

*Social Media Marketing Tips & Ideas*

# Social Media Marketing Tips & Ideas

facebook

Linked in®

digg

Technorati

You Tube

skype

flickr®

twitter

# LINKS FROM INTERVIEW

## SUMMARY:

|  |   |
|--|---|
| <a href="http://www.linkedin.com">www.linkedin.com</a>       | Professional Networking Site                |
| <a href="http://www.facebook.com">www.facebook.com</a>       | Professional Networking Site                |
| <a href="http://www.docstoc.com">www.docstoc.com</a>         | Upload/Download Free Professional Documents |
| <a href="http://www.digg.com">www.digg.com</a>               | Social News Bookmark Site                   |
| <a href="http://www.stumbleupon.com">www.stumbleupon.com</a> | Social Bookmarking Site                     |
| <a href="http://www.squidoo.com">www.squidoo.com</a>         | Build a squidoo Lens (Seth Godin's Site)    |
| <a href="http://www.reddit.com">www.reddit.com</a>           | Social News Bookmarking Site                |
| <a href="http://www.mixx.com">www.mixx.com</a>               | Social News Bookmarking Site                |
| <a href="http://www.propeller.com">www.propeller.com</a>     | Social News Bookmarking Site                |
| <a href="http://www.youtube.com">www.youtube.com</a>         | Social Video Site                           |
| <a href="http://www.flickr.com">www.flickr.com</a>           | Social Photo Sharing Site                   |

## Other Links I mentioned:

|  |                       |
|--|-----------------------|
| <a href="http://www.Alexa.com">www.Alexa.com</a>     | Traffic Tracking Site |
| <a href="http://www.compete.com">www.compete.com</a> | Traffic Tracking Site |



## Google Links you Need:

|   |   |
|---|---|
| <a href="http://www.google.com/analytics">http://www.google.com/analytics</a> | Track your ROI by using Google Analytics                              |
| <a href="http://www.google.com/adsense">http://www.google.com/adsense</a>     | Monetize your Website with Google AdSense/Adwords                     |
| <a href="http://www.google.com/reader/">http://www.google.com/reader/</a>     | Use Google Reader to Consolidate all your Favorite Feeds              |
| <a href="http://www.google.com/alerts">http://www.google.com/alerts</a>       | Set up Alerts so you can be notified when you get new links in google |

## Wordpress Links You Need:

|   |              |
|---|--------------|
| <a href="http://www.wordpress.org">www.wordpress.org</a>  | Free Themes  |
| <a href="http://wordpress.org/extend/plugins/">http://wordpress.org/extend/plugins/</a>   | Free Plugins |
| Wordpress Plugins You Must Have:  |              |
| <a href="http://wordpress.org/extend/plugins/all-in-one-seo-pack/#post-753">http://wordpress.org/extend/plugins/all-in-one-seo-pack/#post-753</a> |              |
| <a href="http://wordpress.org/extend/plugins/wp-cache/">http://wordpress.org/extend/plugins/wp-cache/</a>   |              |
| <a href="http://wordpress.org/extend/plugins/adsense-manager/">http://wordpress.org/extend/plugins/adsense-manager/</a>                           |              |
| <a href="http://wordpress.org/extend/plugins/google-sitemap-generator/">http://wordpress.org/extend/plugins/google-sitemap-generator/</a>         |              |
| <a href="http://wordpress.org/extend/plugins/share-this/">http://wordpress.org/extend/plugins/share-this/</a>                                     |              |
| <a href="http://wordpress.org/extend/plugins/google-analyticator/">http://wordpress.org/extend/plugins/google-analyticator/</a>                   |              |



<http://www.Linkedin.com>

This is probably the easiest Web 2.0 tool to integrate into your day-to-day operations, because it's built around the business résumé. In Silicon Valley it's become the usual method for finding and filling jobs; Facebook hired many of its early employees through LinkedIn.

To get going, you just enter your curriculum vitae, search for the names of people you know and trust, and invite them to "connect" to you. For \$20 per month you get access to premium features, such as the ability to search for people who have worked for a competitor.

There are plenty of other sites that offer business-specific networking tools, but with 20 million registered users, LinkedIn is by far the largest and busiest; it draws five million visitors per month and doubled in size last year.

