IM JUMPSTART

IM Jumpstart

3 Simple Ways to Drive MORE Traffic to Your Site Today!

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CHAPTER 1: INTRODUCTION

The internet is filled with vast information on practically anything you need to know about or need help with. It is a never ending source of gaining knowledge, learning how to do new things, creating and marketing products and services etc.

It not only caters to what you need specifically but also caters to vast amount of information that is not required. The possibilities of what you can do from or through the internet is endless.

Today, the internet is widely and popularly used in order to earn fast cash or a steady income through online business opportunities as well as through online marketing of products and services.

In order to go ahead with this, you need to be smart about it and do your homework- research!

It is a matter of differentiating from a real business opportunity and an online business or marketing scam.

Yes, it is understandable how annoying it gets to see all those different sites offering the same information and the same guarantees which are never what they actually say. In fact it is quite contrary!

So the question here is, how do you choose from all this information, what you require and which is beneficial to you?

To ease your worries, I have put together a manual which will help you figure out what exactly is

marketing online, a few ways of marketing online and strategies to help you out there.

It is a simple guide to help you understand what exactly you are getting into and how to help you with marketing online using different free to use websites such as squidoo, Hub page, Google Knol etc.

So, if you are ready to begin, let us start from the basics and take you to where you would like to end up.

STEP1: UNDERSTANDING ONLINE MARKETING

Online marketing in layman term is nothing but marketing your product or service through the internet.

The main purpose of marketing a product or service online is to make an extensive sale to customers or clients through the internet, i.e. your own website or a different website already existing.

As the internet is widely used for various purposes, purchases and sales are the most popular activities conducted in this area.

In order to take complete advantage of the trafficking on the internet, creating your own online business and marketing is a reasonable way to earn cash and even profits every month.

Online marketing has its pros and cons. The main advantage of online marketing is that you pay much lesser to put up advertisements on the internet and websites rather than on the television or media.

It saves a lot of cost and it is as effective as the latter. Every time a visitor is browsing through the net, and if he finds your advertisement caption captivating, he will automatically click on it to find out what you have to offer.

So the trick here is to give your advertisement a catchy headline which is attractive.

But, the main disadvantage of marketing online is that a customer or client cannot really judge what you have to offer as it may not be as it appears through the internet.

If you are able to attract many customers with your advertisement, you know you have made a lasting impression and will continue to do well, but if you haven’t it will take time to get back on track.

So, your first impression is generally your last impression when it relates to selling your product online. Make the best of it when you start.

Marketing is the process of creating exchange between a business and its potential customers, who might be consumers or other businesses. It is basically the advertising and selling of products, focusing on customer orientation and meeting the needs of the customer effectively. It includes a number of disciplines such as sales, public relations, pricing, packaging, and distribution of products. It is the art of finding the right people

to persuade to buy your product with the help of proper planning, research and intuition.

There are several different methods when it comes to marketing your product. Some of the options are direct marketing, relationship marketing, advertising, public relations, and positioning. Which method will suit your business best depends on the product you wish to sell, your budget and specific requirements.

Traditionally, marketing of a product or service is done virtually with the use of advertisements, public relations etc or through word of mouth. But the latest trend is Internet or online marketing. Using the internet as a portal to market your product or service is not a new concept, but it is growing fast. Millions of people across the Globe have been using this method of marketing for years and have benefited hugely in this regard and it is now the most popular form of marketing.

There are several options available to use internet marketing to promote your services or products online. Some of the internet marketing techniques you can choose from in order to promote your products and services online are:

a. Search engine optimization
b. Blog marketing
c. Paid search
d. Email marketing
e. Affiliate marketing
f. Social media marketing

The challenge lies in deciding what type of services to choose in order to derive best results.

It is important to understand what each option is, in order to decide on the right technique for you.

Search engine optimization is one of the widely accepted and appreciated techniques to attract internet traffic. This technique used in conjunction with organic listing within search engines will make your products and services visible for people searching the internet using particular keyword terms. It may not be suitable for those who want quick results, but will pay off in the long term.

Blog-marketing or Web log marketing is a great option when it comes to internet marketing, because blogging is highly popular now and people love visiting various blogs during their leisure time.
Paid search is another good option for internet marketing. Companies such as Google adwards or Overture are used to limit a budget and pay per click in order to list keywords that are popular on the search page for a particular key term. This technique is comparatively more expensive.

