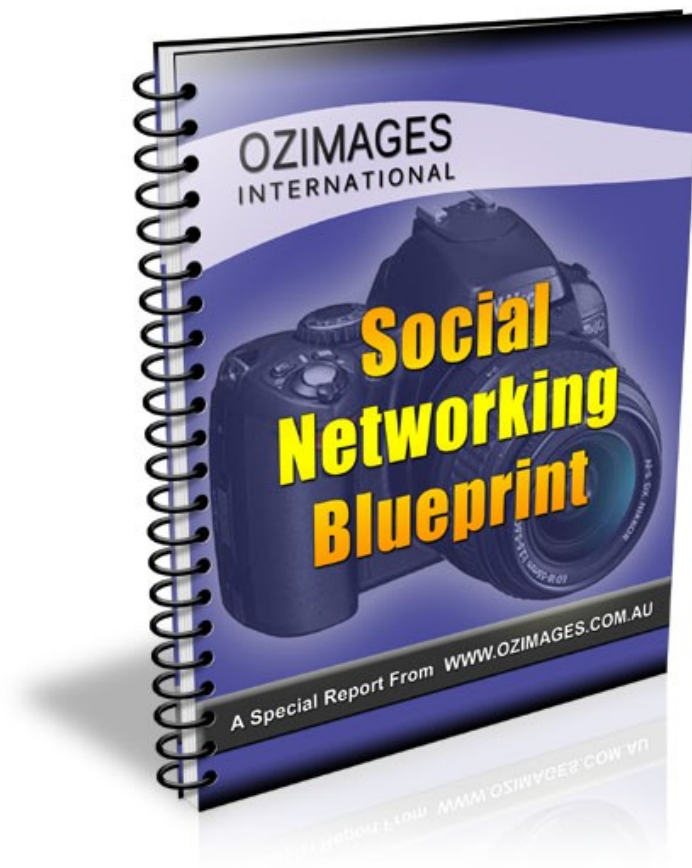# Social Networking Blueprint

A Step-By-Step Blueprint
For Marketing Any Business Using
Social Web Applications

Matt Brading - OzImages International Pty Ltd
Stock Photo Library & Photographer Search
http://www.ozimages.com.au

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http://www.PhotoWebProfits.com/SocialMarketing

Social Networking & Social Marketing

There's no denying that Social Networking is big and it's only going to get bigger. Social Networking is all about people connecting with people, and the Social Web Applications are the tools they're using to do it.

Social Marketing is when you apply these same tools to build your brand, expand your web network and promote your business. This ebook was originally written for 'photographers' but the Social Websites offer fantastic opportunities that can be used by any online business, so we decided to write this special edition for 'everyone'.

You've probably heard of a lot of these social web applications … Blogs, Facebook, YouTube, MySpace, Digg, Squidoo ... and a whole lot more. There are literally hundreds of them, and each of then offer a different means of communicating with your audience.

At OzImages we'd been using a number of Social Networking sites & services for quite a while and the results just keep getting better and better, so it seemed a good time to share some of what we've learned with our Member photographers.

As soon as we did that, we started getting feedback from people using the same techniques to promote other websites and business, so it made sense to publish a more generalised version. You'll probably still find plenty of mentions of photography and photos, but if you use your imagination I think you'll find plenty of ways to apply these same strategies to your own business, whatever that might be!

What we've tried to do here is to put together a simple step-by-step process that anyone can use to promote any webpage, without having to become an expert on each individual service or function, and without having to spend too long doing it.

I believe these Social Networks are going to become more and more important to ANY business operating on the internet. This is simply the way the web is going … it's getting extremely fast and very personal … and if we don't keep up we're going to left behind.

Hopefully this guide will show you how to put some of these great new tools to work and really take full advantage of the changes rather than just try and keep up.

This ebook is not going to teach you everything there is to know about the Web 2.0 Applications themselves, Bookmarking services or other Social Marketing tools. Instead we're aiming for a step-by-step process that anyone can follow, to use these new tools to promote themselves and their work more effectively.

What I will suggest is that you give it a complete read-through BEFORE you start trying to set everything up. Partly because it will make more sense when you've got 'the big picture', but also because it will save you going back to make changes when you realise how the various parts interconnect.

Once you do start, please don't skip over the preparation steps.

You might be tempted to jump right in on the Promotion Cycle, but you'll find it easier and a lot more efficient if you do the 'chores' first.

Once you've completed the Set Up though, I'm sure you'll find it's an easy process to keep working these networks and growing your network, increasing your exposure and building your business.

Enjoy!

Matt Brading
10th March 2009

Why Bother? Isn't It All Personal Diaries, Chat and Snapshots?

Well no matter what your business, I'm going to assume that you have a web presence of some description?

I'm also assuming your online business strategy is to direct visitors to your webpages where you attempt to profit from their visit: by securing assignments or bookings, by direct sales of your products, by sales of products on which you get a commission, or even by directing exit-traffic through paid links.

