Internet Mastery Center
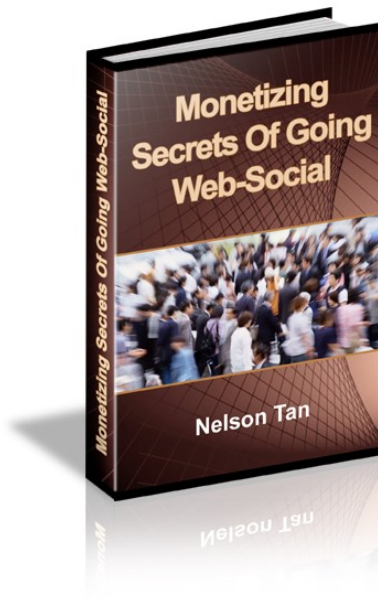**Presents**

Monetizing Secrets Of Going Web-Social

There's More Than Just Holding Hands...

Nelson Tan

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> *Hot Tip:* **If you would like to learn how to make this report your 24/7 "Digital Sales Machine", be sure to read the <u>last page</u> for full details.**

Content

Chapter 1: The Big Picture About Web 2.0

In electronics lingo, Moore's Law states that the number of [transistors](#) per square inch on [integrated circuits](#) doubles every year. In other words, the advances made in electronics hardware grow exponentially every year. It is the same with the online world of social media. In fact, barely has a year passed before I found myself revising a 3rd edition for this e-book. It's really amazing, I mean, not too long ago it was declared that if [Facebook](#) were a country, it would be the 4th largest in the world, and in October 2010, a [movie about the genesis of Facebook](#) arrived in mainstream cinema. Revenge of the nerds? That's so 'yesterday'. Even without watching the movie, you can observe the youngsters around you and marvel at how so *naturally* adapt they are at ~~using~~ multitasking across all kinds of hardware devices without flipping through the user manuals first. It's not that geekiness has become an integral part of the human consciousness. Thankfully, user-friendliness does keep up with sophistication, so fewer ~~old~~ people have nightmares over messing things up.

As for this e-book, I try to be as instructional as possible with numbered action steps and screenshots. Otherwise, **it is far more important to get your understanding right** so that you can participate in any online communities and social sites with intent and purpose and without looking lost. The first few chapters will take care of this 'thinking' part. Thereafter, much of everything else is explained in marketing context, which I believe is part of your expectation as you begin reading your e-book.

My guess is you are most likely a member of 2 or 3 social networks like [MySpace](#), [Friendster](#) and [Twitter](#) even if you have never heard of terms like "social media" or "Web 2.0", "social networking" and "social bookmarking". See? You're already a Web 2.0 practitioner by actively conversing with other members online. Similarly, you are already a cell phone user without knowing the internal workings of the hardware system, but by bringing certain less obvious knowledge to the fore, you can then find ways to take advantage of some previously untapped power. This knowledge can and will position you as a leader, so let's begin. ☺

First of all, what is Web 2.0?

In short, Web 2.0 is a term often applied to a perceived ongoing transition of the World Wide Web from a collection of websites to a **full-fledged computing platform serving web applications to end users.** Ultimately Web 2.0 services are expected to replace desktop computing applications for many purposes. If this sounds a little nerdy, you can read the [details](#) for a full-blown account.

Truth be told, "Web 2.0" is nothing new. The label is quite a fresh spin to reflect a phenomenon that is ongoing and striving for full maturity. People may say, "There are 2 parts to the Internet: one before Web 2.0 and the other after it." It just might as well be that "the 2 parts come before and after the creation of **bulletin boards.**"

That's right. One of the key characteristics of Web 2.0 is **participation, collaboration and moderation** through the use of **web applications.** Web 2.0 sites derive their power from the human connections and network effects from this characteristic that is made possible, and grow in effectiveness the more people use them.

According to documented history, the idea of Web 2.0 was first conceptualized by [Tim O'Reilly](#) in a conference in 2004, but its greatest impact was already felt by ordinary people, in 2002 and in the form of social networking, with the advent of [Friendster](#). Friendster's neat and simple interface gives users easy control and immediate power in self-expression (publish content, set preferences, promote personal profile and interests etc.) and managing a portfolio of inter-connected, like-minded individuals so they can feel like being a part of a community that accepts them instead of loneliness. As they get connected with more online friends, they can only be encouraged to send out messages to their personal friends (the closer, intimate ones) on their own initiative, inviting them to join Friendster and expand a new-found friendship network virtually. The repeated process snowballs the numbers.

Then what happens? When other wannabes like what they see, they began thinking, "Let's set up our own social networking site too!" and jump on the bandwagon. Some make it, some won't; some smartly look at this Web 2.0 coin from the other face and made money *secretly* by coming up with easy-to-install Web 2.0 scripts to sell (that's like making it rich by selling jeans and shovels during the Gold Rush).

As the business principle goes, you don't have to jostle with the competition for a specific piece of the pie. It's a good thing that the meaning of Web 2.0 is still all-encompassing and vague. In fact, **the idea of "participation, collaboration and moderation" can take many forms.** If you look back history, bulletin boards are one form, online forums are another, online multiplayer games, content management systems (e.g. Wikis, Joomla), dating sites and classifieds as well. If not for features that enable multiple users to **create their own space** within a website via registering accounts or at least leave a message (like a comment in a blog), the communication culture would have been one-way (from the webmaster to the visitors) and remain stuck in 1.0.

Why would a webmaster WANT to go Web 2.0? We learned that social networkers want to expand their personal network of online friends. On the other hand, the webmaster desires to build up a core group of active participants who unconsciously help to sustain the 'liveliness' and therefore the longevity of the website and its agenda or interests while the overall database of users expand. In this manner, a lot of the effort that goes into **building the database (or list)** becomes very much hands-off for the webmaster. **There's leverage.** This is also where moderation comes in. The role of the webmaster naturally becomes that of the moderator, whose job is to maintain some semblance of order (but not to the point of creating a restrictive environment) and general site maintenance. It gets better when the webmaster can promote participants into moderators themselves, and more and more s/he becomes the "silent

puppetmaster" behind the scene without doing much. It may not be easy, but the whole mindset of being a moderator is to gain confidence in just "letting it be" and letting his/her site runs by itself.

Now that the webmaster's motivation for going web-social is addressed, s/he must find ways to **avoid competition by finding new twists to contribute to the Web 2.0 bandwagon.** Much as new sites keep popping up in recent months, somehow no 2 sites are made the same and they certainly enjoy a good amount of traffic anyway. It would be better when you can boil down social networking to the context of a specific niche, like a site to exchange Mexican recipes or talk about Ferrari car accessories or business opportunities in Central Asia. You can better target the type of people you are looking for and it also gives them a sharper sense of purpose to engage with and within your site.

Speaking of purpose, every activity must have a purpose and an end result. Web 2.0 can be addictive and fun because it further adds a human dimension to the Internet but don't get lost in it. This e-book does its best to share with you some techniques for creating value for your online friends so they can come back to patronize you again.

Chapter 2: Are You Still Being Anti-Social Today?

At the end of the day, social networking is all about **sharing valuable content and making friends.** Web 2.0 or not, human beings are social creatures and there's no better way for marketers to build up credibility and make their personalities known than to be consistently 'alive' and 'happening' on the Net. From the SEO standpoint of view, you can also accumulate more backlinks and subsequently more traffic to your sites.

Social networking sites aren't just for teenagers anymore. Today, **these sites span the spectrum of demographic groups.** While teenagers are still more apt to use them than older people, there are now niche social networking sites as has been said, which target people who share common interests like parenting or investing.

In addition to teenagers and adults, social networks are increasingly becoming used by another group—businesses. That's right, many businesses are now infiltrating social networks to advertise in some subtle manner—and then replicate their message through systems that are already available within the social network. The terms and conditions in some social sites may forbid advertising, but you know how 'sly' marketers can be sometimes…We will still try to be tactful one way or another, but you can't ignore the fact that you can reach out to hundreds of millions of members (if not, then your most immediate circle of online friends—typical average is over 200 friends per member) in a matter of minutes the moment your ad is sent.