TIPS:

- One of my favorite marketing techniques for this site is to use the QUESTIONS to find new customers/readers. Tim Ferris sold a lot of his books this way. =)  
<http://www.linkedin.com/answers>
- Load your linkedin profile up with the keywords you want to use for your business/niche!
- Join Large Groups appropriate for your Niche/Business
- Ask people to give you testimonials and you should give testimonials as well – every where you give a testimonial is just another place where your name/website link appears !



<http://www.facebook.com>

With roots on college campuses, this site may be a little harder for busy executives to appreciate. But more and more are climbing aboard, establishing profiles and "friending" people just like their teenage children (who generally revile Mom or Dad for invading their domain). Forrester ([FORR](#)) CEO George Colony thinks every marketer should be using Facebook, if only to see what its 67 million members are up to.

Plenty of corporations already have a presence there. Procter & Gamble's ([PG](#), [Fortune 500](#)) network on Facebook has 10,200 members. The Ernst & Young Careers group has 13,400. IBM's ([IBM](#), [Fortune 500](#)) has 33,000; the company uses it for everything from staying in touch with alumni to setting up private groups for online collaboration.

TIPS:

[http://www.facebook.com/share\\_partners.php](http://www.facebook.com/share_partners.php) YOU MUST HAVE THIS !! Share on Facebook lets you share any link instantly on your facebook profile or with facebook friends.

Marketing tip here: Join Large Appropriate Groups, Create a Group – Create A Fan Page – Create A Business Page

Links you need for Facebook: <http://www.facebook.com/business/> Create Business Pages

If you would like to create your own viral facebook application: <http://developers.facebook.com/>

<http://www.facebook.com/groups.php> - Join Groups Here

<http://apps.facebook.com/shelfari/> - Great add in application for author to promote their books

<http://apps.facebook.com/profiles/> - Create your own unique facebook profile address with this facebook application (example: <http://profile.to/YourName/>)



<http://www.propeller.com>

**Propeller.com** is part of the AOL Network owned and operated by AOL LLC, a Time-Warner company.

The top stories each day from Propeller.com appear on the aolnews.com homepage



<http://www.twitter.com>

A relative of the IM (instant message) and diminutive cousin of the blog, Twitter is a free service that encourages members to broadcast moment-to-moment updates of what they're doing or thinking in 140 characters or less. It sounds like a recipe for information overload - and it can quickly become just that.

But if you carefully pick which Twitterers you follow, it can be a pipeline into the private thoughts of whatever subculture you zero in on, from coffee aficionados to Rush Limbaugh dittoheads. With a service called Twitterscan you can even search the tweet-stream by company name.

Blip.tv, a New York-based Internet video startup, uses Twitter to eavesdrop on its customers. In January it started hearing complaints there about one part of its service, a problem it quickly corrected.

"You have to know what people are saying about you," says Dina Kaplan, Blip.tv's COO. "If we hadn't seen those Twitters, we might not have fixed that problem for six months."

Tip:

- Use Twitter Feed to Feed your blog to Twitter <http://twitterfeed.com/>
- Use clever short statements to catch your followers attention or attract new followers and add a link to your story([www.tinyurl.com](http://www.tinyurl.com) lets you take a long url and make it tiny so you can insert it in fields that limit the length of your text msg like twitter )
- Answer other's twitters, especially high profile users that you are following – that will get you noticed and others may start following you from seeing your name and interesting responses.
- Get a loyal friend to ask you about your book launch or congratulate you on the book launch in twitter – lol – You wouldn't want to not respond, that would be rude ! =) You would be surprised how many will see this !



REDDIT

<http://www.reddit.com>

## Never reddit before? Here's how:

reddit is a source for what's new and popular on the web -- personalized for you. Your votes train a filter, so let reddit know what you liked and disliked, because you'll begin to be [recommended](#) links filtered to your tastes. All of the content on reddit is submitted and voted on by users like you.



read

user-submitted links, it's more fun than being productive



vote

for what you liked/disliked, democracy in action



explore

what reddit recommends, it's filtering for your tastes



submit

interesting links, gain karma, impress friends

### TIP:

- Add Friends with High Karma – Not the Highest of all but High (Above 1000 at least)
- Send them a msg from inside reddit – Say Hello – Tell them You like their submits – Tell them it's ok to share their links with you anytime.
- Use this link to vote up your friends stories – <http://www.friends.reddit.com>
- Make sure you submit stories to reddit in the proper place – For instance Science should go in the sub-reddit – "Science", Photos should go in "PICS"



<http://digg.com>

Digg is a user driven social content website. Ok, so what the heck does that mean? Well, everything on Digg is submitted by the community (that would be you). After you submit content, other people read your submission and Digg what they like best. If your story rocks and receives enough Diggs, it is promoted to the front page for the millions of visitors to see.