If any of the above descriptions fit your situation, then smart use of the Social Web Applications are going to help you three ways:

1. **Traffic** to your web pages
2. **Backlinks** to your web pages
3. **Authority Status** for your key subjects

Traffic. This should be fairly self-explanatory. You post a link to a Social website, someone there sees it, clicks on it and visits your main website. These sites are extremely popular, so you can generate a lot of targeted traffic quite easily when you know what you're doing.

Back Links. Those same links also have high value as Back Links. The major search engines all rank your website based in part on the number of sites that link to you and the quality of those sites.

It's an intricate and ever-changing calculation, but there are just three things you need to understand:

Volume of links is important. The more links to your site the better. Quality and relevance is also important. Links from pages with content relevant to your website are worth more than links from unrelated sites.

The Ranking of the linking site is important. The Social sites usually rank extremely well, so lots of links from Social sites tell the search engines that you're offering valuable and relevant content.

The Content on your site is all important, that's a given, but with Social networking you can control all three of these … which lets you send targeted traffic to web content they want to see.

Authority Status is difficult to measure, but essentially, as you build your network of web content relevant to your key subjects, and participate on the various social networks, you can become known as an authority in your field.

For a photographer this means you need to specialise and not just photograph your subjects, but know them inside out. Then using the Social sites you aim to become known in those circles as the go-to person when someone wants to know something or needs hard to find images.

In fact, photographers have been using this process for years ... using a much slower system of publishing webpages on their subjects, writing print & web articles, answering questions on forum boards etc ... to develop a following.

Over time that sort of following can generate a lot of interest in their work, photos sales and assignments. This same process can be applied to any business where people look to experts for help and information.

When you make your self the go-to person in your field, you not only get the immediate exposure and leads, you'll also find people start to listen to everything you say ... whether you're telling them about a planned project, or trying to sell them your latest offering.

It might seem like a lot of work, but generally those who do this well already have a genuine passion for their subjects, so it's less of a chore and more of a hobby … or a calling even! The rewards can be exceptional though, so give it some thought before you discount it, especially if you specialise at all!

If you'd like to learn a bit more about this, check out this free report:

The Maven Matrix Manifesto:

http://www.PhotoWebProfits.com/Go/M3/

1. Your Personal / Business Blog

The other thing you'll need is a blog of some description. While you can set up a free one on Wordpress or Blogger quite easily, but the general consensus is that these are not a lot of help for Search Engine Optimization (SEO) anymore.

Too many people have made too many 'fake' blogs purely for SEO, and the search engines are mostly ignoring them now. They also look a bit amateurish to your customers ... if you don't take your business seriously enough to register a domain and set this up, why should they take you seriously?

I do recommend you do it right from the start: register a domain name, host it and install WordPress on your own site. You can do it quite easily – and cheaply – if you need to.

Get full featured webhosting here from $4.95 a month here

2. Niche Content Article Pages

These are simple webpages built around a specific theme or subject connected to your business or of interest to your customers. They should include relevant content, usually an article and a couple of links to related (external) sites and of course, links to your own sales page.

If you are wondering about the article content, you can find articles on absolutely anything at the archive sites like www.ezinearticles.com and you can use those freely, as long as you include the authors resource box.

The idea is to offer valuable, useful content first of all and to get those pages ranking well in the search engines. The social applications can be a big help in that regard, but they are also a pretty good filter for rubbish and 'spam' ... they are people driven, so if you're not offering genuine value, you'll be wasting your time.

This part is ongoing, so don't feel you need to have a heap of these made before you start, but you should set up one or two to start with ... you can do it in your blogging platform, but post the content as 'pages' rather than posts. Use appropriate keywords in the title, and make sure you have search-engine friendly permalinks names turned on!

The most important aspect of all this is to make it tightly focused.

The more specific you make your subject, the easier it is to get a high ranking for that phrase, and accordingly, the more relevant your content will be for visitors.

And when your visitors find content specifically related to what they were searching for, they are much more likely trust you enough to click through to other pages on your site.

The flip side of that is, you will never get a good search engine ranking for anything too general. And when you do get visitors to the vague/general pages, because they're such a mixed group that the chances of them actually being interested in your material is greatly reduced as well.

Get specific!

Once you've got that lot sorted, we'll make a start on the Social Network sites.

Set Up Your Social Web Application Accounts

To save going back tracking, you should have a few things ready before you start:

A Photo … I know, we all hate it, but a photo lets people know you're 'a real person' and sends the message that you take these accounts seriously. After all, if you don't take it seriously, why should anyone else pay any attention?

Your Website URL

Your Website Title

Your Website Description

Your Blog URL

The RSS Feed for your Blog ... Just open your blog, look for the RSS link, open it up and copy the URL it from your browser.