Your active participation in social networks starts with setting up a profile and then adding friends to your list on a daily basis. There are a number of creative methods to go about it, one of which is making use of "adder robot" software. There is a side-issue concerning this type of software which helps you add more friends to your personal network in an automatic or semi-automatic manner at a speed faster than you can ever do manually and it is still considered black-hat. Despite the management behind MySpace declaring that their site can detect and eradicate such usage, few more products persistently come out. I remain neutral over their effectiveness. My question is: would you be happy to add 100 friends a day instead of 300? There is such a thing as "going overboard". Read the terms and conditions for limits. My next question concerns with targeting: How inclined are your 'friends' towards paying attention to you? It's not just that adder software add friends without sense; more so in a cultural sense, people add friends to chalk up the numbers, then they go boasting around, "I have 10,000 friends!" This is reported in our local newspapers! The old-school idea of lovingly friendship has been turned on its head for better or worse…

Still, there is a way to add friends 'automatically'. I believe the average social networkers tend to add lots of friends quickly from the get-go once they created a new account. After a period of time that feeling of novelty wears off and they slow down or stop altogether. Here's your first big trick of this e-book: **recognize this.** Take full advantage of this feeling of novelty to add friends relentlessly, like up to 100. When this feeling comes over a tipping point and you feel bored, by then that picture of you will be

well exposed through your friends' profiles and in turn, more people will start to request you to be their friend instead of you continuing to do so in a proactive manner. That's how this friend-adding momentum keeps going. Perhaps some webmasters out there can appreciate what adding friends is all about but prefer not to do so for privacy reasons or others. Well, being enthusiastic about socializing with people is all it takes for a good start. You can always strategize how you want to communicate with this new-found database later.

So depending on your goals, you may want to add a personal profile for yourself and then talk about your business/product on your page; or you may want to simply create a profile for your business and use that to market your product. While you can send out bulletins advertising your product through MySpace, this is generally discouraged by the MySpace staff and could lead to you getting banned. It is probably a good idea to avoid this; instead, post related bulletins that don't advertise your product, but talk about something similar. It's much like what goes on in a forum these days: **subtle funneling.** This will drive interested visitors to your page, where they can learn more about you and the affiliate product you are selling. Note however, that you will have to link to a non-affiliate page, as affiliate links are expressly forbidden on MySpace.

Once you have had some experience marketing to the MySpace crowd, you will want to consider looking at other social networking sites like Friendster and Facebook. You will also want to look for niche networking sites, which will afford you an opportunity to capture a more targeted audience.

Whichever sites you decide to use, keep the following in mind:

1) **Your goal should be to develop a network of people who, first and foremost, share a common interest.** For this reason, it is always a good idea to think long term (i.e. don't do things that are going to get you banned). Selling your products can always come later. Take the time to read everything that is available, the rules, regulations and protocol, and get a feel for how members interact with one another on the site.

2) **When you are ready to talk, conduct your communication with finesse.** Always 'say' things with a smile; think customer service. Compliment fellow members about themselves. A way to do this is visit their websites or blogs, go through their content, understand what they are all about and praise them for their expertise or knowledge in the subject matter. Now this is only the first part…

3) The second part of your remark **offers a benefit for visiting your site in kind,** like a free download. So to string the remark together, it goes, "Hi xxx, I really like the things you write about your travels. You sure travel far and wide. You can download [e-book title] at http://www.mydomain.com. Thanks for visiting!"

Sometimes you may not have a benefit on offer, but just leaving a comment on the other member's account interface is good enough to stamp a presence for other future members to come by and take notice of you. You just have to do it consistently. Be active and 'happening'.

One thing to bear in mind is you are not going to be friends to everyone depending on how you project your image through the avatar (photo) and how you 'sound' like through your comments, but you are going to **attract a certain type of people who are likely to become repeat visitors to your sites.** One very useful tool can help you identify who these people are…
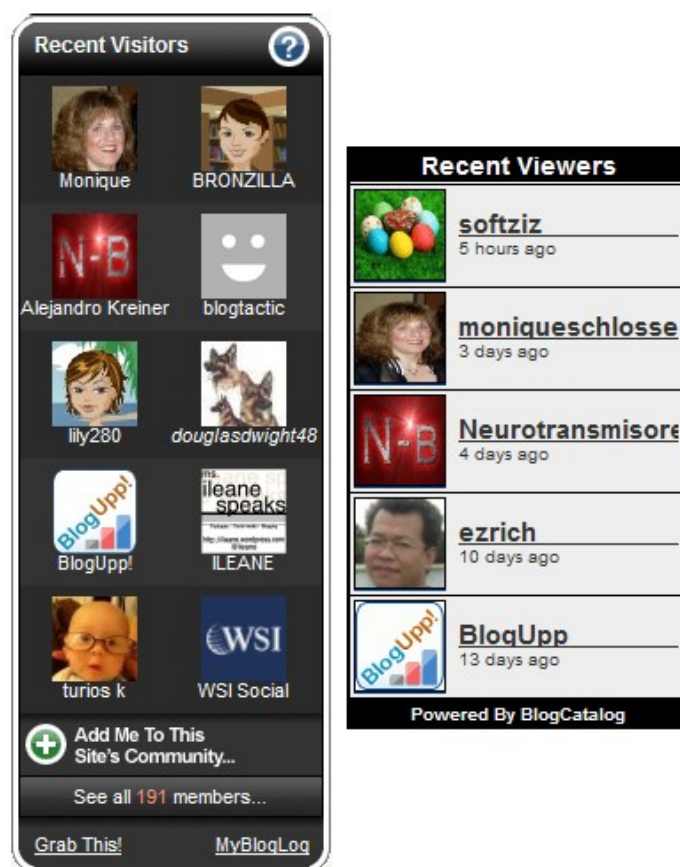
4) This tool is the **widget.** A widget is a proprietary HTML code offered by the social networking site which you publish on your site and it tracks a variety of data like daily visitor count, which countries or sites visitors are coming from (knowing this can help you tailor content to target specific countries), your most popularly read blog posts, and especially who visits your site. If you keep seeing a "same old" avatar and username who keeps popping up on your site, you'd better pay attention to this visitor because s/he is already paying attention to you! This effect is reciprocal. Write to him/her further to forge a closer relationship, dig deep whenever possible to find out what s/he wants and give him/her the value s/he is looking for. **The most straightforward manner is to invite them to an opt-in page.**

5) **Address your visitors by their names.** Simply go to their sites and look for an 'about' page or a profile page. You may find both of you share common interests and an opportunity to collaborate from here. Why not comment your European visitors in their native languages too? Simply go to Google Translate and translate simple sentences like "thank you for visiting" or "good morning". They will be impressed!

I used to think it would be hard to run your own Web 2.0 domain, but not anymore. The webmaster who aspires to be a 'puppetmaster' can simply google "free social networking site script" or do a search at Sourceforge. Here is one open source social network software you can download. A company called Boonex is also giving away software that makes it easy to deploy and manage dating sites, social networks, online clubs, or virtual communities. If you're serious about making money, you know well enough to outsource development upon the basic source code to techies while you place your thoughts and concerns with the business model.

For an immediate list of 79 top social networking sites, check out Jeff Johnson's compilation. Here are some others outside the list: Classmates (connect with old classmates and colleagues), Yahoo! Pulse, MyBlogLog, BlogCatalog and Spicypage. There will be more mentions as you follow along this e-book.

Chapter 3: Appreciating Social Media Marketing As A Culture

The more I read about Social Media, the more I think it needs to be defined differently and apart from Web 2.0. If Web 2.0 is defined as a full-fledged computing platform serving web applications to end users, **social media describes the (mainly online) technologies and practices that people use to share opinions, insights, experiences and perspectives in a community setting.** It is safe to say Web 2.0 is a subset of social media.

What most people in business don't realize is how much social media has upended our conventional school of thought on marketing. In fact, persisting in the old ways of marketing becomes detriment to businesses in the social media arena.

I have to relate a conversation I had 6 years ago with an old friend of mine. We were chatting over drinks when our interaction took a strange turn at one point. My friend was beginning to talk with a different accent. Within a few minutes I knew what was going on and I was miffed. I asked him, "Is that how you speak to your grandfather?"

This strange accent my friend had projected is a 'salesy' one. He said he was just practicing "sales talk" on me. Sure, there will always be an appropriate time and place for such a talk. In social media context however, **the best form of selling is no selling at all,** and you can bet it will beat consultative selling hands down.

As the days go by, this "no selling" approach is looking less like an option and more like an imperative. To begin to understand how social media has arrived at our doorstep, I describe some major changes to statistics that usher its arrival.

