

Social Marketing Superstar - Get More Traffic!

Social Marketing Superstar

Make More Money And Get More
Traffic Using Social Marketing!

Social Marketing Superstar

Table of Contents

Marketing with Social Media	3
Twitter	5
Squidoo.....	16
HubPages.....	22
Facebook	25
Myspace	28
YouTube.....	31
Digg.....	36
Reddit	39
Flickr	41
Ning.....	43
Social Marketing Strategies.....	46
Conclusion.....	50

Marketing with Social Media

Social media, also called Web 2.0, has taken off like a rocket as a powerful online tool. Social media is a great tool to use for socializing, marketing and promotion, or a combination of these.

There are many popular social media sites all over the Internet that you can use to market your website.

Most social media websites are completely free to sign up for and use, so this is a great way to get lots of free traffic and exposure to your online business. All it requires is a little of your time, depending on how many social media sites you are using, and if you're short on time you can even outsource these simple tasks up using your social media profile for a very cheap price.

Different social media sites vary in different ways, but all are good and free sources to get traffic to your website, and also to network with others and even make new friends.

You can use as many or as little social media as you want. The more social media platforms you use, the more traffic your

Social Marketing Superstar

website will get, the more backlinks your website will get, and the better you and your website will be known.

If you are trying to brand yourself or make a name for yourself, social media is a must.

If you are serious about promoting your website, blog, or business, you must sign up for at least a few of the social media sites to be successful. All serious marketers have already signed up for most of the social media sites.

Don't worry because they are free, don't have to take much time, and if short on time, you can always outsource to a virtual assistant for a good price.

If you are new to social media, don't be scared. It may seem daunting at first, but you'll get used to it. You don't have to be a techno wiz; anyone with basic computer skills and a little time can easily use different social media sites to market their business.

Twitter



Twitter has recently exploded and became a huge success. Even offline mainstream news media have talked about twitter, and it seems everyone has a twitter account now. Twitter is one of the most highly recommended social media sites there is. If you only use one social media site, it should probably be twitter.

Even President Barack Obama has a twitter account with hundreds of thousands of followers. If you follow him, you will automatically get followed back.

News sites anywhere from national news like CNN to local hometown newspapers have twitter accounts as well as all kinds of celebrities and well known figures.

Social Marketing Superstar

Many of these celebrities are outsourcing their tweets so they aren't making the tweets themselves, but someone else is managing their twitter account for them, keeping anyone interested updated on what is going on. Even they have realized the power of social media and they need to get involved to stay on top.

If you don't know what twitter is and go there for the first time, you will probably be very confused and wonder what kind of site is this and what's it good for? Most people do have this reaction the first time they visit, so if you're first visit confuses you, you aren't alone. It just takes a little time and you'll soon be a pro at it.

You will have to become familiar with it and learn how it works before you can harness it's full power for your business and marketing.

First here are some new terms created when twitter became so popular:

Tweeple: Twitter users

Tweet: A message sent on Twitter

Social Marketing Superstar

DM: Direct Message (A tweet sent directly to a particular user.)

The first thing you need to do when you go to <http://www.twitter.com> is to create a free account. Pick a name. It can be your real name, your website's name, a business name, or whatever you choose.

The second thing you want to do is upload an avatar. Many people are hesitant to follow anyone they don't know who doesn't have an avatar. This can be your real picture, a logo, a stock photo or anything else.

Just **make sure you don't leave your avatar blank**. When using your real picture, people will feel more comfortable following you back, but you can use any picture you like.

Then, it's time to start following people. If you are in any kind of marketing forum, there will be many marketers who use twitter, so start following them. If you know anyone who uses twitter, follow them. Then, if you need help finding new people to follow, simply use the search function on twitter and search for people based on keywords.

Social Marketing Superstar

For example if you are a writer type in "writer". If you are a programmer, type in "programmer" or you can type in your towns name to try to find local people or even your state's name.

Another great way to find more followers is once you have a follower or someone you are following, click on their followers. Then start following everyone you are interested in. The majority of these people will follow you back and you can have a lot of new followers in just one day.

And another way to get more followers is to offer some kind of freebie to any new followers such as a report. Make a tweet such as-Free report for all new followers, please retweet.

Asking your followers to retweet is asking them to repeat your message to their own followers. They will copy and paste your post after RT which stands for retweet.

The majority of people you follow will follow you back. Some people have their accounts set to automatically follow everyone back. Some people review their new followers to see if they want to follow them back or not.

Social Marketing Superstar

Make your account so that people will want to follow you back. If you have no avatar and no tweets, then nobody will want to follow you back.

Start making tweets, even if you don't have any followers yet or just a few. Nobody wants to follow someone who has no tweets at all. They know nothing about you. Introduce yourself to your future followers. Talk about your business, post your website link, ask any questions you may have, and tweet that you are looking for new followers.

After you have followed several people, you will probably start to get people following you. Follow them back. A few tweeples are nothing but spammers, so if you end up following blatant spammers, you can remove them.