What can you do as a Digg user? Lots. Every person can digg (help promote), bury (help remove spam), and comment on stories... you can even Digg and bury comments you like or dislike. Digg also allows you to track your friends' activity throughout the site — want to share a video or news story with a friend? Digg it! Digg offers many tool to include the Digg buttons right to your sites so that others can Digg you as well. I don't recommend digging your own articles and don't ever have more than one account per IP there or you will get banned. It is possible if you violate their TOS that your blog and/or website could be banned too so don't try to game the site.

Tip:

- Add Friends that are ACTIVE DIGGERS
- Digg Others Stories
- Leave Comments
- Don't add more than 200 – 300 friends
- Submit Quality Content
- DO NOT SHOUT – Experienced Users do not like it when you shout! They may shout – but it's best if you don't, especially in the beginning.
- DO NOT SUBMIT YOUR OWN ARTICLES

If you are interested in more info on how to maximize your efforts on digg email me! =)





[Join 4,763,974 Stumblers & Discover New Sites](#)

Channel surf the internet with the StumbleUpon toolbar to find great websites, videos, photos and more based on your interests. StumbleUpon learns what you like and makes better recommendations.

### [Connect, Meet and Share](#)

Connect with friends and share your discoveries, meet people that have similar interests.

Tip:

- Get 200 Mutual Friends
- Join Large Groups Appropriate for your Niche
- Stumble Other's pages – Don't ever just stumble Your Own Sites!
- Try not to Stumble your own site first – Ask a friend to do it if someone hasn't discovered your site on stumbleupon already.
- Review their pages and often they will come back and review yours as well.





<http://www.mixx.com> (Like Digg – but a much more open environment and not as techie)

Mixx is your link to the web content that really matters. There's a lot of information out there and, let's face it, you don't have all day to find the good stuff (if you do, we're totally jealous). And who knows better than you what informs you, what makes you think, what makes you laugh? So why should some faceless editor get to decide what's important?

But now you're in charge. You find it; we'll Mixx it. Use YourMixx to tailor the content categories, tags, specific users and groups, and we'll deliver the top-rated content as chosen by you and people who share your passions. So go ahead and whip up your own version of the web. Just tell us how you like it Mixxed and we'll deliver the best the web has to offer—morning, noon and night.

Tip:

- Add as many friends as you can at this site
- Join Groups or Create on for your Niche
- Vote on other people's stories and leave comments



<http://www.youtube.com>

**#1 Social Video Site in the world – The place to have content right now ! =)**

Tip:

- Link your you tube videos to your blog and facebook account
- Add AdSense to your Video
- Use the New Google Analytics for YouTube to track how your videos are doing

## Other Top Video Sites:

<http://www.metacafe.com>

<http://www.livevideo.com>

<http://video.google.com/>



<http://www.flickr.com>

**Tip**

**Join Groups and Upload your Images to each group <http://www.flickr.com/groups/>**

*Display Flickr photos on your website*



Follow the step-by-step process to [build a badge](#) to show Flickr photos on an external website. You can choose which photos you'd like to display, and set colors for the badge. Then all you need to do is copy and paste the code we give you into your website/blog.



<http://www.docstoc.com>

Upload your content here – Link your blog in your docstoc profile and your blog could end up being a featured blog here free. You have three ways to be featured free here – Featured Document, Featured User and Featured Blog ! =) They have over 1,000,000 Unique visitors each month and also it saves you money on bandwidth by storing your downloads at their site. REMEMBER to keep a document Private and for special user downloads only – mark it PRIVATE! That way only individuals that you have given the link to can download your private files =)

**Tip**

- Upload your press release and sample book chapters here !
- Embed the documents you have stored at docstoc on your blog and other sites such as facebook, linkedin by using the embed this document code provided for each document at Docstoc.com

# OUTSOURCING PROJECTS

If you have the budget for it, I highly recommend hiring a virtual assistant to help with some of your daily tasks. There are a ton of companies out there that you can either hire by project, by task, or use full time.

Here is a list of sites that I have used or know of because friends/clients have used them.