Consider these:

1) Fewer ads reached more people with undivided attention in the 1960s. Today, more ads reach fewer people paying less attention.

2) 30% of TV viewers can recall a brand they saw on TV in 1960s. Today, less than 10% can recall a brand seen on TV.

3) **Product proliferation** means more choices for the buyer. In the 1990s, the number of brands on grocery store shelves tripled from 15,000 to 45,000.

4) **Media proliferation:** Beyond established radio stations, TV stations and magazine titles, information density and quantity has exploded with Internet-based publications, citizen journalism and the ever-increasing billions of web pages online. The amount of information a man living in the 18th century could absorb in his lifetime is equivalent to the amount we can absorb in a week!

5) **Access proliferation:** Information access points have blossomed from the good old days of newspapers, radios and TVs to include e-mails, search engines, instant messaging, blogs, satellite channels, video-on-demand, 3G content on cell phones, podcasting, iPods, multi-purpose video game consoles etc. Yet more choices of gadgets for consumers.

Proliferation means the days of a highly consolidated mass market is over, and this critical mass is getting more dispersed. As an Internet Marketer, I spend more time online than reading the papers and watching TV combined, while my parents' habits and lifestyle would remain much the same. This means that while TV advertisers are losing out on me, I can still search for the same information as they advertise, through the Net. The stark reality today is even the TV station is advertising for TV advertisers to use its channels as a platform.

Will the days continue to get darker for TV advertisements? It seems likely. You see, the current younger generation grows up using the Internet for leisure, not watching TV. The Internet takes it further by pushing mass consumerism via participation and interactivity as opposed to passivity associated with watching TV ads, because **interaction gives immediate power of access** to people who ==know exactly what they want,== and they will go all out enquiring to get it.

Think about the typical surfing habits of an Internet user.

S/he started the day with clearing e-mails, reading the news, discover who else approach them on social networks or check sport scores. S/he continues to follow up on a few more websites of specific interests and if s/he is web-savvy, publishes content on his/her own web space and sites. If there's still time left in the day, s/he turns his/her attention to leisure pursuits like movies and music and check if there's anything to purchase or chat up with online pals in forums.

Notice this one fact: all the websites mentioned in the diagram above have the basic technology to invite visitors to create an account. Having an account empowers subscribers to customize or filter specific news they want to receive regularly and also interact with other subscribers. By the act of account creation, **part of the subscriber's subconscious mind has given consent to the website creator to push some promotion** to him/her until s/he says, "Stop."

You can't say 'stop' to advertisers through the goggle box. You can switch it off but that defeats the purpose of television. Nobody buys televisions to watch 30-second product placements. It's too brief; when people want more information about a product, they would still resort to the Internet. If you are social media-savvy, you'll know the whereabouts of your subscribers and engage them where they are precisely at their usual meeting points.

I am not concluding that Internet advertisement is what makes people buy. Quite on the contrary, many marketers fail to recognize 2 common consumer reactions which cut across both the Internet and TV:

1) They don't want to be bombarded at.

2) They don't participate in an environment or activity (like buying a TV set) only to expect something else totally different or out of context (watching ads).

In this respect, SMM goes against the grain of what Internet Marketing stands for and is quite an antithesis. Internet Marketing channels are cutting-edge, but the approach is "oh, so 60s", especially where e-mail marketing is concerned. On the other hand, SMM's greatest emphasis is in **social proof** and what good and bad about a product consumers are talking after having experienced it. Effectively, **the onus of advertising no longer lies with the seller, but it has shifted to the buyer.**

This is the tough part: SMM requires the original advertisers to let go of their marketing machinery and let the word-of-mouth (both endorsements and criticisms alike) runs its course. In the initial phase, advertisers have to promote to build up awareness. The marketing campaign is controlled, coordinated and carefully executed. But once people start to buy things and talk about them, it becomes apparent advertisers do not plan for what to expect (chaos out of all that yakkety-yak) and how to handle negative remarks.

Because the online world is unbridled, surfers can be as malicious as they want under the cloak of anonymity. One of the best examples I can think of are the forums in China where the posters would lambaste their local stars for every action they take or incident they're involved in. Have you suffered character attacks before? I do actually years ago, for the most baseless of reasons. I have no respect for such unconstructive behavior and would not bother to hit back or defend myself, but try my best to love my enemies if that's what Jesus says so. Of course, if you think that for every person who

likes you, you have 2 more haters, you'd better look into the mirror and check whether you resemble Hitler or not.

Fortune 500 companies will not get bogged down by a single complaint, but a few smart ones know how to **turn that complaint into a marketing twist,** thereby placing the onus of advertising on that unhappy customer (to his/her credit).

If a product is truly defective and is considered 'dead' to its function, there's nothing to shout about. Warranty support will have to follow up. It is those products with "disputable gray areas" that can be further marketed with a twist.

Take for example the computer game "Tiger Woods PGA Tour 08" by Electronic Arts. A gamer discovered a glitch where Tiger Woods can walk on water. He made a YouTube video about it and got 600,000 views.

Not to be outdone, EA picked up the buzz and responded with a [video of the real Tiger Woods walking on water](), declaring he is really that good, not a glitch. The video receives more than 5.3 million views now. I do not know whether EA did rectify the glitch in the end, but I wouldn't believe more sales didn't convert out of that 5.3 million views. It is at least clear to us that by engaging the gamer's feedback, EA has found something to ride on to create a greater impact. And the company did it with a whole lot of fun (see chapter 4).

Here's a purely hypothetical example. Heard that dirty "Tickle-Me-Elmo" joke? Skip the next 5 paragraphs if you don't want to read. ☺ As it goes:

A women desperately looking for work goes into a toy factory.

The Personnel Manager goes over her resume and explains to her that he regrets he has nothing worthy for her. The woman answers that she really needs work and will take almost anything. The Personnel Manager hems and haws and finally says he does have a low-skill job on the Tickle-Me-Elmo line and nothing else. The woman happily accepts. He takes her down to the line and explains her duties and that she should come in at 8 am the next day.

The next day at 8:45 there's a knock at the Personnel Manager's door. The Tickle-Me-Elmo line manager comes in and starts ranting about the woman just hired. After screaming for 15 minutes about how badly backed up the assembly line is, the Personnel Manager suggested he be shown the problem.

Together they head down to the line and sure enough Elmos are backed up from here to kingdom come. Right at the end of the line is the woman just hired. She has pulled over a roll of the material used for the Elmos and has a big bag of marbles. They both watch as she cuts a little piece of fabric and takes 2 marbles and starts sewing them between Elmo's legs.

The Personnel Manager starts to kill himself laughing and finally after 20 minutes of rolling around, he pulls himself together and walks over to the new employee and says, "I'm sorry, I guess you misunderstood me yesterday. What I wanted you to do was give Elmo two test tickles."

Can you imagine what happened when the Sesame Street franchise caught sight of this joke? It immediately registered a site at ticklemeelmo.com and kick off a new line of "Elmo with 2 marbles" toys and they were selling like hot cakes.

Well, dream on! This is not going to happen for as long as Sesame Street has a reputation to protect. However, fans of Quentin Tarantino's Pulp Fiction will relish this wallet as the next best real thing.

News of the World
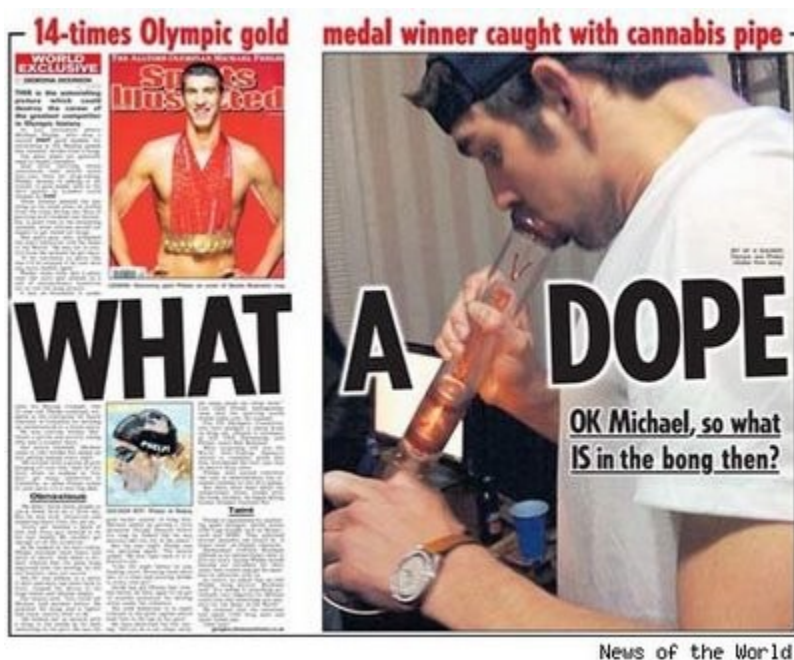
Ever since the 'bonging' incident, Michael Phelps is back on track focusing on swimming again, but here is yet another example worthy of social hype. I had previously asked: can his agent design a marketing campaign that makes light of the incident with a funny twist and yet is also sincere and inspirational, so that he can win back the favors of more people and Kelloggs (his commercial sponsor) as quickly as possible? Because at that point Michael was not completely 'defective', and he could surely find a way to redeem himself by renouncing past mistakes and possibly take up an anti-drugs abuse cause, and he did.