Email marketing is a difficult method, as it is hard to grab attention using Email, due to the fear of virus and spam. However, if you work with a permission based subscriber, you can derive great results.

Affiliate marketing is another technique that provides you an opportunity to present your products or services to online marketers, in order to increase your sales. You need to pay them a commission for the sales they get you, but it is very beneficial since payment to online marketers need not be done unless there are sales made.

The last and currently most popular method of internet marketing of products and services is the use of Social media for marketing. In this manual, we will see what social media is and how it can be used effectively in marketing your products/services online.

WHAT ARE THE IMPORTANT MARKETING STEPS TO FOLLOW?

This is quite simple. There are a very few basic steps that you need to keep in mind when you start online marketing.

This way you can see your options more clearly and you will be able to successfully go ahead with online marketing.

1. Categorize your target customers.

When you start your online business and have reached the online marketing stage, the first step is to find out who are your potential customers.

What do they need? Find out what are your customer groups including their sex, income groups, religion, locations, age groups etc.

Also make sure you have a market segmentation chart where you can differentiate between distinct customer groups. Once you know who your target customers are, go to the next step.

2. Create your unique online advertising or promotion plan

Advertising here is the most important aspect as it is the determinant to obtaining sales and profits. You should state your advertising goals in detail.

This will include details about the product you are selling, about your company, what you plan to achieve, profit margins, awareness about your business, who your competitors are and ways of taking over your competitors customers.

Once you have made an effective plan and you know who your target customers are and what they want, it is time for you to place your ads on different websites and search engines.

Your advertisement should be so attractive that it seems like it is speaking to its customers.

3. Ensure your target customers view these advertisements

The best way to make sure your content reaches your customers is by sending out newsletters, magazines, newsgroups and e- mails to them.

This way they will be aware of what is new in the market and what you are offering to them.

You should know the art of tackling a customer at the right time and the right place with the right information and the right product.

4. Interact with your customers

This is very important in order to keep your customers interested in your product and your website.

This can be done by creating a forum to pass comments and opinions as well as newsgroups in order to have discussions. Using e-mails and e-chat is also effective to keep in constant touch with your customers.

5. Make changes

Once you interact with your potential customers, you will learn more on what they want and how to better your product and online marketing technique.

Learn from your customers by evaluating their needs. Take their suggestions and opinions in a positive way and make the necessary changes as soon as possible. Be efficient towards your customers needs.

6. Customer service

Providing customer service is very essential as this is one way of obtaining feedback and providing customers a chance to voice out their opinions.

It is essential to provide them with quality service in order to keep them coming again and again and to purchase your product.

DIFFERENT METHODS OF MARKETING

Here are some methods of online marketing through which you can market your product in different ways. It is essential to know this as it could give you the benefit of comparing your results and choosing the best suitable one.

- Personal Marketing

It is the form of marketing where you spread the word around and you create a network of friends and associates and spread the word to them.

- Forums

A forum is basically a platform for different users to come and give their comments, opinions and discussions on random topics. In forum marketing you can paste a link which will go back to your website at the end of the post after you sign off your name.

- Blogging

Blogging is quite similar to forums, but it is basically an online diary which allows you to paste your material and update it whenever you like. It requires time but it is a very popular technique for marketing and it is widely accepted by any search engine.

- Article marketing

It is the simple method of writing an article based on your product or service and sending it to the web directories where it can be accessed.

The advantage here is that you can add your link which will go back to your website where they can acquire more information.

This method is recommended as it increases your web ranking, builds link to your websites as well as attracts trafficking to your website.

The best part about this service is that it is absolutely free unless you subscribe for a paid service.

- Video marketing

This sort of marketing is quite appealing as it involves a video which is more demonstrative and visually appealing.

It is the most popular form of marketing these days as it is simple and requires you to create an attractive video about your product and upload it on different websites.

- Joint venture marketing

This is a method which is a little different from the rest of the methods. It is the process when two or more different marketers get together in order to promote a product or service which draws advantage to both the parties.

Here the marketing methods are combined by two parties and thus more effort is the fruit which results in better sales.

- Search engine marketing

In this method, a search engine ranks every website. The motive is for you to make your website and content in such a way so that it can please these search engines in order to get a good ranking.

This can be done by following the Search Engine Optimization (SEO) or use services which will help you get there but after you pay them.

- Pay per click marketing

As the name suggests every time a visitor clicks on your link you will have to pay an amount to the service provider. It is a form of paid services.