A Username … some of these sites use a Username so you can use a business name or an easily recognised version of your real name. You don't want people to think you're hiding your true identity so either use your real name or a business name, not some obscure could-be-anyone username.

A Data File. Just open a page in a word processor and copy/type all the above info into it. You'll add some more before we're through so leave it open. You can use a plain text file but in a word processor the links will usually be clickable.

A Google Account. Chances are you already have one of these, but if you haven't set up a Gmail account and you'll have access to all of Google's services (some of which we'll be using later) and you'll have a throw-away email address you can use for some of these one-off registrations.

Amazon Affiliate Account and **Google Adsense Account**. It probably won't be a huge amount, but some of the options we're going to use can generate commissions for you, so you may as well set it up now and get the cash!

Facebook Account

This is a personal page that you'll use to connect your various web pages. There are plenty of options, but for me Facebook was the easiest to set up and use, it's well recognised and enjoys a high profile in the search engines. If you want to use something different, that's fine, just select one for now and complete the basic set up: profile, photo, weblinks etc.

An added bonus I found was that once my friends and family found me and linked up, between them they're actually adding a lot of content to my pages for me! It's by no means relevant to any of my business interests, but it tells the search engines that:-

- The page is updated frequently
- The number of 'friends' suggests the content is interesting
- So the business links I've included carry added weight

I actually find this a useful way to keep in touch with my widespread family & wandering friends, so I'd keep it going for that alone … however … every month I see a lot of visitor traffic in the logs for my other websites that originated from my Facebook account … mostly from locations where I definitely don't know anyone personally!

So set that up now …

http://www.facebook.com

Don't worry too much about setting everything up just yet … just run through the basic account set up, load you photo and links from above, and whatever profile information you're comfortable with!

You might want to do a quick search for people in your email address book to start building up some friends, but that's up to you.

When you're done, make a note of the link to your page, your username and your password. Copy them all to your DataFile.

Advanced Users: Your Facebook Account also give you access to Facebook Social Ads ... these are very new still and mostly untapped ... if you'd like discover how to put this next Adwords to work, check out the ebook below.

http://www.PhotoWebProfits.com/Facebook/

Twitter Account

Twitter is a [brilliant communication tool](#) unlike anyhting else I've ever seen. The best description I've heard of it is 'the virtual water cooler'.

> **It's a place where real people with common interests can exchange 'thoughts', quickly and easily, just like colleagues passing in the hallways.**

I'm not going to go too deep on the explanations here except to say, don't let the simplicity of Twitter fool you. This one is powerful and can have an enormous positive impact on your business. **Click on the link below to get started …**

http://Twitter.com/MattBrading

When the page opens, just click the '**Follow**' button under my name and you'll automatically be guided through the account set up. Make a note of your links and login details, then update on your profile.

This is a one-off so take your time and get it set up right first time around.

- Your photo … this is a must!
- A website link (your Landing Page URL),
- A description … sum up your life in 160 characters!
- Select a design/colour scheme that you like

The description is the toughest part: your life in 15-20 words … it really makes you think about what's most important to you!

Keep it in mind that people will be searching this information, so before you go too 'deep' do try to include a few of the most relevant keywords!

Last of all, scroll to the bottom of your Twitter page and look for the RSS link in the right hand margin … on my page it is:

RSS Feed of Matt Brading's Updates

Click on that and copy the URL of the page into your DataFile **twice** … once under Twitter, once under a new section for RSS Feeds.

Squidoo Account

For now I'll talk about setting things up Squidoo, but later on you might find it useful to repeat this process on Hubpages.com … or one of the others that offer a similar service. They are all quite similar in a lot of ways but my personal preference is Squidoo.

Squidoo is a massive information archive put together one-page-at-a-time, by people like you and me. You set up your account and then create special pages – Lenses – on specific subjects of interest to you.

We'll cover making lenses later, for now just set up your account with all your personal information (and don't forget that photo!)

When you're done be sure to click the Profile tab in your Dashboard, and scroll down to the **Social Application Settings** heading, where you can enter your Twitter and Facebook details.

Enter those in the relevant place and then any time you post to Squidoo, the details will automatically be posted on your Twitter account and to your Facebook account …

Hands-free publishing of your content and links!

Once again, make a note of your web links, usernames and passwords in your DataFile.

Social Bookmarking Sites:

Be warned, most of these will try to get you to download and install a special toolbar to make it easier to bookmark websites. For now I wouldn't bother … just look these over and set up an account, and save the login URLs and your login details.

Delicious : http://www.del.icio.us

StumbleUpon : http://www.StumbleUpon.com

LinkedIn : http://www.LinkedIn.com

Digg : http://www.digg.com

Again there are MANY, MANY others you could choose to use, so just remember you cannot possibly use them all and there is nothing to be gained from trying!

By all means make use of any that suit you or your content but I do suggest that you focus on just a couple that you plan to use anyway. There is no point trying to 'work' these systems purely for traffic or backlinks..