There are also several twitter tools out there. Some allow you to see who unfollowed you, some allow you to send automatic direct messages to all of your new followers, and some help you find lots of new people to follow.

Once you've gotten several followers and are following them back, start interacting with them with your tweets.

Social Marketing Superstar

Some use twitter purely to socialize, some use it purely to market, but the best combination is using it to both to market and socialize.

Your followers will see you are a real person and not just some bot programmed to do nothing but paste links.

Make tweets sometimes about what's going on in your life or what do you did that day and ask questions to your followers. Respond to their tweets, ask them how they are and build a relationship with them. People like when others show interest in them so show interested in your followers.

You will find yourself making new friends and your new friends are more likely to visit your website and purchase from you than complete strangers.

There are even a few ebooks and guides out there that comprehensively explain twitter and how to make the most of it. What seems like a silly site that's hard to understand when you first see it, will turn into a great marketing tool.

If you have enough followers you can get tons of clicks of people viewing your website.

Social Marketing Superstar

Whenever you have an update, make a tweet about it. For example, if you have a blog and make a new post tweet: I made a new post about such and such- Read it here- (insert link)

If you add new products to your website, new services, or are offering a promotion, tweet about it. For example- All products are 25% off this week only (insert link)

Since people have different schedules, when you post a link not all of your followers will see it. So the thing to do is post your link about 3 or 4 times at different times.

For example, one in the morning, one in the evening, and one the next afternoon and next night for the maximum possible viewers. Some of your followers may have many, many followers themselves and can't read every single tweet. So if you post your tweet while they are online, they will see it and be likely to click.

Twitter is also a great place to find online work. If you are a web designer, you can tweet-need a web design? Great rates and service, DM me for more.

Social Marketing Superstar

Be sure to use twitter as a combination of socializing and marketing so you don't look all spammy. You can market and find traffic and customers, but still find some time to socialize.

If one of your twitter friends posts-Busy day today, ask them what they are busy with. If someone tweets about their children, ask them how old their kids are. People will usually respond and you'll build a relationship with them and people will start asking you questions themselves. Instead of just an anonymous business out there amongst many on the internet, you will now be an online friend and a "real" person.

Automatic DM's are direct message that are automatically sent to new followers. If you choose this, be sure not to make it look spammy. A great automatic DM message to your new followers is something along the lines of "Thanks for following me, I look forward to your tweets. To know more about me visit (insert link)

One note about twitter is it has a character limit so you can't say a whole lot at one. You have to say what you want to say in less than 120 characters. If you have a lot to say, you will need to make several tweets, but don't make so many at once it fills up the entire page, because that annoys people.

Social Marketing Superstar

Some people have found twitter addicting because they have fun socializing in real time with all their new friends, but don't let it be so addicting that you spend too much time there.

Dana Willhoit has been branded the "Queen of Twitter" and has written possibly the very first guide on using twitter. She has found many press release clients on Twitter alone. If you want to learn more about using twitter for maximum results, watch her tweets.

Sometimes she will talk about her kids, dog, or something that happened in her day while other time she will promote her press release business. She is also very good about responding to people to talk her. You can follow her by going to http://www.twitter.com/Dana_Willhoit

Dana Willhoit has stated that she gets 90% of her press release work from twitter, which shows what a great tool it is in finding clients.

When making tweets, you can either make a general tweet or reply to a specific person. When someone tweets, run your mouse on the right side of their tweet and you will see a reply arrow. Click on that arrow and you can reply to that person. Of

Social Marketing Superstar

course all of your followers will be able to see your reply, but if that person clicks on @username, they will see your direct reply.

For example if you wanted to reply to one of Dana's tweets, move your mouse to the right side of her tweet and click the arrow.

Then your tweet will start off with @Dana_Willhoit and she will see it when she clicks on @Dana_Willhoit.

If you look on the right side of your twitter screen you will see @replies and you can click on this to see who has replied to you directly.

You can also send people private direct messages that nobody else will see. Just click on their profile then click on send message.

More and more tweeps are also customizing their background. When you sign up with twitter you can a plain blue background. You can customize it and add any pictures you want.

Social Marketing Superstar

When you make your twitter profile, you are allowed to put in one website link. Be sure to put your website in this link so when people visit your twitter page, they can visit your website.

Twitter tools are not necessary for your twitter account. They are completely optional. But there are loads of twitter tools out there that can do all sorts of things with your twitter account. This website is loaded with all kinds of twitter tools in one place. If you are interested in using any twitter tools, look through the huge list of tools at this website:

<http://mashable.com/2007/09/29/twitter-toolbox/>

Twitter is a more powerful social tool than most people realize. While you can go there to talk about your day and the weather, it's also a great place to find new clients, business prospects, to network with others in the same field as you and joint venture opportunities.

Personally, Twitter has been my most powerful form of social marketing. Twitter followers can be remarkably responsive if used correctly.

Squidoo



Squidoo is a very popular place to easily make small web pages. They are called lenses. <http://www.squidoo.com>

They are so easy to make that you don't need to know a thing about computers except how to type and point and click a mouse. That's one of the best things about Squidoo is that it's so easy to make a lens which means it's a super easy marketing tool.