<http://www.TasksEveryday.com>

<http://www.elance.com>

<http://www.GetACoder.com>

<http://www.virtualemployee.com>

\$600.00 a month for a Full time VA



is one that I use – They have a Full Time VA Deal for \$900.00 a month – (40 hours a week)

A Virtual Assistant is an independent entrepreneur providing administrative, creative and/or technical services. Utilizing advanced technological modes of communication and data delivery, a professional VA assists clients in his/her area of expertise from his/her own office on a contractual basis. Your Virtual Assistant is always available to handle your seasonal or special, one-time projects. Projects that a VA can do for you may range from drafting letters, emails, or memo's, sending faxes, fielding internet leads, and internet research, to designing a logo and marketing materials for yourself or your business, and word processing to name just a few. A VA can be as involved in your business as you want them to be. BPOVIA can provide basic administrative support such as data entry, word processing, and meeting scheduling, or more advanced services such as website management, marketing, and advertising.

## Other great sites for Authors to share /Publish their events and Content



[www.authorsden.com](http://www.authorsden.com) (Older site but excellent page rank and traffic resource)

goodreads®

[www.goodreads.com](http://www.goodreads.com)

### what is the Goodreads Authors Program?

Much like MySpace Bands pages, the Goodreads Authors program is a completely free feature designed to help authors reach their target audience — passionate readers.

This is the perfect place for new and established authors to promote their books.

### what can you do as a Goodreads Author?

- Create an author bio.
- List your published books.
- Spread the word about your books as you add friends and fans to your network.
- Publicize upcoming events, such as book signings and speaking engagements.
- Participate in an online Q&A session with your readers.
- Share excerpts of any upcoming publications.
- Post videos about your books or anything you choose.
- And, of course, share your list of favorite books and recent reads with your fans!



[www.shelfari.com](http://www.shelfari.com)

Authors can share their work with friends, fans and the book-loving community. You can promote your upcoming book, connect with a publisher or just give your readers some insight into what you are reading. We encourage authors to send their new books to Shelfari. We'll add your book into our database.

**BookTour.** BETA *Where authors and audiences meet.*

[www.booktour.com](http://www.booktour.com) - Owned by Chris Anderson – Author of “THE LONG TAIL” As the world's largest, 100% free directory of author events, BookTour.com makes book tours better.

In just a few minutes any author can create a page showcasing their biography, books, and upcoming engagements. Listing new events is as easy as answering a few questions. Publishers, booksellers, and events managers can upload tour dates en masse using a simple Excel spreadsheet.

Want more?



[www.squidoo.com](http://www.squidoo.com) - create a lens just for your book! =)



My favorite VOIP – Almost everyone on Facebook, linkedin and in social media marketing is using skype – free PC to PC Calling – Record calls – Conference Calls – Free Whiteboard for Meetings all included Free =) You can even offer online coaching/consulting through skype and the money is sent directly to your paypal account.

**ONLINE COLLABORATION IS GROWING!**

[Basecamp](http://Basecamp) let businesses set up in-house social networks. [Jigsaw](http://Jigsaw) invites you to upload and publish your collection of business cards. At [Jobscore](http://Jobscore) you and other executives can swap the résumés of job candidates you don't hire.



<http://www.healthranker.com> New Self Help, Medical , Health Social News Site (Like Digg) but not as much traffic.

“ BlogCatalog.com attracts over 130,000 unique visitors every day who deliver over 280,000 impressions. That's almost 4 million unique visitors and 8.4 million impressions every month. ”

<http://www.blogcatalog.com/> Get their widget for your blog ! Great traffic resource for your blog!

<http://technorati.com/>

Currently tracking 79.2 million blogs Technorati is the recognized authority on what's happening on the World Live Web, right now. The Live Web is the dynamic and always-updating portion of the Web. We search, surface, and organize blogs and the other forms of independent, user-generated content (photos, videos, voting, etc.) increasingly referred to as "citizen media."

But it all started with blogs. A blog, or weblog, is a regularly updated journal published on the web. Some blogs are intended for a small audience; others vie for readership with national newspapers. Blogs are influential, personal, or both, and they reflect as many topics and opinions as there are people writing them.

Blogs are powerful because they allow millions of people to easily publish and share their ideas, and millions more to read and respond. They engage the writer and reader in an open conversation, and are shifting the Internet paradigm as we know it.

By using Social Bookmarking you are driving traffic and links to your websites.

Remember, like with any solution, **"Don't Spam the Technique"**.

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www.glasbergen.com



**"YOUR MOTHER AND I FOUND OUT YOU'VE BEEN BLOGGING.  
WE DON'T KNOW WHAT THAT MEANS, BUT WE'D LIKE YOU TO STOP."**