With the Bookmarking Sites you are making your personal bookmarks public as a way of recommending links to other users.

The only sites that get a lot of traffic from the Bookmarking Sites are going to be those that get a lot of recommendations from a lot of different people.

So your one link suggestion doesn't amount to much on it's own … until other people decide your content is pretty good and start bookmarking it themselves!

When you've got these set up, one page I would like to ask you to bookmark is **www.PhotowebProfits.com**

With a lot of people reading this free eBook, that sort of bookmarking could have a real impact on how we rate in some of those sites

So if you find this ebook useful, please Pay-It-Forward and bookmark www.PhotoWebProfits.com

Thanks in advance for your help!

Other Social Marketing Services

Twitter Feed

This is a must. It takes content from the RSS feeds you suggest and posts that to your Twitter account.

http://www.TwitterFeed.com/

So for example, if you enter the RSS feed for your blog, then every time you post to your blog, the RSS feed updates and an entry is also made on your Twitter page … so people following you on Twitter know to go check your blog.

You need an Open ID login to create an account, but that only takes a minute and it's definitely worth it.

If you know of other RSS feeds that might interest your Twitter followers, you can add them too, but I'd recommend you stick to feeds based on your own personal content.

Tweeter Getter

The more people you have following you, the more likely it is that a new visitor will sign on as well, so this simple tool is a handy way to get your Following up and running.

It gives your numbers an initial boost to get the ball rolling using a system similar to a lot of traffic-exchanges. You just enter your Twitter details and click a button and away it goes.

http://TweeterGetter.com/ozimages/

It uses a networking approach to build your following quite quickly. Chances are some of the new followers will soon drop off, but to get this rolling you do need to tell people you know about it ... so a lot of them will share common interests and stay on.

I used this on my personal Twitter account: **http://twitter.com/MattBrading** when I first set it up and I picked up several hundred 'followers' in the first 2 weeks. And the links I post to that account always get some great click through rates … because these people are mostly interested in hearing about the new stuff I find and pass on.

If it's not making much sense to you just yet then I recommend you take a bit of time with this one, because Twitter could become a major part of your business!

RSS Submission Software / Services:

You can buy software to submit your RSS newsfeeds to dozens of different news-aggregator sites automatically but it's probably not necessary unless you have a lot of websites with a lot of newsfeeds to submit.

You might find it useful to submit your main blog URL using a one-off submission service though. There are a few available that charge a one-time fee of about $10 and will submit your feed to 100+ directories.

When you consider how long it would take you to do it yourself that's excellent value …

http://www.einfoway.com/rss-blog-submission-service.html

Another option is Pingoat. This is a little different in that it tracks blogs but the end result is the same. Just **be sure to submit yuour rss feed url in both spaces on the form!**

http://www.pingoat.com/

What a submission does is first of all it gives you a large number of backlinks to your blog pretty much instantly. That can be handy in it's own right.

Ideally though that is just the start … what you really want is people subscribing to your feed so they can read what you're posting as you post it. I would personally give up 50 great backlinks for one genuine subscriber, but the links are a handy consolation prize while you building your following.

So in deciding whether or not to pay for this sort of service, you need to consider how much content you'll be posting to begin with, and whether might be better to wait until you're up to speed and posting fresh new content on a regular basis.

And ideally, if you are posting high quality content on a regular basis, your blog visitors will already be subscribing directly from your blog pages!

If you decide you don't want to do a major submission just yet, for now make sure you subscribe to your own feed using your Google Newsreader:

Log into MyAccount in Google, click the Reader link and look for the Add Subscription or Manage Subscriptions link. Then follow the prompts to add the URL to your personal newsfeed.

You might also want to visit a few of the main News Aggregator services and submit a link manually. You can find a list of sites where you can subnmit your feed here:

http://www.masternewmedia.org/rss/top55/

There are hundreds now, so start at the bottom of the page for the top sites!

The Social Networking Process

What follows is a simple step by step you can work through any time you want.

> Do it once and you'll create dozens of valuable links to your pages and generate some valuable targeted traffic.

> Do it once a month and in a year you'll have hundreds of links generating hundreds of new visitors.

> Do it once a week and before long you'll have thousands of backlinks generating thousands of new visitors every month

The key is consistency, so you want to develop a simple process that works for you, and that you're prepared to repeat on a regular basis. So for now just work on doing it slowly and carefully this first time, make lots of notes and develop a process that works well for you. This is extremely powerful stuff if you do it right and do it regularly.

Step 1. Make a Content Page

Remember to get specific to a keyword phrase related to your sales/squeeze page.

Make sure it is content rich ... include an article or two, relevant links and a call to action that points to your sales page. You can bulk it out with a couple of books from Amazon, relevant eBay listings, videos from YouTube. Look for relevant content that you are free to embed in your page to enhance your visitors experience.

This probably goes against the grain for a lot of 'marketers' who believe this approach is distracting and you might lose a couple of potential leads.