- Press releases

Here you make a press release for your site which will contain all the relevant data and information about your website and your product and services.

You then send this press release to other press release websites who will publish them on various other sites or news channels. It is availed as a free service or as a paid service.

- Affiliate Marketing

This method requires you to create an affiliate program which is shared with other users. They in turn would promote your product on different websites through their affiliate links.

When any sale is made through them they will receive a commission for every sale they make. The drawback here is that you will require an affiliate manager to help you such as ClickBank.com

- Social Bookmarking

There are certain websites that are available which allows a customer or a person to bookmark any website that they like and would like to visit again.

By providing a bookmarking option on your website, people will refer this link and bookmark it if it interests them. This is a great way of attracting more traffic.

- Resale Rights Marketing

This is the method where you can give resale rights on your particular product or service where people who buy it could resell it to other customers again at their own price and will end up keeping the entire amount that they have made the sale for.

This helps to increase the value of your product and promotes branding too.

- Email Marketing

Marketing your product or service that is conducted through e-mails is called Email Marketing.

This can be done by creating your own unique newsletters, e-magazines and manuals which gives details and updates on your product.

This should be given to those who are willing to subscribe for it. An alternate way of using Email is by buying a certain amount of ad space and publishing your ad in some of the leading Email or newsletters etc.

STEP 2: ARTICLE MARKETING – EASY AND EFFECTIVE

Now that we've taken a look at what exactly online marketing is and the various ways in which it can be done, let's move on to studying in detail one of these methods.

The most popular and effective method of marketing online is Article marketing. In the simplest terms, it is the practice of marketing a business/product/service by writing and distributing articles.

Apart from making directory submissions and submissions to niche websites related to your subject, a very effective way of promoting by way of articles is to submit articles to Web 2.0 sites such as Squidoo, Hubpages, and Google Knol.

'Web 2.0' is a new age term that refers to a perceived second generation of web development and design, facilitating communication, information sharing and credible web content generated by participatory users from all over the Web.

Gaining free, organic traffic is the mantra of internet marketing and Web 2.0 sites simply make that simpler. This is the reason such websites are so popular on the internet.

These websites usually allow you to create a web page in the quickest, easiest way possible. You can open an account on one or more of these sites and then pick out a niche subject and post articles related to them.

These web pages are then linked to your website, in order to increase your traffic.

Web 2.0 platforms are loved by people, because the pages are filtered by human beings, making them more credible, containing better quality and relevant content. Therefore, links from these sites to your site are very valuable.

STEP 3: WEBSITES FOR ARTICLE MARKETING

Some of the top most Web 2.0 sites to submit your articles for marketing your product/website and attracting traffic are:

The listings on this site are also ranked quite high and are valuable traffic accumulators.

- Weebly – Another website that allows you to create free web pages/websites to publish your articles. It is easy to create, looks

attractive and offers several options for RSS feeds, pictures, links etc.

- GoArticles – Unlike most of the other websites mentioned here, articles are published instantly on this website.

But this website does it for you quickly and is also very valuable, as articles being published on this website are ranked very high. Also, while most such sites are strict about having affiliate links on your web page, GoArticles.com is a little more relaxed on this rule.

- Zimbio – Zimbio pages are easy to create and are also ranked very highly.

- Google Knol – A website which allows you to write your own knolls or even import them from existing documents into Knol. Articles can be under any of the various Knol categories offered on the website.

Powered by Google, this website of course offers high credibility and ranking.

The use of popular, highly ranked websites such as these will ensure a massive increase in traffic flow to your website or blog. Once you publish your article on these websites, DO NOT FORGET to link your website or blog to them.

This is only a comprehensive list of the most popular Web 2.0 sites available on the internet.

You can open an account with any or all of these websites and post simple, easy to understand articles with proper titles, tags and keywords that link the reader to your own website, which contains the information you wish to share or product/service you wish to sell.

STEP 4: LEARN ABOUT WEB 2.0 WEBSITES

You mantra: Exposure + Traffic = Sales = Money!

This is exactly what you get by using such websites properly. They don't take much effort, they are usually free and the definitely pay off!

Now, we will take a detailed look at the most popular websites online, using which you can attain online marketing success.

CHAPTER 2: MAJOR INTERNET MARKETING WEBSITES

Google Knol

A competitor to Wikipedia, Google knol which was released or launched to the public in 2008, is a platform where many different users can send in articles on varied topics.