You don't have to know a thing about web design, you just find the modules you want added and click on them. If you pick a text module, you'll have to type of course. But that's it. Type and click

Social Marketing Superstar

the mouse. Squidoo allows you to market your business with ease.

You are allowed to make as many lenses as you want, so if you want to make 50 lenses, you can do that. You can also make money off of your lenses. There is a minimum \$10 payout.

Revenue paid to you will come from visitors clicking on Amazon ads, Ebay ads, and Google ads. You can choose to be paid in all cash or to donate any revenue you make to a charity or a 50/50 combination of both.

Squidoo is also a great way to market your business. As well as a website or blog you can easily make a squidoo lens and have links that go to your website.

Squidoo ranks well in Google. For some terms, simple Squidoo lenses turn up in the first page of Google search results. The word got out that Google loves Squidoo and Squidoo became more popular than ever.

Some marketers are using Squidoo lenses as squeeze pages. They post articles, information about their product or service, use plenty of keywords to rank well in Google, and use that to bring

Social Marketing Superstar

traffic and get their visitors “warmed up” so they will be more likely to buy when they go to the actual sales page, which the link will be posted on the Squidoo lens.

Squidoo has tools to make your lens called modules. There are many modules to choose from. The most popular and used obviously is the text module, where you can write whatever you want. It’s suggested to have at least 3 text modules for a good lens.

You can also add Amazon or Ebay modules where items related to your lens will show up.

There is a link module where you can add links to other websites, as many links as you want.

When you go to Squidoo, browse through all the modules to see what is offered. You can add a poll, guestbook, a Polaroid picture, fun stuff, quote of the day, this day in history, and so much more.

When you sign up for Squidoo for free, you will have only one account, but can make as many lenses as you want under that one account. You can even easily transfer lenses.

Social Marketing Superstar

Some people buy and sell lenses. All you have to do to transfer a lens is go to your dashboard, then on the right, you will see a link that says "transfer lens". Then you type in the email of the person you want to transfer it to and it's theirs once they accept it.

There is even a tool on Squidoo where you enter your twitter information and whenever you update your Squidoo lens, a tweet from your twitter account is sent informing everyone of your update and giving the link without you having to log into twitter or type anything.

Squidoo is an awesome tool to use for backlinks for your site, and to get more traffic to your site.

Since so many lenses have been made you might have to get creative with the titles. When you enter the url title of your choice for your lens, you may find it's already taken so you will have to keep entering titles until you find one that isn't taken.

When you first make a lens, you press the Create A Lens button. Then you write what your lens is about. This is the not the url title.

Social Marketing Superstar

After that, you select what category your lens is in, what rating it is (most are G rated, but if you have an adult lens you have to rate it so kids don't see it), then you type you choose the title url.

After you pick an available title url, you will type in three keywords related to your lens. You can add more later once you start working on your lens.

Always add pictures to your lens, it makes it much easier to read. Every time you enter a text module to write an article, add a picture to it. You can find free pictures to use on the internet.

If you make a good lens, it can be on the first page of Google search results for your keywords with ease. It's a lot easier to rank a Squidoo lens in Google than your own website.

Be sure to add links to your website in your lens. You can also add hyperlinks in the articles you write, but you will have to use html for this.

There are instructions, tips, and frequently asked questions on Squidoo's page if you have any questions about it.

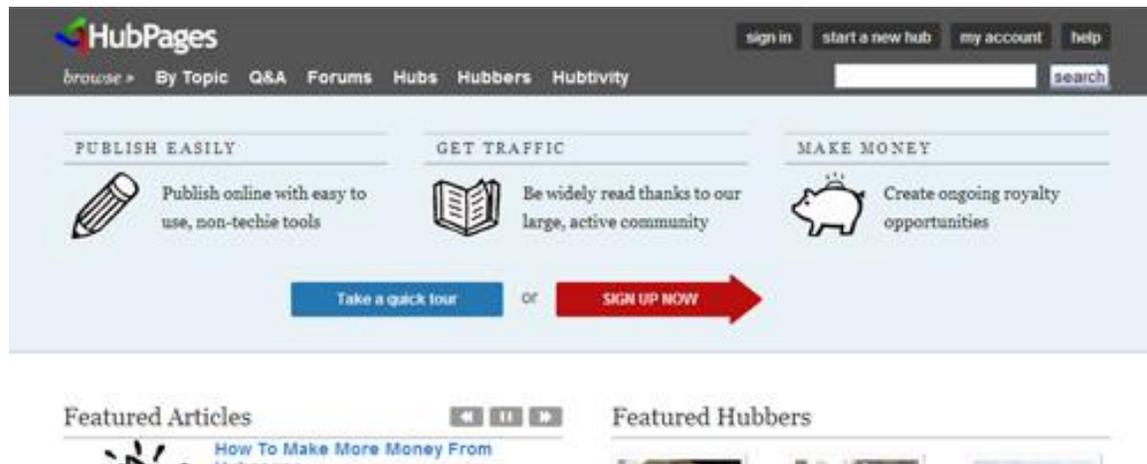
Social Marketing Superstar

People are even hiring people to make Squidoo lenses for them because it's such a good marketing tool.