My feeling is, if your page doesn't offer genuine 'value' for a human visitor, at best they're going to feel you're wasting their time, at worst they'll think you set out to deceive them ... and either way you'll lose far more prospects!

It's up to you obviously, but I honestly believe the internet 'general public' are sick to death of the sales crap, and will just walk away if you try to sell them (or bully them into a sales page), before you offer them something of interest and value.

It's all about credibility. Most of the Internet Marketing crowd are so used to it they don't even hesitate to opt in and confirm any time they're asked, but the majority of web users just won't do it until you build a bit of credibility ... and that only ever comes from content!

Step 2. Write A Short Blog Post.

Now paraphrase the articles ... and write a short teaser/introduction to your Content Page.

The goal is to encourage people who find your Blog Post to click through to read the articles, so don't just publish the full article there. Look for some aspect of the article ... generally a question the article addresses or a problem the article solves ... and use that to build interest and/or desire ...

Even had problem with _____ ? It's embarrassing, painful and really expensive to fix.

Well suffer no more!

Discover how to cure _____ quickly and easily forever. No _____, no _____,

no _____. The following article will show you how .....

You can flesh it out with a few teaser bullets, but essentially you don't want to give too much away of the reader won't click through.

Post that to your Blog immediately. If you've set up Twitter and TwitterFeed, it will be announced on Twitter automatically.

Step 3. Make A Squidoo Lens on the subject.

1. Use your Blog Post as the introduction
2. Post an article for the content
3. Find a related video on YouTube and add the link
4. Add an Amazon module with related books
5. Google Adsense links will appear automatically
6. Depending on your subject you can add eBay items automatically as well.
7. You can add links related content on other sites
8. You should add links to related lenses on Squidoo!

Once this is done, it will automatically be announced on Facebook and Twitter … providing you set that up earlier on?

Step 4. Announce Your Squidoo Lens

You can give this lens an extra push by 'manually' asking your Twitter Followers and your Facebook Friends to check it out and let you know what they think.

People like to contribute, so a request for specific help will usually get a much better response than a general call to 'check it out!'

Likewise you can post a short message to your Blog asking people to offer feedback on your Squidoo lens

And that's about it … or it can be.

There are a few more advanced techniques that you might want to implement from time to time, depending on the subject & content.

Step 5. Comment On Other Squidoo Lenses

The key to the Social Networking applications is interaction between the users. You can encourage this in a couple of ways depending on your interest in the subject.

If you are genuinely interested in the subject and you're prepared to interact with other people on the subject, you can simply go looking for other Lenses on your subject, post some comments on their articles/lenses, and when you've shown you're 'genuine', you can ask for their feedback on your pages.

That will work well for a lot of people but if you don't really want to initiate this sort of contact (or spend that much time on it), there's an easier way that takes a lot less of your time.

You still go looking for related lenses, but instead of commenting on their page, you simply add a link to their page from yours. Most 'Lensmasters' will soon notice that you've linked to their page, and they'll pay you a visit.

If they like the content they'll generally add a link back to your page. And the more people do this for you, the higher your page ranks, and the more visits it will get.

This approach works well on Twitter as well ... search for people with related interests and sign on to 'Follow' them. They'll get a notification that you are following, and the majority will check out your page to see who you are and why you're interested in them. If you're

page is of interest to them, they are quite likely to follow you as well.

The other thing you might want to do for your Squidoo visitors is asks specific questions. I've noticed that the lenses that ask for the general 'feedback' or 'comments' rarely get a post, (mine included) but those that ask as specific question of the visitor can get dozens of answers.

And of course the more people interact with any of your pages, the more likely they are to bookmark them and come back regularly!

Step 6. Publish A Short Article

This is a powerful marketing system in it's own right, and before you write it off altogether, keep in mind you're already half way there with your Blog post and you have a couple of examples to use for reference.

It doesn't need to be long – 400-600 words are plenty – just as long as it's related to your target Content Page.

> The easiest approach I know of for this is a Top List article.
>
> For example, if your Content Page is something (specialized) to do with Training Dogs, you might write a short article on *The 10 Commands You Must Train Your Dog To Obey*, or *7 Tricks To Make Dog Training Easy* …
>
> Each tip or rule or suggestion is one paragraph … come up with whatever number you choose and you have your article!

You then prepare a **Resource Box** with a links to your target Lightbox and your Blog, then use this **free Article Submission software** to send it to dozens of article directories.

You'll immediately start getting direct traffic back from the article directories, plus you'll have dozens of valuable backlinks to your webpages, but best of all is the viral marketing effect these articles can generate.

When you publish them you are giving anyone who's interested permission to use them – just like you did earlier -- as long as they make no changes to the article and your resource box – and links – remain intact.

So anyone can use your article in their websites, blog posts, ezines or email newsletters – as long as they also post links to your sites.