It is a place where professionals, experts, writers and even the common man have the freedom of expression and can exchange information on any topic and share their knowledge, capability and skill with millions of people out there. It is quite similar to Wikipedia, About.com and other different websites.

As you already know, Knol is a free service which is provided by Google. The term knol was given by a member of Google itself which refers to a unit of knowledge, according to them.

Today, Knol has more than a million articles which have been published from different users from all over the world and the number of visitors on this site keeps increasing day by day.

Knol is a licensed website which either allows content to be reused based on the author's consent and it is also used to protect the author's content if he or she wishes not to allow commercial reuse.

In order to start with Knol, the first step would be to create an account with Google stating their full names and complete details correctly.

Google will then do a background check or a verification to check if the information provided by a user is correct or not.

This is done to avoid any scams and wastage of time. It is also done in order to make sure that the web is used efficiently and to distinguish the different writers and their capability with the others.

This is a risky affair for those writers who had to put their status and name on stake for giving their personal opinions and sharing their thoughts.

The next step is to make sure those different readers who already have an existing Google account to read this content and give their comments and ratings as well as their suggestions and opinions, which is similar to that of comments on blogs and forums.

Knol follows a HTML format which will prevent other links to manipulate search engine rankings using its articles.

How do you use Knol to make money online?

- Well it is really simple if you just follow a few simple steps.

- The first step involves registering and creating your own Google Adsense account. It is simple and easy if you follow the directions on how to create a Google account on their website. And for those of you who already have an existing Google Adsense account, bravo!

- Give your complete name and address along with all your full details which should be correct. State details of your Bank account as you will need it in order to receive your payments.

- Verification will be conducted by Google based on the information provided by you. It is an essential formality to eliminate phoneys.

- Once you have created a Google Knol account as well as your Google Adsense account, all you have to do is link this Google Adsense account to your Knol profile. Make sure you verify this by checking the link which will be sent to your e-mail.

- The final step is to choose a particular Adsense and paste them on your Knol profile or separately on each Knol. Now all you have to do is to wait for your ads to start appearing on your articles.

- Another method if you do not want to use Adsense is to simply create a Google Knol account, choose an interesting topic that you would like to write an article on, do your research and finally write and post the article. Make sure you have attractive information and something unique. This is bound

to get you to start making cash as soon as possible.

How do you use Knol in internet marketing?

Another advantage of using Knol is for promoting or marketing your product online to potential customers and buyers. Here are some ways by which you can utilize it to your advantage:

Sign up for Google Knol

The first step before you do anything is to sign up for a Google Knol account. You can do this by creating a Google account and from there signing up and creating a Knol account through which you can make your Knol profile.

1. Create your own profile

The most important step is to create your own Knol profile after you finish signing up for it. Your profile is the most important platform for this type of strategy. You must include your name and full address and also include your personal details to your profile. It is important to make your profile unique and attractive.

2. Make a Knol on your company

Now draft a Knol containing all information about your company. Mention all details about your company, its services, what it has to offer, its history, contact numbers and e- mail addresses.

This is done after you have created your profile and declared your space on this service.

3. Make a Knol on your product or service

Once you have stated the details about your company, it is very important to state what your product or service is and what you are offering.

You must make your product very attractive by mentioning all the details about it, put up a few images if possible but at the same time make sure it is simple and does not put off your visitors and customers.

4. Produce a Knol on your city

Once you have the entire above ready, it is important to choose a suitable URL and create a Knol which will contain details of your city and local areas.

There are many people who prefer to have a local search as it is more convenient for them. Be sure to build an important local site which will keep visitors attracted.

5. Produce a Knol on different cities and towns

In order to get more diversified and if you wish to promote your product globally, produce a Knol which will cater to the other cities and towns.

Make sure you cater this to all your target customers and do not make it look like spam. It is not Spam. This is a little time consuming and should be done carefully.

Impact of Google Knol on your status

In recent times, we all are aware that social media has created a huge impact on our lives but do you know the impact that Google Knol could make on your reputation online? It is quite simple.

It can enhance and better your status and even get you a good reputation on the web. This is because in Google Knol you create and write your own articles and have the authority to put your name at the end of it. This way you are recognized. So there is the first step!

Google has a theory that all its articles are based on what its authors produce and their rights. Google will verify the content and name of every article. Google also has a policy where it ranks websites on the basis of authority which gives you the chance to be the controller.