There is also a market to buy and sell Squidoo lenses. If you want to make a few extra bucks, you can make a few lenses and sell them. If you have some lenses you no longer need, you can earn some extra cash by selling them off.

If nothing else, lenses you make are phenomenal sources of targeted backlinks. If you have a website or blog about knitting, you could easily make a few quality lenses and use them to link back to your knitting website. This can gain you better rankings in the search engines, as well as getting some direct traffic from the people who view the lens itself.

HubPages



Hubpages, <http://www.hubpages.com> is similar to Squidoo, but there are some important differences.

Like Squidoo, Hubpages are really easy to make. It's mostly point, click, and type. You register for free with Hubpages and you can make as many hubs as you want.

You can also earn money with Hubpages. Hubpages is supported by adsense and if any visitor clicks on an adsense ad on your page, they split the revenue with you 50/50.

Social Marketing Superstar

Hubpages is more strict than Squidoo however. They have many rules that Squidoo doesn't have and you must follow these rules or your Hubpage will not be published or taken down.

For instance, all Hubpages must be in English and none can be personal. With Squidoo, you can create personal lenses about you if you wanted, but not with Hubpages. With Hubpages, they must all be family friendly, while Squidoo allows you to create adult lenses, but they must be rated as adult so kids don't see them.

They also require all text you write on your hubpage to be unique and original where Squidoo doesn't require this. You can't use any article already published somewhere else, no unedited PLR, it has to be completely unique.

The next thing is, Hubpages doesn't like any of the pages to look promotional. They allow you have links, but a maximum of 3 links. If you add more than 3 links they will take down your Hubpage for being too promotional. Even though you are promoting something, you can't really make it look that way.

To make a Hubpage you simply sign up for a free account. If you would like to share adsense revenue, you need to have an

Social Marketing Superstar

adsense account and give them your adsense publisher ID. Then every time someone clicks on an adsense ad on your Hubpage you will get 50% of the click. This goes directly to your adsense account.

Then you need at least 3 text modules where you must write unique articles. Hubpages also rank well in the Google search engine. It's usually easier to be found in the search engines with a good Hubpage than with your static website.

Unlike Squidoo, Hubpages can not be transferred and they are reviewed by staff. If your Hubpage breaks any of their rules it will be taken down until it's fixed, so be aware that Hubpages, while still a great tool, is much more strict than Squidoo.

Then add a link module and place your website link there to market your business.

Facebook



Pretty much everyone has heard of Facebook, <http://www.facebook.com> whether you have an account there or not. Myspace was the most popular social media site, then Facebook started gaining ground and became more popular than Myspace in the world. In America, they are pretty equal.

Facebook and Myspace have completely different layouts. Facebook has some similarities to Twitter. You can type in "what you are doing" or some message will be shown to all of your friends.

Most internet marketers these days have a Facebook account. It's a great way to talk to others in your field and make people

Social Marketing Superstar

feel like they know you more personally. Facebook gets hundreds of thousands of views every single day.

You can add pictures in a picture album and write as many updates as you want. Everyone has a "wall" and you can leave messages on other's walls or send private messages.

Every time you update your website or make a new post on your blog or offer a special, post it on your Facebook page.

It's free to join and nobody can see anyone's full profile unless they are added as a friend.

Once you join, start adding everyone you know as friends. There is a tool where Facebook will go through everyone in your email contact list to see if they have a Facebook page. If they do, add them. Add other people you know from the forums, websites, or in person.

This is another great way to get your business out there while also letting people feel like they know you personally instead of just going to a website with no "real person" feeling behind it.

Social Marketing Superstar

There are also many groups and causes you can join on Facebook. If you are in a certain industry, there will most likely be a group for that industry and you can join that group. This is a great way to meet people who are in the same industry as you and to talk, share ideas and information, and ask and answer questions.

We all know we are more likely to purchase something from someone we know than someone anonymous. This is very important to remember.

The better you get to know the people you wish to market to, the easier it will be to convince them to take whatever action you want them to take.

This might be opting in to your list, visiting your blog, buying a product, or some other action. If people like you and feel like they know you, they will be far more likely to take action.

Always be working toward socializing. Remember, this is social marketing, and you must be social!

Myspace



Myspace, <http://www.myspace.com> has gotten a bad rap before for being like a teenage online party place. You hear stories of teens posting party pictures and things like that.

But it's not just a party place for teens. Many marketers have a Myspace page to brand themselves and promote their website.

With Myspace, you can make your page completely unique, unlike Facebook. With Facebook, all backgrounds look the same. With Myspace, customize your page however you want.

There are tons of free layouts all over the internet. Just google "free Myspace layouts" and you'll come out with no shortage of

Social Marketing Superstar

results. You will get an html code then you copy and paste that html code and put it in your "About me" section.