Thus it is within the advertisers' immense responsibility to be able to track the chatter of consumers online (do a simple search of the names of yourself, your company, your products and brands and see where they ended up in the blogosphere or memesphere) and respond in a "social media" manner which is akin to "taking part in the fray". Most business people would think, "Who would want to take on such a risky endeavor?"

The truth is you can learn how to respond, what/when not to respond and how to get customers to respond on their own as you like them to be. In Internet Marketing, communication with your subscribers and customers can be boiled down to these few types of interactions:

1) As always, you begin with promoting a product.

2) If the product is yours, you welcome your readers to send in a testimonial, feedback, questions so you can assist them with squeezing the maximum value out of the product.

3) You invite them to join in the affiliate program so they can promote the product and earn a commission for every sale. But did you notice without the affiliate program, they will not be as motivated to spread the word about your product on their own accord?

4) You run a survey to solicit feedback on what kind of product they haven't seen before, but would help them solve their problems, and then go to work to produce a new thing. You go back to point 1).

In all these 4 points, did you notice the Internet Marketer is doing his/her best to project him/herself as the "know-it-all expert" and is centrally and fundamentally useful to the conversations? **Something is greatly amiss and it is the community setting.** Without it, the marketer fails to leverage on social media.

In theory, SMM would go like this:

1) You create an online community and invite people to talk about their businesses and how one particular methodology has helped enhance their financial bottomline if they had deployed it. Encourage those who don't use the methodology to get involved in the discussion and introduce their businesses so that other members can pitch in their helpful suggestions.

2) Meanwhile, you, as the moderator, also "join in the fray" and help out as much and as best as possible while getting to know the members better in the process. Perhaps in the course of help, you come to a point whereby commercial information cannot be divulged and so begin to match a product to a member's needs. When you don't know any better, refer the member to another for better advice.

3) Anyway, since you are the community creator, you have total control over the database. Even if you don't own the network, other members can witness your pro-activeness and conduct and judge for themselves.

You can be sure there's a strong air of goodwill going on in this environment and you are a winner (with affiliate commissions to boot), but the biggest winner of them all

is the recommended product's creator since s/he got the word-of-mouth. S/he did not sell a single word.

According to Neilsen Global Trust In Advertising Survey, 2007, <mark>**we have reached a point where 14% of people trust ads and 78% trust consumer recommendations.**</mark> This is as good as saying ¾ of an economy is working healthily on recommendations, not from salaried jobs!

Mitch Matthews, Head of Marketing at Microsoft, said, "We're shifting significant ad dollars to digital media. This is the era of customer participation. The old model was 'informing, persuading and reminding'. The new model is 'demonstrating, involving and empowering'."

Does that mean Internet Marketers will jump on the SMM bandwagon pronto? Unfortunately, that's not going to happen. I've already written that IM and SMM are polar opposites. There will be a bit of struggle in shuttling between these 2 cultures. SMM will require better EQ and some getting used to of new habits, the first of which is to **stop promoting at the first instance.**

Take a look at this screenshot of a [discussion thread about SEO](#) from the "What's This Web Thing" Ning network (now defunct). Out of respect, you can see I've given 2 'culprits' black faces (simply to protect their identities). ☺ Out of the blue, one promotes "get 1 million visitors free" and the other promotes DirectMatches. Nothing relevant to SEO. How do you feel when you see these ads? It puts me off especially when the million-visitor ad just sounds too good to be true. It will never, ever do any good for both the readers and the content publisher. If a thread has a dominant subject, please stick to it. Whenever someone ask a question for help, attack the question immediately, show that you're a competent authority in your expertise and gain a new friend in the process. If you work as a coach or trainer, SMM will be very useful as a marketing vehicle.

Comment by Nelson Tan on January 14, 2009 at 9:48pm
I'm a bit shocked for being singled out but it's all for good *phew*.
Thanks for your kind words, Herb. If anyone wants to e-mail me in
private you can use the contact form at
http://www.internetmasterycenter.com/contact-us.php

There's more articles you can browse through at
http://www.internetmasterycenter.com/articles

or my blog: http://www.internetmasterycenter.com/blog

Can I have a request? I like to do ad swaps with anyone in the Internet
Marketing niche with at least 2000 subscribers in their database. You
can get to earn 50% comm. by promoting my site. Use the contact form
above to reach me.

I think that's all. More blog posts to come :) Have a fruitful day!

Comment by Herb Stalk on January 14, 2009 at 7:22pm
I know this is a group for anyone to post their need for some sort of
help but I just wanted use it to post a thank you to Nelson. He has been
offering a lot of help through his blog articles....Thank you Nelson.

If any other bloggers want to step up and assist Nelson in the effort it
would be much appreciated.

Comment by Herb Stalk on January 11, 2009 at 11:37pm
If anyone needs help from anyone else, don't be shy...go for it

There are 3 powerful words you can derive from The Cluetrain Manifesto:
Markets are conversations. Yessiree, conversations are truly the currency of social
media. The sad reality is in our daily effort to make a living through marketing and
selling, we often do not realize **we stop short of listening** and instead use every
possible tactic to win (a sale). It doesn't matter whether it's win-win or I-win-and-you-
lose as long as I win FIRST. This kind of conversation in which one party is always
thinking of a way to go one-up for him/herself is only urging us to approach our world
and the people in it with an adversarial and competitive frame of mind.

Have we lost our natural ability to start an innocent and honest conversation?
Has everyone started to talk like a salesman, like my friend 6 years ago? How do you
break the ice then? If you haven't done so, download Dale Carnegie's How To Win
Friends And Influence People and read this classic. In short, if you want to engage the
other party in a conversation, you must unconditionally hand the power of talking over to
them, and let them talk about themselves, their lives, their passion in business, their
reasons for doing it and their long-term goals.

Understand this: **by handing over the power of talking, you are receiving an
even greater power…of LISTENING.**

In marketing context, the statement goes: <mark>**Every chance you are giving up to promote something, you gain an opportunity to engage a new business acquaintance as a friend in a conversation.**</mark>

Every moment you're not doing point 1) of IM, you stand an opportunity to do point 1) of SMM. Once you can get past this struggle, you can be cool about this SMM thing and go all out to be helpful and constructive without expecting short-term returns.

If I can't listen to you properly, how can I help you as accurately as possible and get paid for it? Perhaps if I did succeed in helping you to the fullest, you may experience a feeling of gratitude deep enough to tell the world about my service without having to register with my affiliate program.

Chapter 4: Do You Have The Stomach For Meme Marketing?

A meme or Internet meme is an idea, image, catchphrase or video that goes viral, mutating via amateur remixes into unexpected forms. In a broader/grander definition, once the source material is harnessed by other people, it rises into the pantheon of pop culture references. Yes, it's true. When more and more people come into contact with the original material and its mutations, it shows that they are able to make up new meanings which are beyond the original intention of the material.

For example, William Hung is a classic meme. He could be seen as just another American Idol failure, yet the way he fails his audition so differentiates him from other contestants, that more people around the world want to imitate him. Fan videos are re-edited from the original footage and published until now. What makes William Hung click?

Similarly, when our gamer from the previous chapter filmed the glitch of the Tiger Woods game, his video is not a meme until other gamers pick up the buzz and expand it into some kind of enduring idea.