I remember the first time one of my articles got picked up and used in a major photography eZine … OzImages got over 2000 extra hits in the space of 24 hours!

I had no idea what was going on at first.

We got hundreds of extra hits every day for about a month. That was 3-4 years ago and yet even now, we still get dozens regular visitors clicking through from the archived version of the eZine every week.

All from a short article that took about an hour to write and an hour to submit to the article directories!

Here's a great guide to getting started with Article Marketing

Here's some free Article Submission Software

This is big, and I encourage you to give it a try. If you're not big on writing, register as an Author with **http://www.ezinearticles.com/** and sign on for their training emails. You'll get a series of training emails that will show you how to turn out short and effective articles in no time at all.

And remember, if you're writing Blog posts as outlined above, you're already half way there … you have an introduction to the *problem*, and a fair idea of the *solution*... you may as well flesh it out and finish off the article, send it through the Submission Software and get the maximum value for your efforts!

Step 7. Create & Submit A Video

This is another option that a lot of people will be tempted to put in the too-hard basket, but **Video Is Huge** and if you do ANY business online you need to be thinking about how you can start using Video!

- More than 50% of all web traffic is now Video
- More than 70% of all web users watch online videos
- YouTube currently accounts for 17% of web traffic
- You Tube users average 27 minutes a day watching videos

The Search Engines know this and their behaviour reflect this rising popularity.

Their spiders and 'bots' visit videos sites every few minutes – so new Videos are often indexed within minutes – compared to the standard webpages that might have to wait days or even weeks.

The rate the content accordingly and will often rank video content over whole web pages based purely on the description that goes with the video.

If you've ever tried to get a photo page with limited text content to rank well, you'll appreciate the impact of that!

So how do you get started? Well the good news is, you don't even need a video camera!

Most digital cameras have some sort of movie recording function built-in so most people have that option. I'm also going to show you how to make a movie without a camera later on, so keep on reading!

How Does Video Marketing Work?

In short, you post a video to YouTube for free, then submit the link through a distribution service and before you know it, your video is on dozens of other sites as well, all with links pointing back to you main web page.

So again you're getting immediate direct traffic, plus the all-important backlinks to tell the search engines you're 'relevant'.

And again you're going to grant anyone interested permission to republish your video, as long as your links remain intact … so the Viral Marketing effect can quickly build up as well.

If other people feel compelled to share your video it can literally go around the world in a couple of days.

How Do You Make Your Video?

The easiest and best video option for promoting a Content Page is to make a PowerPoint slideshow – though you can use the **Open Office Impress program** to do the same thing for free.

Just make a short presentation of 4-6 slides that introduces the information on your Content Page and promises something of value to the viewer if they click through to your page when the video is over. It can be a simple 'More Info', or a free download, a discount voucher, whatever ,as long as it's of interest to the viewer and 'real' value.

You can add a background music track – do a search for Royalty Free music clips if you need to find some suitable music.

You then record the slide show CamSudio and you can have a short video presentation ready to go. After the first couple of attempts you should be able to make a complete presentation and record it in 10-15 minutes!

You could easily make a few of these for every Content Page you create ... you're using just enough 'content' to stir some interest while still holding something back to prompt a visit! If you can find a relevant giveaway, to offer in the video, even better.

Submit these to the various video wesites and suddenly you are adding hundreds of backlinks to some very important websites.

This is the easiest and most effective means to drive traffic to a lightbox here are plenty of other options for making movies. Here are a few ideas to get you started:

- Use your Digital Camera to grab some 'how to' clips on your subject?
- Set up your video on a tripod and have a rant! Make it funny or emotional or controversial, as long as it's related to your topic and interesting.
- Review new equipment relevant to your content, show people how to use it, special features, advanced techniques etc.
- Make a PowerPoint presentation on anything to do with your subject and record it with a voice over using screen/voice recording software.

  Get a free version of CamStudio software here. PC Only
- Are you a Guru with any software? Use CamStudio to record you demonstrating various tasks related to your content page.

[You can get some great Web Video Editing Software here](#)

Another option is to just look through YouTube and see which videos are getting the most attention … you can't fake this one … if a video is ranking highly it's because people feel compelled to pass them it to their friends. See what ideas you can come up with?

You can also look to see which Contributors have added the most videos then have a look at their most recent submissions … chances are that once they know what works, they'll do more if it! Anything there you can build on?

So have a look get a few ideas and make 'something'. Make sure you super-impose your website URL at the end so people know where to go if they're interested.

Then set up your YouTube account and submit the movie. There's lot of info on YouTube on how to do this, so take your time and make a few notes as you go to keep it quick and easy in the future.

Regardless of where you submit your videos, always remember to include the FULL URL for your Content page as the very first part of your description. Some sites will make it a clickable link, but even if they don't then at least it will be visible for anyone who wants to copy and paste it into their browser.