You can add as many links as you want on your myspace page, but to make them clickable, you will have to use the html code.

`Your site's name`

You can also add pictures, music, videos and other items to customize your page.

There is also a blogging feature, which Facebook doesn't have, and this is a good tool to promote your business. Start making blogs about what you are promoting, about yourself, about your website, and anything else.

If you have products, you can promote them directly on Myspace. You can have pictures of the products and links taking visitors to the order page.

Unlike Facebook, anyone can see your Myspace profile unless you choose to keep it private under the privacy settings. If you are looking for the most views, you don't want to keep it private. The private pages are best for purely social pages.

Social Marketing Superstar

As long as you use your real name, if someone Google's your name, your Myspace page will be one of the first results in Google. If your name is associated with your business, this is a great thing for your business.

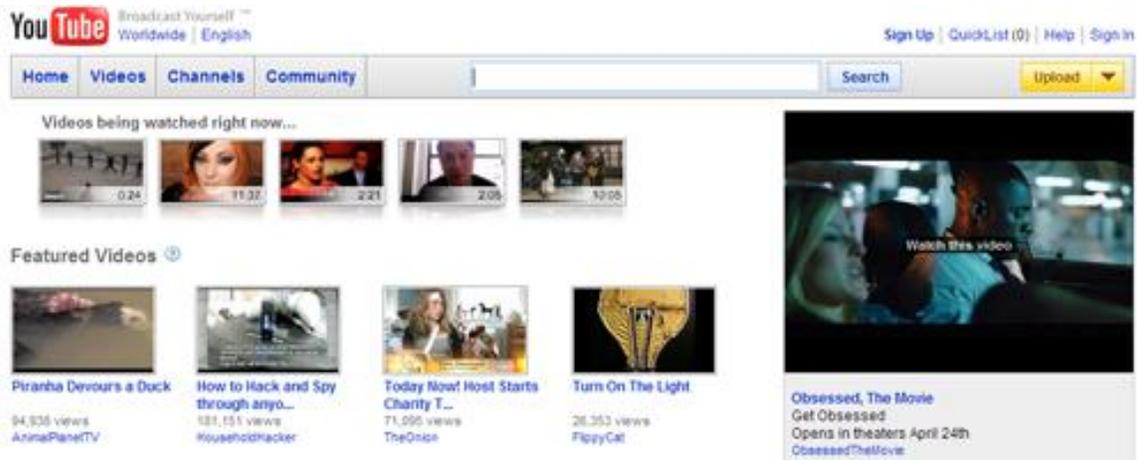
Make your Myspace page interesting and colorful, yet clean, with plenty of links and blog what you are able to blog there. You can see how many views your blog gets and might be surprised at how many people will read your blog entries on your Myspace page.

And of course there is the adding friends part, just like Facebook and Twitter. Add everyone you know and you can search for new friends based on certain criteria.

Don't forget to socialize with your friends regularly. It is very critical to develop "relationships" with the people on your friends list on MySpace, because MySpace is so unfriendly to marketers.

If you don't develop those "personal relationships", they will surely report you for marketing the instant you try to sell them anything.

YouTube



The popular video site YouTube, <http://www.youtube.com> is a way to get massive amounts of traffic for free. You will know how to make videos and upload them. Otherwise you can hire someone to make a video and upload it for you.

YouTube was bought by Google for millions of dollars. It started out as a site to upload short videos and became hugely popular very fast. It began getting millions of views every single day.

Not long it practically became a household name and everyday friends are emailing their friends videos they recommend on YouTube and everyday people are posting videos from YouTube on forums, their websites and blogs.

Social Marketing Superstar

YouTube is one of the most popular and most visited site on the internet, visited by all demographics of people all over the world everyday. You can use this to your advantage and get your piece of the pie if you use YouTube the right way.

People go to YouTube to watch all sorts of videos. For some people, YouTube is simply entertainment. For others, they go to watch informational videos instead of reading articles while others go to see news, opinions and product reviews.

Let's take product reviews for example. Nobody wants to buy anything online without seeing a positive review first. You can use YouTube videos to give positive reviews for what you are selling.

Some people prefer watching a video instead of reading and YouTube is the way to take advantage of this. You can explode your traffic just by uploading a video to YouTube.

Of course, the better the video, the more traffic you'll get. And to get better results, upload several different videos instead of just one. You can also see which video has the most views and then

Social Marketing Superstar

you'll know what kinds of videos are more popular and get more attention.

For anyone with a business to market, YouTube is a powerful tool that can get you free traffic and lots of exposure.

It's completely free to sign up for a YouTube account and to upload videos and you'll get a lot more traffic than if you put out some ad in a newspaper.

There are many different possibilities on how you can make your video. You can have a simple video that looks like a powerpoint presentation with what you want to say and music added to the background.

If you have a camera you can also sit in front of the camera and speak to your audience. You should put your website link at the bottom of the video so the viewer can see your website all throughout the video.

Just in March of 2008, YouTube released a new tool for the people who upload videos. It's called YouTube Insight.