Any Knol article carries some amount of authority that is definitely more than an anonymous writer which is what makes it clear that you have the upper hand. It may not be the best but it definitely gives you the chance on working on your reputation and maintaining one on the internet.

Caution

- Though Knol is quite popular and is recommended safe by Google. It has its drawbacks just like everything else. Here are a few tips and advice you can take to avoid losing or falling out.

- Make sure you keep reviewing different Knols as this will give you any information on any

additional updates that are carried out by the Google Knol folder or records.

- It is essential that you put up articles and content which is not copied. It should be unique and attractive.

- Never resort to using another writer's work and editing it and putting your name. It should be creative.

- Since Knol follows the "No Follow" policy, it is in your best interest that no one uses outbound links as this will gain you no value and you will not earn any credits either.

- If your content has been used by another writer, your site can be ranked out leaving you no where, even if you are the one with higher authority.

Hubpages.com

HubPages is another popular online publishing ecosystem, which allows users to post content on their website. It is extremely easy to use this website and publishing on Hubpages drives traffic to your website quite easily, as it is a large and active community. Hubpages also provides for maximum revenue through the royalty opportunites it gives users.

People who use Hubpages to create web pages and post articles are called ‘Hubbers’. They have the opportunity to earn money easily by publishing their Hubs (much like Squidoo lenses) on topics they are interested in or wish to provide information on, and earn recognition.

There is a community-wide HubScore ranking system, which judges the popularity of your hubs among fellow Hubbers.

Hubpages are also highly ranked and gain traffic from popular search engines such as Google and Yahoo. Hubbers earn revenue from advertising programs such as Google AdSense, and Affiliate programs such as eBay and Amazon. Similar to Squidoo, Hubpages is also free!

What Are Hubs?

Hubs are online pages that are created by users on Hubpages. They, like Squidoo lenses, allow users to submit articles on just about anything they.

Each Hub contains an article you write that is filled with information, insight or advice on any topic you wish to talk about. Once you create a hub with targeted information on it, you provide links on your hubs that will take the user to your own personal website or blog.

Hubs are similar to Squidoo lenses in many ways. They also allow you to generate traffic to your website for free online, simply by creating and updating your hubs on a regular basis.

Creating A Hubpage Is Very Simple And Involves Just 4 Steps:

- Sign up to Hubpages. That is, open an account for yourself on Hubpages.com

- Select a name for your page and your main tags.

- Fill up the capsule you choose with your content.

- Publish it.

Why Hubpages?

There are several benefits to using Hubpages in order to drive traffic to your website or blog:

- You can provides links to your blog or website on your Hub

- Page rank and views of your website will increase due to the popularity of Hubs and the importance given to them on top search engines.

- Hubpages is lax about promoting affiliate products on your Hubs.

- Search engine ranking of your website also improves.

- Habpages keeps track of your daily visitors and the main sources of traffic to your page.

- It is provides extremely easy-to-use tools to create as well as load you content.

- It provides a great platform to reach a large number of audiences who share similar interests.

- It provides royalty-generating tools that help you make easy money online.

- It provides you with easy access to the top most income generating tools such as Google Ads, eBay and Amazon.

- Properly created and optimized Hubs get indexed on Google within 24hours or sometimes even in 12hours after publishing.

How Do You Make Money Online Using Hubpages?

Hubpages, as discussed earlier in this manual, allow you to make easy money online. How? It is the same as Squidoo in this manner.

This is why Hubpages are said to be the new Squidoo. There is very little difference between Hubpages and Squidoo. We will discuss these further in this manual.

Hubpages allow you to create single web pages by simply clicking on ‘Create a new Hub’.

You do not need to have any technical knowledge about creating web pages or HTML coding. Once you create your Hub, you fill it with your own content, about anything you want to inform people about or share with them.

Adding pictures, videos and backlinks to other website or blogs in your Hubs is allowed as well.

Hubpages is entirely free, while providing you with an excellent revenue-sharing system.

It provides you with a very acceptable schemein which you keep 60% of the revenue generated from AdSense ads that are placed on your articles.

Your hubs are designed to draw ads that are related to the content of your hubs. Some hubbers are making large amounts of money through these Adsense advertisements alone. Hubpages is also quite lax about selling affiliate products on your Hubs.

You can make money by placing links to Ebay or Amazon products that are relevant to your niche subject directly on your article. Every time someone buys one of these products by clicking on the link you provide, you make a certain amount of money from it.