Once your video is submitted to YouTube, you can immediately copy the 'Embed' code from there and add it to your Blog and your Squidoo Lenses.

After that you want to broadcast it so you register with one of the Video submission services and let them spread the word for you.

www.TubeMogul.com is a good one to get started with. As a Free Member you can submit up to 100 'deployments' per month. They post to about 25 sites, so you can basically submit one video to each, every week, at no cost.

http://www.TubeMogul.com

Traffic Geyser is a little different. It's a complete Social Marketing solution. It's not cheap but it's very effective, and they have a 30 day trial, so take a moment to consider this ...

First of all it submits your video to 50+ video sites. Then depending on your content, it can strip out the audio and submit that to a heap of Podcast sites. It will then post links and info to several blog sites and finally it will add links to a number of bookmarking sites.

It interlinks a lot of these submissions, creating a very effective, search-engine friendly mini-network. You can actually make a short movie on the site in a matter of minutes, add a soundtrack or even 'phone-in' a voice over.

This is so much more than a simple submission service. These guys actually host all your content and offer a comprehensive package of tools for tracking views & click-throughs, capturing viewer information and more.

It's great for any advanced users wanting to go for 'Authority Status' in their specific niche quickly. By creating this instant network of social sites and content, it gets results as close to 'instantly' as I've ever seen.

At time of writing they have a $1 trial for 30 days. I started with a free trial and submitted over 20 videos in that time ... and the results were so impressive I stayed on for the subscription version!

If you're thinking this could be useful, I would suggest you register with them to access the four free video presentations. In particular check out the **10 x 10 x 4 Strategy** and the **Money Magnets** video in the blog area. That will give you some good ideas of how to put this to work for incredibly fast results.

Then make sure you have a strong Content Page set up, an established Blog and a good sales/squeeze page, and then give the 30-day trial a run.

Traffic Geyser Free 30-Day Trial

It's worth noting that a lot of people skip out al lthe 'Content' pages and Blogs and just use Videos to send free targeted traffic to selected affiliate pages.

This way they don't need a website, they don't need a blog, they just select products to promote, create videos to promote them, and submit those using Traffic Geyser to drive heaps of traffic to the sales page.

That works well for a lot of people, but personally if I do all that work, I'd like to 1. get all the proceeds for the sales, and 2. have the option of upsells and backend sales, and 3. not be so totally reliant on someone else for my business!

Something to keep in mind! Affiliate programs are a great low cost, low set up way to get started online, but long term you really want to be looking for somethnig you can sell as your own!

Have a look at this guide to making your own digital product in a week!

So to recap the whole Video Marketing strategy ... make a short film or presentation – most are three to five minutes, or less – send it out for free with **TubeMogul** for free traffic and valuable back links, or **Traffic Geyser** if you want to get serious.

If your content is compelling to your target audience, you also get a powerful 'viral marketing' effect where your audience helps spread your message.

That's where this can get really big … when you can come up with content that is so compelling that people can't help themselves and just have to pass it along to their friends and colleagues … it will take on a life of it's own.

In some cases it can mean literally millions of YouTube views and hundreds of thousands of website visitors.

This is not going to go away any time soon. So always be on the lookout for ways to create short, quirky clips that you can turn into something people will talk about. It can be short movies, slideshows, interviews, monologues, presentations etc. Your imagination is the only limit.

Tie it to your key subjects, link it to your website, and there'll be some serious visitor traffic heading your way before you know it!

Putting It All Together

You'll have seen by now that most of the workload is in the initial set up. Once that's done it's a fairly simple process to publish and promote each new set of photos on what ever schedule you like. Here it is again:

Before You Start:

1. Your Sales/Squeeze/Affiliate Page
2. Your Blog
3. Your Content Pages
4. Google Email Account
5. Google Adsense Account
6. Amazon Affiliate Account
7. Portrait Photo, Web Links, Profile Info

Initial Set Up:

1. Facebook Account
2. Twitter Account
3. Squidoo Account
4. TweeterFeed Account
5. RSS Submission
6. Bookmarking Sites

Promotion Cycle:

1. Make A Content Page – Article(s), Links, Videos
2. Write A Blog Post – 200-300 Words
3. Make A Squidoo Lens – Blog Post, Articles, Photos, Links, Books
4. Announce Your Lens – Twitter, Blog, Facebook
5. Cross Link Your Lens on Squidoo
6. Write & Submit An Article – 400-600 words
7. Make A Video & Submit it

Rinse & Repeat!

Once you're set up, it becomes a matter of running through the Promotion Cycle for each of your key subjects. When you've done them all, you go back and start again.

If you're being 'specific' with your lightboxes, chances are you could do this 20 times for each of your key subjects without ever reusing the same photos.

The good part is, you can re-write a lot of the blog & article content when you revisit a subject, so it's even easier the second, third and forth time through.

The key to all this is first of all to make a start. If it seems a bit daunting just start at the beginning and take it one step at a time. Get the initial preparations done, set up your accounts, and then you're ready to go.