Showing 1-24 of 24 comments

7 days ago , Scilent wrote:
This isn't a meme, just a viral video.

You can tell that memes do more than just being viral; **they invite re-interpretations and continued discussions;** their ideas outlast the presentations.

The challenge right now is most people think viral videos are "a case of luck". They cannot possibly be 'manufactured' like as if there is a formula that can establish the untold magic or X-factor that hooks viewers from beginning to the end...

And so for this chapter let's find out if we can actually deconstruct and plan for a viral material that can instigate a meme or surrender to the fact that memes shall remain as a random, accidental phenomenon. I will examine **memes in 2 forms: text and video** (there's also graphics and audio).

An ongoing example of a text meme is at "Why do you blog?". Unfortunately, most links in there are no longer relevant, but you get the idea. I did a search on the phrase and found 3 blog posts—from Sandhill Trek, ProBlogger and Little Box Of Ideas — with the same title, and plenty of comments. The number of comments and trackbacks alone should qualify them as memes. I believe there are Internet Marketers like me who practice meme writing: attribute the original source of a blog post and improve on the topic.

However, I am skeptical at how text memes can play up to the benefits of businesses, save for icons like Coca-Cola or Nokia or Paris Hilton. Unlike social sites which rely on user submissions to identify stories and users' votes to determine their popularity, meme sites use software algorithms to automatically scan the news and find the 'cool' topics that are in vogue in blogs, and then track the 'conversations' about the news and watch them for a limited time period as they develop and evolve.

Meme tracking is hardly perfect and I think the better meme sites still have some degree of human intervention or input to keep the content tight. Some leading meme sites you can follow are Techmeme, Megite, Fail Blog, GraphJam, Memeorandum and Know Your Meme.

I can hardly find any meme sites that cater to a specific niche and there are some possible reasons.

One problem is **meme trackers mostly track popular news and not useful ones…**like Paris Hilton, or at least not useful to what you're looking for. The Internet meme culture thrives on much gossip, controversies, subversive fun, jokes and contributions from people who like to poke at errors and mistakes, like matters about Michael Phelps when he's NOT swimming.

The second problem is that **text memes are very hard to work SEO on,** because their popular keywords belong to the mainstream, and that makes them very competitive. They are too general and not 'niche' enough.

The next problem is as most people are not good writers, they would write nothing much of value (or the posts are too short) and the **meme sites would still keep the topics high in popularity while tagging or republishing garbage content.** So as the meme gets longer and further away from the core flavor of the topic, it becomes irrelevant and falls out, giving rise to short attention span.

What can you do? Search around, look around. If there's anything you can participate, **use meme sites as a jump pad to reach other blogs to leave a comment.** If a meme site permits visitors to publish content, go ahead and **leave a trail back to your site.** Play along with their subversive games and strategize how you can add to the buzz. Remember everything is done to lead other people towards you.

One interesting way is creating **meme ads.** The idea is old hat and it refers to taking advantage of a current situation or context as a reason (e.g. recession, job layoffs) to sell something (e.g. get-rich programs), but when you can do it with lots of fun, the result can look like this:

And it gets passed around.

Videos are more exciting to talk about because **through colors and sounds, videos have the ability to excite the senses of sight and hearing.** At the most basic level, we can explain that our 5 senses of sight, smell, touch, hearing and taste receive input from the external environment and translate these inputs into coherent messages for our brain to act on. The thing is **our brain cannot readily accept inputs that break out of conventions** as it will take a little more time to evaluate the inputs before we can understand them. If the memory bank has never stored what are perceived as unconventional inputs, they are considered original.

For example, you can visualize the color purple. You can also visualize a cow. But **can you visualize a purple cow?** I'm very sure it's impossible to get the perfect purple cow image on your first few tries. Because your personal memories have never registered a purple cow before, to construct a mental image out of thin air is tedious work on the brain, but it still fires up the neurons and leaves an indelible impression nonetheless.

Here is our secret: provided that 'fun' is our overarching theme in making viral videos, we only need to **incept a set of details that break conventional patterns.**

Haha, talk about inception. Actually it's not very sci-fi or difficult. Sometimes we need to do things differently (and do it in the name of fun) to jolt the brains of followers so that they can remain interested in our company, products and services.

Having seen a number of weird and wacky videos for the preparation of this chapter, I can define these properties that they have:

1) Contrasting patterns
2) Breaking of normal patterns
3) Defiance against assumptions (it is impossible! How could this be?)
4) A "believe it or not" quality
5) Misrepresentation

Videos—regardless of whether they are high-budget or amateur, fake or real—with the potential of getting word-of-mouth and passed around will have one of the above characteristics or a mix of them. All 12 videos that make the cut are right below!

1) [Tiger Woods walking on water](#)
2) [Roger Federer's trick shot](#)
3) [Star Wars Kid](#)
4) [Paul the Octopus' 100% correct predictions of World Cup results](#)
5) [GoDaddy commercial](#)
6) [Darth Vader rickrolling](#)
7) [Ski-jumping into an inflatable pool](#)
8) [Banned Lifestyle Condom Ads](#) (nothing visually dirty, but please listen with headphone)
9) And of course, [William Hung](#)

These are some promotional clips for a Singapore radio station:

10) [Psycho](#)
11) [Jaws](#)
12) [Chef](#)
13) [Crying Baby](#)

Let's evaluate where the characteristics lie in the videos. As you do this, you can also make use of this psychological trigger statement: "_____Name_ is supposed to be _____action (fits his character)__, but he suddenly __action (out of character)____."

1) Tiger Woods walking on water

Breaking of normal patterns: walking on water
Defiance against assumption: It is impossible to walk on water
"Believe it or not" quality: Yes
Misrepresentation: Jesus is black?

Don't worry whether your interpretations are correct. The truth is viral videos compel you to interpret them. Just add creativity.

2) Roger Federer's trick shot

   Defiance against assumption: It is impossible to hit the bottle…TWICE!
   "Believe it or not" quality: Yes

3) Star Wars Kid

   Breaking of normal patterns: Fat kid trying to swing metal rod like a Jedi
   Defiance against assumption: Too passionate and resolute to look at himself in the mirror. A New Hope? Hopeless!
   "Believe it or not" quality: Bad imitation, real bad.

4) Paul the Octopus

   "Believe it or not" quality: You betcha

   After the World Cup, I spotted a local (meme) ad in the newspaper that went along this line: Can an octopus predict the next house break-in…of YOUR house? Better be safe than sorry. Install our CCTV equipment now!

5) GoDaddy commercial

   Contrasting patterns: Youthfulness vs. old age, commercialism vs. courtroom drama
   Breaking of normal patterns: Sexy girl stands out in a sea of old fogies. Promoting domain hosting in a courtroom.

6) Darth Vader rickrolling

   Contrasting patterns: Dark outfit against 80s pop song
   Breaking of normal patterns: The most evil of movie characters dances to the tune of a happy pop song. Very uncharacteristic.
   "Believe it or not" quality: Yes
   Misrepresentation: Yes. Out of character.

   " Darth Vader   is supposed to be   stern and evil , but he suddenly dance happily to a Rick Astley song ."

7) Ski-jumping into an inflatable pool

   Breaking of normal patterns: Ski-jumping not on snowy ground, but grassland. Purpose of ski-jumping is to land accurately, not aim for distance.
   A "believe it or not" quality: Yes, no one else has tried this before.

8) Banned Lifestyle Condom Ads

Breaking of normal patterns: Unconventional method for deciding whether to buy an apartment.
"Believe it or not" quality: Yes.
Misrepresentation: Sexy moans not out of pleasure, but put to functional use?

9) William Hung

Contrasting patterns: His American Idol audition has a classic setup. You have a Black man who is easily tickled, a Hispanic woman, a White acerbic Briton and a very typical Asian engineering student coming together for an 'epic' clash of perspectives and opinions. I could have sworn, as a kid myself, I combed my hair with a left-side parting and pressed it neatly. I studied engineering too so I know the kind of 'logic' engineering students like William express through their body language.

"She Bangs" is a gyrating song, but William sang it through the filter of his 'logical' body language. He actually reminds me of the "Dancing Baby", which is a programmed creation.

Breaking of normal patterns: After the song and when Simon called William to stop… by saying "thank you", a rare instance of courtesy. And William FREEZED in what I call a 'Psycho' moment.