What is a Hubscore?

Every author on Hubpages has a hubscore. A newbie starts with a very low hubscore which keeps changing as they publish more and more hubs.

(click hub title to edit hub, click column header to sort results)

Title	HubScore
Hal's Master Motorcycle & Scooter MPG Reference Hub	100
Revolutionary Harley Trike Has 2 Front Wheels That Lean	100
MPG Guide: The Fuel Economy Of 700 Top Selling Motorcycles	100
Could MPG Alone Get You On A 250 Cruiser?	100
DDR1, DDR2, DDR3: Navigating The RAM Maze	100
MPG Guide: The Fuel Economy Of 250 Top Selling Scooters	100
Top 10 Japanese Street-Legal Bikes Of All Time	100

Hubscore is very important for you to understand if you plan to use Hubpages to provide backlinks to your website or blog. Hubpages has applied a new rule.

There is now a NOFOLLOW to the links found in hubs that have a HubScore below 50, and to all the hubs of authors with an author score below 75.

Hubscore can be increased by driving traffic to your hubs, commenting on hubs and hubbers with higher scores and participating in forums and blogs by fellow hubbers.

How Do You Create A Promotional Hub Which Plays By The TOS?

- Write an article which provides valued reading for users, even when they do not click on the links you provide.
- Do not provide too many links and overwhelm the user (or Hubpages, for that matter!)

- Add entertaining pictures, videos, other relevant quality links and probably a news feed that will automatically update you article.

By following these little tricks, you can even publish a completely promotional hub in favour of one of your other websites, without being flagged. Also, your conscience remains unscathed!

A website you created that has been up for weeks without being indexed by Google can get there within a few hours of publishing this hub, if you do it the right way.

SOCIAL MEDIA

Social media represents lowcost tools that are used for social interaction. These tools are typically either internet or mobile based and are called 'Social networking sites'. There are hundreds of such websites which allow people to interact with each other, play games and post

messages or otifications about events. A few popular social networking sites include Twitter, Facebook, MySpace and YouTube.

It gives marketers a voice and provides a way for them to communicate with peers, customers and potential buyers. It personalizes the "brand" of your product and helps you to spread your message in a relaxed and conversational manner. It is a more personal, friendly way to promote your product or service and to persuade people into buying it.

The only disadvantage of using social media in marketing is that it must be a part of your everyday life in order to keep the momentum and attention you need for it to be successful.

USING SOCIAL NETWORKING SITES TO MARKET YOUR PRODUCT

Now that you know what social networking is, let us take a look at some steps to help you use social networking for the purpose of promoting your product in the current market.

How do you use Social Networking in marketing?

We know that the internet is a wide networking process and those who are regular internet browsers will definitely have an account or be a member of a social media site, as it has created a

huge impact on our day today lives. It is even considered quite strange or rare when someone does not have such an account or membership.

This is because people today don't have time to maintain a social life and meet and greet friends, as it was done in the earlier times, thus resorting to using websites to help them keep a regular social life.

However, today social networking has become a rapidly growing media marketing form, where one can use their skills and the existing social communities like blogs, networking sites, wikis, etc.

It is a great way to make friends and relationships as well as market your products and services through this to them. This is a simple process, and to give you a general idea, this is how a social network works. People meet at these designated websites where they meet by way of common interests, hobbies, beliefs, attitudes and opinions. This way people can meet friends or clients or associates and they become a group which can be trusted. Once one member has logged on and is connected, he can make recommendations about your product or service and spread the word. This is similar to word of mouth except it is word through sites. Another way of promoting your product is by creating your own social networking site where you can invite or attract your own bloggers and members.

Following are some easy and simple ways of learning how to use social networking to your advantage, in order to sell your product. Nothing can be achieved free of cost, except this does not involve too much

monetary expenditure. Keep in mind these few starters:

- Research different sites

- Do your homework and investigate the content and material on those particular sites.

- Find out who your potential buyers are and make your references.

- Take all steps necessary to improvise yourself and your marketing strategy on these sites. Make attractions.

- It is the most important step to maintain your efforts and to keep it going till you attain success.

GUIDE TO HELP YOU AND GIVE YOU A HEAD START ON USING SOCIAL NETWORKING SITES FOR MARKETING

1. Find your customers through different communities:

Your first step will be to browse through different social networking websites such as Facebook, blogs, MySpace, etc to find a community who have posted their comments, forums and made their profiles. This will help

you to find members from different locations, their interests, likes and dislikes, wants etc which will give you a rough idea on which site you would like to start your promotion process.