Take your time on the first Promotion cycle, make lots of notes on what works best for you, and it will get easier and faster every time you do it.

Then make a commitment to keep working the process regularly for a year before you decide it does or doesn't work.

Adding Up The Numbers:

This is where it gets powerful. Even if you only do this complete process the one time, you are going to add a lot of backlinks to your Content page and 'Sales' Page.

You immediately get 4 backlinks from your Blog, Facebook, the Squidoo lens and your Twitter page. Each of these carry a lot of weight with the Search Engines.

If you also bookmark each of these with a few of your preferred Bookmarking Sites, then you can multiply that quickly and easily , say 4 bookmark sites x 6 links = 24 new backlinks.

If you submit your Twitter & Blog RSS Feeds (just the once) to all the aggregators, each new Content page automatically creates new links on each of those services. You might do 10-20 yourself, or pay for a one-off submission to 100+ RSS sites.

If you submit just one article per lightbox using the free software mentioned earlier, there's another 70+ links there, (or 200-300+ if you use a commercial submission service).

If you make a short video and submit it via TubeMogul, you can add another 30+ links there as well. If you use the 'slide show' strategy, you could easily make 5 different presentations of 5-6 images from the lightbox. Submit each of those and you have 150 backlinks

If you get really serious and submit each slideshow video through Traffic Geyser, you could be looking at 400-500 links back to your pages. So all up it could easily be 1000+ backlinks, each helping your search engine page ranking, each sending targeted visitors to your pages, and each helping to establish you as someone to go to for information on your chosen subjects.

Final Thoughts

I've discovered a few truths in writing this report that are worth a quick mention before I wrap up:

1. You can't fake it!

Social Marketing works best when real people find your content interesting and compelling. They'll soon 'know' if it's all automated and they'll quickly lose interest.

They'll expect to get a glimpse of the real you and they'll drop you if you try to hide.

I have suggested a number of tools and options to 'automate' a lot of these processes, and they will work well to a certain extent, but to really master this you should plan to put some real-person time and effort into your 'network'.

So you should <u>select Social Web Applications that you actually plan to use.</u>

There are literally hundreds of options available and you obviously can't use them all, so look for the platforms that suit your interests, your target audience and your personality.

Start slowly, choose carefully and get a few friends involved on those you do use, so it becomes less of a business chore and more of a hobby.

Most of all, interact with the other users.

If people *follow you* on Twitter, send them a direct message to say 'thanks' and ask their opinion on your latest Lightbox.

If people want to be *friends* on Facebook, check out their page and leave a note on their 'Wall'.

If people link to your Lens on Squidoo, make sure you check out their page and leave a friendly comment.

People connecting with people. That's what it's all about. Even in a business situation.

All these Social Web Applications might have been aimed at individuals and personal-use when they first started, but these days this sort of social-interaction is essential for any business.

So this whole Social Marketing thing becomes a fantastic opportunity to position yourself to cater to the needs of those people. You can use the Social Marketing tools to extend your market reach and exposure to those markets and to grow your business.

If Marketing is the way you let your target audience know that your products are available, then Social Marketing is simply a process to connect with your target audience on a personal level to let them know about you and that your products/services are available.

And that's just the start. No one knows yet just how far this thing might go. I don't know about you, but I find that pretty exciting! So more than anything else, experiment heaps, push the limits and make sure you have some real fun with it!

This is still quite new to me as well, so I would really appreciate your feedback on any of this. What you think, what you've tried, what works, what doesn't.

Please post a note to my Blog – http://www.MattBrading.com/ -- or to any of my other sites I've mentioned in this eBook.

Resources & Downloads:

I've assembled quite a collection of information and resources on this topic by now, and I invite you to look it over and see if there's anything among it you can use.

http://www.PhotoWebProfits.com/SocialMarketing/ResourcePack.asp

If you're any sort of writer, or you think it could be a suitable strategy for your subjects, I'd encourage you to checkout this Article Marketing eBook.

http://www.PhotoWebProfits/ArticleMarketing/

If you're thinking there's something to this Video Marketing idea ... and I hope everyone is by now! ... be sure to check out this page of Video Marketing information & resources.

http://www.PhotoWebProfits.com/VideoMarketing/

Don't forget to give the Traffic Geyser 30-day trial a run as soon as you have a video ready – or even the idea, you can use their online video maker to put it together – and blast your links out to all the major sites asap.

Traffic Geyser Free 30-Day Trial

You can get Camstudio ... a free early version of the popular Camtasia Screen Recording Software ... from the link below. It is great for recording slideshows, presentations, software how-tos and more. Your imagination is the only limit.

http://photoweb.s3.amazonaws.com/CamStudio.zip

You can get Open Office from the link below. This includes a free presentation application similar to MS PowerPoint, ideal for making slideshows.

http://www.openoffice.org