Social Marketing Superstar

You can find out how many views your videos have had, the geographics of your viewers, the demographics of your viewers and how many times your video has been embedded, and how people are finding your video. Are they finding it directly on YouTube or on another site that it was embedded on.

The tool is not 100% accurate but it does give you a good idea, and can help you improve future videos to get more viewers and more traffic.

If someone really likes your video, they will share it with friends via email, post it on forums and embed it into their own site or blog.

For best results for your YouTube video have a good title with the main keywords in it as well as a good description with the keywords you want in it. They will show up higher on YouTube search results this way.

If you are unwilling or unable to make and upload a video, but still want to take advantage of the power of Youtube, then simply outsource. There are people who are great at making Youtube videos and you can hire them to do it.

Social Marketing Superstar

All you have to do is tell them what your requirements are, and then watch the traffic come to your site.

You can find people to do this at sites such as:

<http://www.elance.com>

<http://forums.digitalpoint.com/forumdisplay.php?f=60>

<http://www.warriorforum.com>

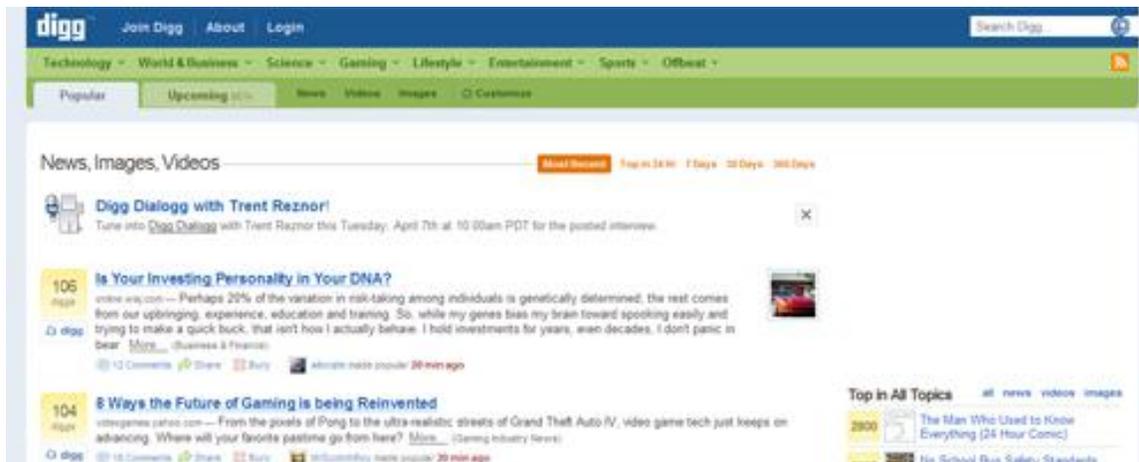
<http://www.rentacoder.com>

You can also outsource people to watch your video, rate your video, and comment on your video. This is very helpful for making your videos get more views.

Remember, the more views a video gets, and the more ratings and comments it gets, the more often it will end up being viewed. It's a bit of a snowball effect.

Don't forget to put plenty of text in your description! This can help your video get traffic from search engines, which can be instrumental in getting your video even more views.

Digg



Digg, <http://www.digg.com>, is a social bookmarking tool. Like all social media, you can sign up for a free account.

This is a good way to promote your site, by “diggging” it. Digg has over 7 million users.

Have you ever seen an article and then the option to digg it at the bottom? This means you are telling all the Digg users that you enjoyed this article and are sharing it with them.

You can Digg your own websites, blogs, and articles. Then Digg users can vote up or down for it, whether they like it or not. If

Social Marketing Superstar

you have a really interesting article for example and others like it, your Digg can move up the list and you'll get more traffic.

Everytime you write a new article, you can Digg it, but here is an important warning-Don't only Digg your own stuff. This may get you kicked off as a spammer. Never Digg from only the same URL or you will get kicked off and banned. Make sure you Diff from different URLs.

Find other things to Digg that you like such as blog posts by others.

A good rule to follow is to Digg 50% your stuff and 50% other's stuff. You don't have to do this, this is just a rule to make sure you stay safe. This will keep your account at Digg safe and not make you look like a spammer. If you have different URL's, this shouldn't be a problem But don't be afraid to Digg someone else's article or post if you like it.

Digg won't bring in massive amounts of traffic unless your Digg gets really popular. In that case, watch out, because you will get such a massive amount of traffic it may take up all your bandwidth and temporarily bring your site down.

Social Marketing Superstar

If you want the advantages of Digg without having the hassle, you can always outsource this too, easily.

There are plenty of Pilipino and Indian virtual assistants you can hire for \$5 an hour or so to do these mundane tasks for you such as submit your site and other sites on Digg as well as other services such as submitting articles or making comments on blogs containing your backlink.