Once you have found the site that you desire and think you can market your product, you must find ways to make yourself known and noticed. An alternate method to do this is by creating your own social networking site.

2. Become an analyst

Once you have done your research and have your website ready, recognize the most common blogs, issues and attitudes. An easy start is by visiting your professional relations and trade diary to be aware of what they are offering and serving. Once you start receiving feedback and reactions, you will know where you stand.

3. Create a promotion strategy

The most widely used marketing procedures is to create a video as this is very simple, inexpensive and easy to work with and upload. The video has to be simple and not more than 3 minutes. All you have to make a video on is, about yourself, about your product and the site where you are marketing it or explaining the site where you can get the product. Once you have made this video,

upload it onto msn or YouTube or even on a search engine through social bookmarking sites. This is a great way to attract customers.

4. Become a part of professional networking sites

This is beneficial if you are successful in promoting your products as it is based on that. It solely depends on what your product is, how you market it, the way in which you work with the community and the potential customers that you can attract. This is advisable for those who are in the professional service field such as public relations and consultations.

5. Create and Launch a blog

Creating a blog is the simplest way of broadening your options. It is a great idea and is simple to create using online templates. The drawback, however, for this is that you need to make sure you keep posting fresh content connected to your companies site and maintaining it. It is a time consuming process and will require your efforts.

6. Be dedicated

The most important aspect of all is the dedication that you put in. It is more important to give value to your product rather than blindly marketing it. You must make your roduct attractive in order to make the social networking media work. It is also essential to be an active player of the community you choose and

to make sure you enjoy it. It is also important to first gain complete knowledge and some experience before jumping into it.

Here are some great TIPS to make your work easier and help you understand the concept of Social media marketing better:

- Understand the system

Make sure you get all the information you need about social networking in order to benefit from it. Gain complete knowledge by asking people who are currently in the social networking business. Weigh the pros and cons and see what is best for your business.

- Make your own strategy

Once you are sure you want to go ahead with it, be prepared with all your research on the sites and communities. Make a unique strategy which will suit you and your business. Getting into something you don’t know about will not take you anywhere.

- Make a profile

After you have gained all knowledge and have chosen a particular community, make sue you make a profile which is unique, informative and attractive.

- Meet other people

Ensure that you read and go through other people’s profiles in detail which will give you better understanding. It is advisable to leave your

comments on a particular blog or on a profile. This will increase trafficking and bring more customers to your site.

- Update your site regularly and stay updated

Another important aspect is to regularly update your site with fresh and quality content. This will increase your benefit and attract more visitors. It is also important to be up to date with all the information around you and recent updates on social networking.

- Add and Include links to your site and mail

Finally, the fastest way to attract customers is to add links onto the community websites and other social networking websites. You could also ask your associates to add links and feedback on your site.

Another way of adding links is by e- mails, where you can leave your link on every e- mail you send.

Social networking sites are very popular amongst most people who use the internet, especially teenagers and young adults. One important benefit that you get when you utilize a social networking site in order to market your product is the wide network of loyal clients and consumers. Your profile will help you keep all your contacts, like those of customers and potential buyers in order. You can also keep track of any updates on information about your product. This helps in creating better customer relationships and ensuring the success of your business. Don’t think that social media works only for small businesses or companies. Major companies such as the following

are just a few that are involved in social media marketing:

- **Absolut Vodka** – Creation of a Top Bartender fan page on Facebook and posting online videos on Youtube.
- **BMW** - Promote their 1-Series Road Trip and creating a Rampenfest fan page through Facebook.
- **Dunkin Donuts** - Setting up a microbloggingtwitter account and using Facebook to place ads.

Even American president Barrack Obama has displayed a very high use of Twitter, in order to communicate with 165,000 people during the U.S. Presidential Election. From adult beverage companies, pastry shops and exotic automobile manufacturers to the American President using the social media tool for marketing, it is obvious that it is something big.

Marketing in general, is a tool you use to educate consumers about your products, who you are and what you offer. Social media does just that:

- Social media is used to provide you with an identity and details of the products or services that you offer.

- Social media gives a sense of reality to consumers. Instead of just talking about the latest products, you can also share your personality with them, making you and your offers more credible for consumers. Be yourself and reflect your personality. There are no written rules when it comes to social

media, only you can determine what will work for you.