"You know, I have no professional training in singing…" His words does not so much state the obvious as to project a certain honesty, which is not something of value in the entertainment world.

Defiance against assumptions: He is confident of himself despite his image, a similarity shared with Star Wars Kid.

"Believe it or not" quality: Yes!

Misrepresentation: He misrepresents civil engineering and Ricky Martin at the same time. ☺

The next 4 clips work on the formula of **audio misrepresentation,** so I'll pick only the 'Chef' clip to describe. Breaking of normal patterns, defiance against assumptions and misrepresentation hinge on this: the sound of liquid flowing + the chef's stance and body language in an open area like the kitchen creates an illusion or misunderstanding of his actions.

Hopefully, the examples and their explanations can open your mind towards exercising creativity in storyboarding a viral video. The most basic quality that all those videos have is **the perception of "polar opposites".**

In theory, I can summarize these guidelines pertaining to each of the 5 senses:

Sight: Shocking or surprising visuals.

Create a visual misunderstanding: Babies are supposed to look cute, but their faces suddenly creased up comically when they taste bitterness.

Hearing: Sound and its meaning are misused for other than the original purpose. Also play up the contrast between loud and soft noises, or create an illusion where there's much noise but very little is heard.

Taste: What looks good or smells good but tastes bad and vice versa. Image is incongruent to its key properties.

Take for example ice cream. If you were to make a commercial about ice cream or losing weight (depending on which side you're on), you can show a man trying to lose weight and one of his methods include thinking negatively about ice creams resulting in hilarious consequences.

Touch: looks coarse but feels smooth, Looks hard but feels soft and vice versa. Feelings of touch are conveyed via human reaction.

Touch has very little visibility in its expression, so you have to convey its results through human reaction. Say, if a girl touches a nerd, he screams in pain instead. This fulfills the breaking of normal patterns and misrepresentation.

Smell: What looks good or tastes good but smells bad and vice versa.

Smelly preserved tofu is a street food popular in China, but smells like rotten eggs or dirty drains. If you were to present smelly tofu, you can show it being served in a 5-star restaurant with all its opulent setting in contrast to the food's street status and foul smell.

"_____Smelly tofu___ is supposed to be _ a cheap street food_, but how is it _ served in a 5-star restaurant_?"

There you have it, all the strategies you need to make a viral video work. However, to **encourage memes to happen, you must make one particular object of focus stand out in your clip,** and you're going to ==make it obviously easy for others to edit/extract out or copy-and paste this object for their own material.== A very good example is Sad Keanu. Many people had superimposed Keanu Reeves' image on all sorts of background to express their own messages.

For commercial end-purpose, you will have to embed some tell-tale signs of your product or brand or simply show one last frame stating your website URL in the final 5 seconds, or make it a caption at the bottom of the clip. Don't reveal anything more than

a short tagline (even this is optional). When your viewers are already hooked, let them figure out your website themselves.

It surely takes guts to make a fool of yourself, whether you're a swimmer, senator or marketer. Don't be surprised that Internet marketing videos—at least on YouTube— are one of the worst performing subjects in terms of average views. There's no other way; FUN is the name of the game, the more weird and outrageous the better, leading to millions of views.

A word on the difference between funny home videos and our definition of viral videos: home videos pay little attention to "polar opposites" or the 5 characteristics, and the filmed incidents look unintentional, whereas the elements and ingredients in viral videos can be premeditated. **It's the *meaning* behind the filmed incidents that is misunderstood or given room to be understood in another way.**

We can continue to train our minds by watching more viral videos (a statement of contrasting pattern?) at Know Your Meme and observe good points that can inspire your next video production. Get help from people with better video-making experience to brainstorm ideas. Do you know there's one Hollywood power player who is very good at this?

Don't puke your lunch. I explain more about the word 'fun' in Chapter 6.

Chapter 5: 8 YouTube Strategies For Gaining Attention

Creating viral videos is not the only strategy. In this chapter, you are presented another 8 ways of video marketing on YouTube.

The first strategy deals with selling products as an affiliate and everyone can do this expertly with a few rounds of practice, no special effects, no camera movement. ☺ What you need to know is to understand how to carry yourself with good presentation skills. Alternatively, create a powerpoint-style video.

The gist of this strategy is to narrate verbally all that has already been published on the sales page. Isn't that simple? Read through the sales page several times. Catch the important key points of the problem or need the product aims to solve, the impact of the problem, the product's features and benefits, how the product solves the problem, additional bonuses and other exclusive conditional offers. **Reorganize these points into your own conversational speech.**

Do not read word for word from the sales page because that will make you sound like a robot. Bear in mind folks are looking at you as you present yourself in the video. This is quite literally customer service on the frontline, so your body language must make you look very approachable, welcoming and friendly. Tag your video with your affiliate link within the last few seconds so prospects know where to go.

Under normal circumstances, viewers will watch a YouTube video, leave a comment and there's really nothing else much apart from clicking a link to another video.

Here's the ingenious twist: embed a REAL link or opt-in box WITHIN the video at the end which encourages direct response after the full video is watched.

The second strategy is to run a video contest. I was first inspired by what Anik Singal did to promote PPC Classroom over YouTube. Unfortunately, the video is taken down, but I'll explain how the video sequence goes.

The video, by employing this second strategy, breaks down into the following segments:

1) Announce that you (the merchant) are giving away a few free copies of your latest product.

2) Explain the rules of the contest:

   a. Upload a video explaining the biggest reason why you must have the product.

b. Put the merchant's website name, product name or contest name in the title space for the uploaded video. The merchant says it's for his/her own easy search. In general, **this is really an SEO tactic and branding exposure.**

c. Contestants include their names and contacts and other crucial description.

d. Submit video to YouTube or other video sites where the merchant will visit.

e. Notify the merchant of the uploaded video.

3) Give a dateline for the contest and how you will pick the winners (best reason, best comment, most innovative etc.).

The effect is something similar to how an affiliate manager leverages on his affiliates' efforts to promote a product. When you have more video uploaders mentioning your product and filling their pages with related keywords and tags, you effectively attract the attention of more people whom you would otherwise have not been able to reach out all by yourself, and get more views.

This strategy is worth trying when you have your own original product. You may have known the practice by top affiliates to generously append a lot more bonuses for you if you purchase through their affiliate links. Likewise, you can upload a video announcing the bonuses you're giving away if folks buy through your affiliate link, that these bonuses are limited to only a few winners, and invite them to upload their videos explaining why they must have your bonuses or the main product. Guess what? You just might bring in a few more sales and better exposure for your name and your website. Of course, the bonuses had better be worth all this trouble.

The third strategy sounds more high-level and ambitious. It may not bring substantial short-term results but of all strategies mentioned in this chapter, this has the longest-lasting impact. Let's call it **The Davos Formula.**

The Davos Formula stems from The Davos Question page. I'm not sure who's the person behind the username "thedavosquestion" (can't be Bono right?) but if you do a normal YouTube search for "the davos question", you'll find the question he asked had 982 responses (videos, and still counting) with a few coming from personalities like Yo Yo Ma, President Harmid Karzai and Saddleback Church Pastor Rick Warren.

What makes the formula work is how **you shape your question with a "social cause" dimension:** "Ask not how a product can benefit a person, but what society can do to solve a problem." My hunch is there should never have been a mention of a product at all when executing this strategy, which makes it perfect for a product or 'live' workshop pre-launch campaign. A product pitch may in fact limit the number of responses you are aiming to elicit while at this stage.

For example, if you are selling a weight loss product, you invite YouTube members to answer "How America should unite to advance a slimming revolution?" If you're into financial planning, ask "What can a person do to bring himself out of personal debt? What can we do to save our country out of national debt?" If you're selling home theater systems, ask "What's your call: HD DVD or Bluray? (and perhaps "find out how to win the latest Bluray player…")" Golf: "Predict the winners of this year's PGA tour and win new gold clubs." Mobile phones: "What's your perception of mobile phone radiation?" Whatever your business is, think at a level in terms of **how your niche can serve society to the fullest,** not just on the buy-sell basis.