You can find these outsourcers at sites like:

<http://forums.digitalpoint.com/forumdisplay.php?f=60> and

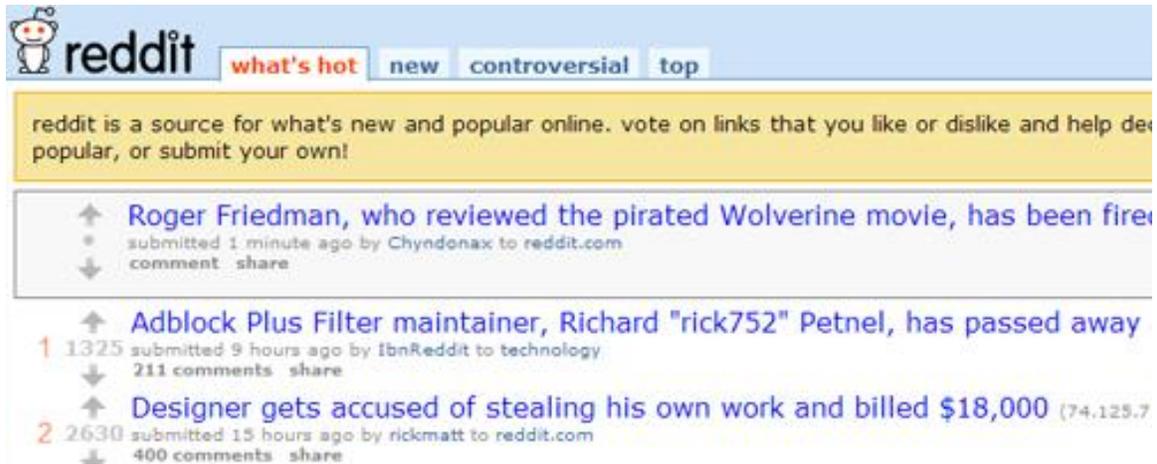
<http://www.rentacoder.com>.

IMPORTANT DIGG UPDATE:

On April 7, 2009, some marketers noticed that there were some major changes at Digg. Digg has started displaying all pages in frames. This means, essentially, that all of the "link juice" that it used to give is now gone.

You can still receive traffic from Digg directly, but the backlink power that it used to give, and the fast indexing it used to enable have now disappeared entirely.

Reddit



Reddit is another social bookmarking site similar to Digg. The sign up process is very easy and doesn't even require an email confirmation.

If you have a blog, you simply add your posts to Reddit, and you can get a lot of free visitors to your website this way. If your site gets in the top, you can expect a ton of traffic and dozens of backlinks.

When you submit an article or post, the more positive votes you get, the better. Also, the more positive votes you get, the more people will read your article or post.

Social Marketing Superstar

Just like Digg, users on Reddit vote on content submitted and vote up or down depending on if they like it or not. Social bookmarking sites are completely user based and results depend on the tastes of users who are voting for a particular piece of content submitted.

Users simply submit articles or blog posts that they like and other users can vote them up or down depending on if they like them or not. As in all sites, there will be trolls, but thankfully there aren't that many.

The topics that do the best on Reddit are: Education, Money, Psychology, Science, Programming, Writing and left wing or libertarian politics. Religious and Parenting topics don't rank well on Reddit.

So if you have a site in education for example, Reddit would be a good site to submit your articles to.

Reddit users chose what they like based on their interests. There are many social bookmarking sites out there, some similar, each different in their own way and social bookmarking used right or showing good material can get your website a lot of free traffic.

Flickr



Flickr, <http://www.flickr.com> is a photo sharing site owned by Yahoo. It has a pretty professional feeling. You can upload photos to Flickr, then link them to your website or blog. It's that simple.

First you to go the site and sign up. If you already have a Yahoo account, you can use your Yahoo sign in information. Then you will have to confirm your account then you can start uploading photos.

If you have a lot of photos, Flickr will be perfect for you. You can upload as many of your photos as you want and then link them to your website or blog.

Social Marketing Superstar

If anyone is interested in your photo they will probably visit your website. You will definitely always want to link your picture, because there's really not any point in uploading pictures if you're not going to link them.

If your photos are in the top of the Flickr searches, this can mean a lot of exposure and traffic for you, just for uploading photos.

Once your photos are uploaded you'll want to give them relevant tags, so they'll appear in the search results.

Besides being just a photo sharing site, you can also have a group of contacts on Flickr. There is a "Contacts" button you will want to press to add people as contacts. These can be people you know online or in real life or find people on Flickr who have the same interests as you. You can also invite people to join or meet new people to add to your contacts through groups.

You can also easily add pictures from Flickr to your blog. You can set up as many blogs as you want to Flickr. All you have to do is click on one of your pictures and click "Blog this" button and pick which blog you want it on if you have more than one.

Ning

Ning lets you create new social networks for the most important people and interests in your life.

[Sign Up](#) to get started

...or [Sign In](#)

Ning, <http://www.ning.com>, is a pretty new social site. You can create your own group on whatever topic you want for free or you can join a group already created.

You can browse through groups you are interested in and choose which ones you want to join. You can promote your website or blog in this group. Don't be spammy of course, just introduce yourself, and in your introduction, give out your website link and talk about your business.