- You can create relationships with various types of people by using social media. People who might not otherwise know about your products or service or what your company represents may become potential buyers of your product.

- Social media is used to associate yourself with your peers or competitors that are targeting the same market as you.

- You can use social media to provide the interaction and easy communication that consumers expect.

- Be consistent in the online and offline messages that you send out.

Social media marketing is indeed considered a boon these days, particularly to small businesses in order to connect with other businesses and customers. It is thus no surprise that a lot of people are turning towards social networking sites for increasing their business opportunities, rather than simply networking with friends and family. It is important to integrate social media with other techniques of marketing. Social media simply fulfils the purpose of creating awareness.

Social media acts as a communication tool in your marketing process that makes you easily accessible to those who are interested in your product. It also makes your company and its services visible to people that are unaware of your existence. Use this

as a tool that gives a personality to your brand, gives credibility to your products and creates valuable relationships.

Using social media effectively in marketing creates not only redundant customers, but also gains you customer loyalty and goodwill. Social media is a forum so diverse that it can be used in any way that provides optimum benefits to you and your business needs.

CHAPTER 3: CONCLUSION

Now that you have all the information you need right from your basics of how to market a product to using different sites such as squidoo, Hub Pages and Google knol, it is going to be a piece of cake for anyone of you wishing to start right away.

This manual has a given you a step by step process on how you can make cash online using different Google services. The key to doing well and gaining success is putting in effort and hard work.

Nothing can be obtained free of cost! Do not waste time as it is precious and the more time you waste, the more doubtful you will get.

Do not stress and do not obsess about the work. Keep aside a certain number of hours dedicated to your work and you will surely become successful.

Do not stray away from what your goal is and do what it takes for you to get there.

You need to have patience when you start, but eventually it will pay off. Take your time to start and think about what exactly you want to do.

Take it STEP by STEP. Do not rush things as you will end up losing everything you started out on.

Always take guidance and learn to take criticisms in the right way. Keep improvising on your strategies and you will find yourself minting loads and loads of money in no time. So what have you got to lose? Go ahead and give it a shot! Good Luck with it.

BONUS EASY MADE MARKETING 5 DAY PLAN

Here's my FOOL PROOF Easy Made Marketing 5 Day Plan for you to duplicate. Before you know it, your traffic will be through the roof.

Day 1: Write a 1,000 word article that is high-quality and very informative. Of course, this is going to promote your topic. So, if you're a marketer of weight loss patches, write about the history, the benefits, etc. This is going to go in your Squidoo Lens.

Make 3 to 4 content sections, using keyword in your headlines and the body of those sections. Add pictures to make it interesting and link to Wikipedia articles, any of your YouTube videos, and of course add the RSS feed from your blog.

Day 2: Write a great blog post and make it a 'how to' or a 'steps' article. So, going with the weight loss patch idea, you could make a blog post something like these:

5 Steps to a Thinner You

How to Lose 10 Pounds In 2 Weeks with Weight Loss Patches

Now, link your blog post to your Squidoo Lens and choose 10 different members of Squidoo. Comment on their posts and really read through their material so that you can leave an intelligent comment.

Next, find 10 blogs about weight loss and leave comments – making sure you put your website or blog link in your signature.

Day 3: Now you want to write an equally informative and high-quality Hub to place on Hub Pages. Link this to your blog and your Squidoo Lens. Find 10 other members of Hub Pages and comment on their hubs.

Comment on 5 more members of Squidoo and 5 more blogs with your signature link.

Day 4: Find 10 forums that are related to your topic – become a member of each one and comment somewhere. Make sure your Squidoo Lens, Hub Page and blog links are in the signatures.

Day 5: Check for replies or comments on any of your own comments and follow up. Add helpful tips or information to your Squidoo Lens. If anyone has added helpful tips or suggestions in their comments to you – update all 3 (blog, Hub Page, Squidoo Lens) to reflect those suggestions and credit the person who gave them – being sure to link to their profile or article.

That’s it! Good luck.

To Your Success,
Dr Bryan Stoker
www.moneymakersystems.org

Recommended Resources

Here's Where I Pickup All My PLR & MRR Information Products

Here's Where I Pickup PLR Products With LITTLE Competition

Here's Where I Educate Myself Mastering Wordpress

Here’s What I Use To Keep Yourself Motivated

This Software Increases My Productivity