The Davos Formula is not simply posing a question on your profile page or in a video. For best results, it must be incorporated within the overall dynamics of a massive campaign which aims for exposure on all possible fronts. That means your website should already be touching on the social issues as you begin to plan the YouTube campaign. That in turn means the social issues have a "long-lasting flavour". The reason I earlier wrote a product pitch hampers responses is because a product has a finite timeline. With the HD DVD-vs-Bluray debate being very much settled, the question of "HD DVD or Bluray?" becomes irrelevant. Yu get the idea now that the best questions to ask pertains to classic problems or challenges that society face whether it's today or 10 years ago so you can continually get new opinion videos, but if you are aiming for a product release, you have to coordinate all your timings for each stage of execution.

The degree of impact of the question also depends on who is asking the question and if a YouTube username is represented by a company instead of an individual no one has heard of, the question stands a better chance of getting responses. This factor should be offset by a well planned campaign though, or **build up your presence first before asking your YouTube connections for video responses.**

In summary, The Davos Formula seriously needs a timetable planned out to carry it through. Apart from the The Davos Question itself, I have not heard or seen another company or individual who pulls a similar stunt; just forgive me for not knowing, but I'm sure anyone who applies it will gain tremendous success at the 'finish' line.

Did I just type, "Ask not how a product can benefit a person…"? Yes you can actually. **The fourth strategy hinges on executing a video survey.** Through this survey you invite questions from the public via their comments or uploaded videos. Then you research for answers and compile them into a product. Consider how you can combine this strategy with the "video contest" strategy.

Here's a template message for your video, using guitars as a context:

"Dear online friend, I need your advice!

I'm halfway through preparing the materials for an audio/video course detailing all possible self-learning and very quick solutions for playing the guitar and other related issues and I want to make sure I don't leave anything out.

So will you let me know your biggest questions about playing the guitar. It could be anything...even if you think it's silly. It'd better be outrageously challenging and specific. Questions may include:

1) What are the different types of guitars available and which type is best played for which genre,
2) What are the different types of strings,
3) Which genres are played on what occasions using the guitar,
4) How to learn fingerstyle in a week,
5) How to take care of my guitar,
6) I know nuts about musical tones. Where do I start?

All you have to do is type your question as a comment below and connect me as your friend. In exchange, I'll give you the first 3 chapters absolutely free when the course is ready. Just look out for my private messages in your inbox as I notify you of milestone progress."

The fifth strategy is almost no strategy…except to produce impromptu videos in context of something. [This little statistics](#) sounds encouraging enough for it to be used. My friend Mark Davis once filmed a 35-sec clip of himself explaining his upcoming book "The Internet Success Secret" while driving and it still gets over 100 views. I recalled Frank Kern answered a list of Q&As with regards to Mass Control while driving. I'm NOT encouraging anyone to talk and look into a camera while driving but the point is these 2 guys have a mentality to shoot videos as and when they like it. Just get the video camera up and running for the slightest idea that comes to mind (well, this comes close to video spam…) and **let the title, tags and keywords take care of generating the views…the sixth strategy.**

Going back to Anik Singal's PPC Classroom video page (screenshot above), you can see the 3 locations where he had peppered his keywords. He could have done a little better with his title like "Get your free AdWords training course on September 25th!" What you should do is type in the keywords for your specific niche into YouTube search. **Take a look at the titles of the most popular videos** in that niche. Now make your title of your video in YouTube similar but not exactly the same.

For example, I search for 'AdWords' and found the title of the most-viewed AdWords-related video is "Getting Started With Google AdWords". Play around with variations like "Getting Started With Google AdWords – A Beginner's Guide" or "How To Get Started With Google AdWords" or "Google AdWords 101" etc.

At the same time you can look at the keyword tags and **swop them for your own videos!** Another way is to put the URLs of the popular videos into the YouTube keyword tool and see the tags the videos are using. Note that you can create an active link in the video description.

However, I found his profile lacking any kind of information that may help visitors to get to know him better or direct them to another site. Mark definitely has given a better introduction and he can add more URLs in his description.

The seventh strategy is commenting on videos, nothing new. It's essentially the same dynamics as commenting on blog posts, replying to forum threads or answering questions at Yahoo! Answers. Mark calls these people who comment for the purpose of attracting attention "comment lurkers". How you make your comments is going to have implications on your presence on YouTube. We all know there are a lot of jokers out there making all kinds of idiotic remarks and offensive statements but you don't have to be like them. Gunning for a huge quantity of comments is also not the point. You need to put some *strategic thinking* behind each comment you leave and I can assure you it will work to your benefit.

There was a time when I felt nostalgic so I searched for Michael Jordan highlights, and true enough, there are dedicated NBA fans who uploaded MJ's best matches throughout his entire career. Then what happened?

First comment: "Kobe Bryant is GOAT!" (GOAT means "greatest of all time")

Second comment: "Bullshit! You want to talk about that infant please write to the pro-Kobe camp. He will get schooled by Jordan."

Honestly, constructive and helpful comments are naturally fewer not just on YouTube but any community site because people don't tend to think through what they say, and as Henry Ford went, "Thinking is the hardest work…"

There are some really good ones that discuss in detail MJ's statistics for a particular match or how his state of health/mind affected his performance etc. The original video poster would be very glad to reply because these comments are truly reward for him/her. You can turn this initial interaction into an ongoing conversation. **Though it's not 'right' to put a video link in your comment, you can type "…in my videos" or "my video collection…" as your comment goes.** Gradually, the poster and other unique visitors would be curious to learn what basketball videos YOU have.

The effect is something that goes like this: For a little while in the early days, there were a few pioneer Internet marketers but the rest of the world hardly saw the niche as exciting. Then as the Internet era truly arrived, a larger group of new-generation online marketers joined the crowd, not only increasing the size of it, but also **enhancing the sphere of influence for every single marketer.** At least in Singapore here, there are areas where locales or tourists can immediately identify with certain types of shops or popular food because that's where they cluster together and become a larger force.

In the case of MJ videos, there is already a core group of fans creating enough buzz on YouTube. The end result is I can recall a few usernames being the usual suspects. **Your comments are the key for you to infiltrate this core group. You want viewers to recall your username as a usual suspect.** This is the bigger picture you are gunning for.

The eighth strategy is to create and upload a core curriculum of videos. A core curriculum can refer to a video series or a full video course. All the MJ highlights can come together to be a full video set. The aim is to interlink all videos such that when visitors stumble upon "part 6", you can refer them to where they can watch "part 1" if they don't know where the starting point is. The more videos you can produce, the more random visitors you are likely to attract. One reliable tactic for creating such video series is to plan tutorials for different modules for a subject matter, e.g. how to use an autoresponder (featuring different functions in each video).

So these are the 8 big-time strategies I have for you. Granted that similar mechanisms are set in place at other video sites, you can apply these strategies elsewhere. For further reading, please view "How To Get More Views On YouTube… REALLY!", "The Secret Strategies Behind Many Viral Videos" and "How To Do YouTube Video View Optimization".

Here are more interesting video resources:

1) YouTube Grabber: A free tool that downloads videos as FLV files from YouTube. Alternative is RealPlayer.

2) Pazera Software is a rich source of video and audio-related conversion software. You would definitely want the FLV to AVI and Video To Flash converters.

3) YouTube Robot: This software not only downloads videos, it converts them into various formats and transfers them into your personal mobile device like iPod, Zune, PSP etc. In short, better video management.

4) Free Video Coding: Generate the right HTML code for embedding Windows Media (WMV, WMA), Flash (SWF, FLV), QuickTime (MOV) and Real (RM) videos on your site.

5) CamStudio: Free version video capturing software. Alternative is Debut.

6) TubeMogul: Multiple video submission service. Alternative is HeySpread.

7) Instant Video Uploader: This software saves you hours of time by automating the process of uploading your video to multiple sites.

8) YouTube Traffic System: Steve Nam's blueprint for getting videos on Google's organic search results.

9) Bubbleply: Take any video and put a little clickable bubble over it. Literally hijack other people's video and append it with your link. Free service.

Chapter 6: The Best Thing To Sell In The Business World Right NOW

This could be the most important chapter of this e-book and it has nothing to do Web 2.0, but if you can catch the gist of it, you can conquer Web 2.0 with this "best-selling product".

I wrote this chapter from the point of view of a famous Einstein quote: "You cannot solve a problem by thinking for a solution at the same level." Another quote goes like this, "The bigger the problem you can solve, the better paid you are," which is of course very true as a classic business principle.