If anyone has any questions, you can answer their question then say-if you want more information, visit my site and list the URL.

Social Marketing Superstar

You can also create your very own group and be the owner of the group, but it's up to you to get people to join.

Using twitter, myspace, facebook, your blog or website, and craigslist are good ways to draw attention to your group to get people to join.

For example if you are a photographer, you can start a free photography social group, then promote your group and get as many people as possible to join.

There is a settings button so you can set up the group how you want it. You can pick the background and layout. Your group can also have a forum where people can chat instead of just posting messages. You can also post messages to all users and email all users.

Users have the option of uploading an avatar. You'll want to upload an avatar so you seem more "real". And nobody wants to join an empty group so start making posts and post information about your group so people will know what kind of group it is.

Social Marketing Superstar

Encourage participation. If anyone joins, email them and welcome them to the group. If anyone posts, respond to their post.

Since it can be hard getting a brand new group off the ground, you can hire people cheaply to make posts for you to look more busy that it actually is until more real users join.

Digital Point forums is a great place to outsource this task. You can find people to post for just .10 a post.

<http://forums.digitalpoint.com>

The more popular your group is, the higher it will show up on Ning's site and the more visitors and people joining it will get.

This is a great way to brand yourself, your knowledge and promote your website and business!

Social Marketing Strategies

One important thing to keep in mind is the fact that although your purpose for joining these social sites is primarily to market to the users, you still have to keep the social aspect intact.

In order to get the most out of your social marketing efforts, it's imperative that you always remember to be social! You should interact exactly as you would if you weren't marketing at all. Talk to people, chat back and forth, and be friendly!

If you don't keep this in mind, people aren't going to respond to your offers. In fact, they're going to learn to tune you out. You should make sure that at least 75% of the messages you put out could be considered completely social or altruistic. Only a small portion of your social posts should be commercial in nature.

This is perhaps the most critical thing to remember when using social marketing. It should be 75% social, 25% marketing. When in doubt, always err on the side of social!

If you think about it, this makes a lot of sense. People tend to congregate around popular or charismatic people.

Social Marketing Superstar

They end up buying from people they like, because they trust those people. If you want people to trust you, the easiest way to accomplish that is to socialize with them and make them like you personally.

How can you do this?

There are many ways you can get people to like you. Let's look at a few of the easiest ways.

- ✓ Offer free information or gifts.
- ✓ Help them out with questions or problems.
- ✓ Bring humor into their lives.
- ✓ Be there for them.
- ✓ Listen to what they have to say.
- ✓ Be supportive of their endeavors.
- ✓ Reciprocate any favors quickly.

Obviously bribery works. Offering free gifts or great information is perhaps the quickest way to make people like you quickly. You can offer freebies as a way to get your name out there.

Answering questions and helping people who are having problems is appreciated, and is a great way to get attention.

Social Marketing Superstar

People love to laugh. Comedians can be rather unattractive or goofy-looking and still have tons of attractive people wanting to date them because humor is a very attractive trait! Just be sure your jokes aren't tasteless or offensive. Your followers will probably be a very diverse group, and offending a few could have a ripple effect.

Be there to listen to folks. If they send out a message that appeals to you, let them know you're listening to what they have to say. People love to be around people who listen to what they have to say.

If you want people to support your business efforts, you should also support theirs. You don't have to buy every product they post about, but you could certainly send out a message to your own friends and followers about it. Chances are they will see it and return the favor later.

If someone happens to send out a message about a product of yours, be sure to return the favor as soon as the opportunity presents itself. If you do, they will be more likely to keep reciprocating with you in the future.

Social Marketing Superstar

Social marketing is all about building relationships. The best way to accomplish this is to let no favor go unrewarded.

Keep a list of every favor you receive. You want to be sure you never forget someone's good deed, and that you always reciprocate as soon as the chance arises.

And remember, you don't have to wait for someone to do a favor for you. You could always take the initiative and send out a message to your friends about their product if it interests you.

Don't do anything solely for the purpose of getting a favor in return. Not everyone will return the favor. Some people are too busy, or just won't notice what you've done. But it will be noticed by someone, and it will make a big difference in how you are perceived.

Another major component of your social marketing success will be how often you contact people. On some venues, like Twitter, you should keep in contact several times per day. On others, like Facebook, you should be careful to limit contact to a couple of times per week.

Conclusion

Getting traffic from social media sites isn't particularly difficult, but it is a bit time-consuming. You can take away some of that time by outsourcing a lot of the work, but you should make a lot of the work you do personal.

One major key to social marketing is being an individual and letting your own personality shine through. You should get to know the people you're networking with, and let them know you're a real person and not just a marketer.

Successful social marketers know how to do this. They network on a personal level rather than just constantly posting links to their products or other self-serving links.

If you can master this personal interaction, and you can get people to truly like you and trust you, you can get phenomenal results from social marketing.

Just remember that social marketing should be at least 75% social and 25% marketing. Social is the primary aspect of social marketing. Remember that, and you will have great success.