But this 'product' will seem surprisingly simplistic. As far as I know, MJ didn't get rich by solving problems. By the way, this chapter is, in essence, about *Michael Jordan* himself…

While I was doing research and writing Chapter 5, I did a comparison between the search results for "make money" and "funniest videos". Going by the number of views on average, the statistics just cannot lie. **More people would rather laugh than to be rich.**

Admit it, I sometimes go to YouTube for distractions but until now I can objectively say it's because **fun sells.**

So there you have it: the solution is you must reflect FUN.

In business context, I would not call this 'fun' as "clownish fun" or "humorous fun" but "passionate fun".

Michael Jordan had fun playing basketball.

The Dalai Lama has fun preaching compassion.

Frank Kern, the ultimate IM dude, had fun talking about Mass Control.

Steve Jobs has fun presenting Apple products on stage.

Harrison Ford has fun playing Indiana Jones for his age.

Steve Ballmer…'nuff said, but he has indeed become memorable.

Richard Branson may be the 'funniest' of them all. Now he's $7.8 billion in personal net worth.

Fellow Internet marketer Jeff Dedrick sent me—being his affiliate—a postcard from halfway round the world as a JV invitation and to create awareness for an

upcoming product launch. Look at the pictures below. I was pleasantly surprised to say the least. I mean, he doesn't have to do this when an e-mail will suffice. Is he having fun? Absolutely.

Yes, that's Jeff, not someone else's face.
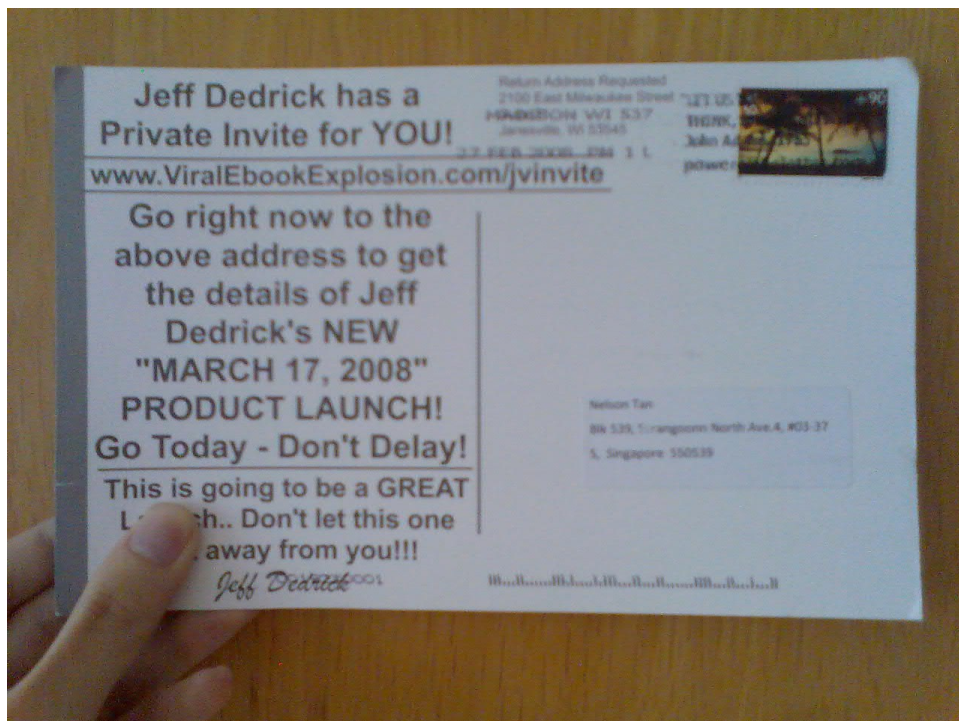
Back view

There's no reason to feel torn between making money and having fun, or the Dalai Lama would have starved to death. The fact remains that many ordinary people cannot quite manage their thoughts and emotions when it comes to confronting money issues and the scale of responsibility involved, and certainly the personalities I mention above have fun without becoming careless with what is expected of them to get the final results in the course of their businesses or careers on the strategic/logical side of things. If they had felt very pressurized or stressed at any point, they were not showing it, or at least, most people didn't notice it. Then again, I always like to ask people, "Poor people have poor man's troubles. Rich people also have their rich man's troubles (with flaming comments about you on YouTube, warts and all…). Which set of troubles will you choose to have?" So why not have fun anyway?

Having fun should not be seen as a risk or liability. On the contrary, **it is an asset and the basis for attracting people. It's what makes people extraordinary and charismatic.** Injecting fun into an environment or a business can only lift it up so people can feel passionate to see an endeavor through another day.

MOO!

Chapter 7: 5 Playgrounds For Facebook Marketing

Facebook has changed a lot in the past year, and thankfully it does not discourage marketing activities. In the past, your profile page may take a long time to load up all your leisure/fun apps. Now they appear more discreetly in the form of tabs, and you should already noticed that only 6 tabs are visible due to the restrictive width of the main profile area.

This tab area is one where we will consider what sort of information to display for our visitors. You will also discover how to promote your business on Facebook via these 5 channels:

1) Display an opt-in page on your profile
2) Display your blog posts
3) Using Facebook Marketplace
4) Using Facebook Ads
5) Setting up Fan pages and Groups and knowing the key differences between them

First, a quick tip on how to add friends according to targeted interest. Simply search your niche keyword like "weight loss", "tattoo piercing" etc. and click 'people' in the left menu of the search result page. A handful of niches are popular especially on Facebook. If you see over 500 results, you are in a good market and may add these Facebook members as friends. For a greeting, write to them, "I found you because you may have Internet Marketing interest. Looking forward to connect with you." Look at them as future JV partners to open up your market presence.

Display An Opt-In Page On Your Profile

You can see from the screenshot I have successfully published an opt-in box in my profile. Here's what you do:

1) Design your opt-in page in your usual HTML editor first. You will copy-and-paste the HTML code of your design into the Profile HTML app.

2) Search for "Profile HTML" to install the app. There are a few similar apps so you can type 'HTML' and they will show up. The installation will lead you to the working area of the app.

3) Copy-and-paste your HTML code—excluding the <body> tags and everything else outside them—into the app's coding window. Preview the result and once you're happy with it, save it.

4) You may need to dig out the Profile HTML tab by clicking the (+) tab and type in "Profile HTML". Left-click and drag the tab to position it among the 6 tabs. Done!

Display Your Blog Posts

There is also a 'blog' tab. This provides a section for displaying blog posts from your original blog.

1) Search for 'networkedblogs' and install it. You should reach this page:
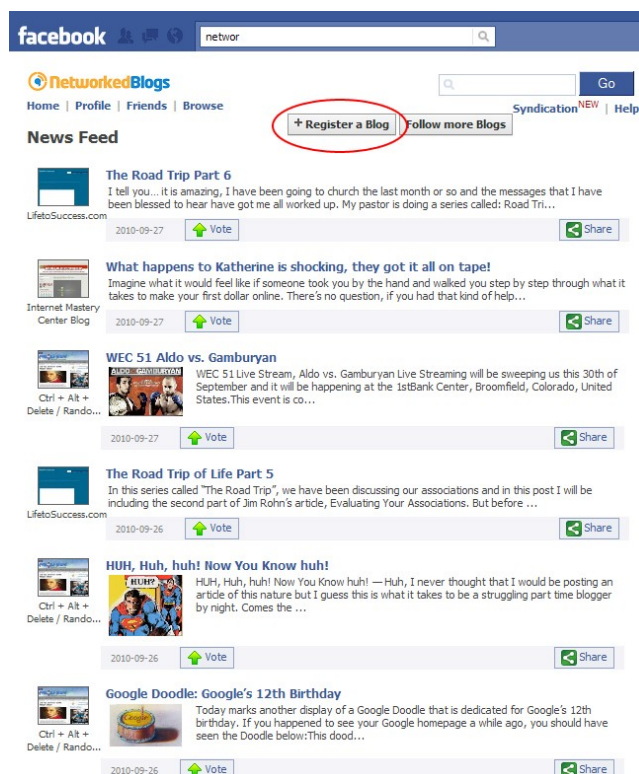
2) Register your blog details. Once done, click "Profile' in the upper left menu and your blog under "Blogs I write". You will see this:

3) Click the 'Widget' option to get the Widget code and publish this in your blog's sidebar. This will invite visitors to follow your blog.

4) Go back to your main profile page. If the 'Blog' tab isn't there, click the (+) tab, type in "networkedblogs" and select it. Done!

Using Facebook Marketplace

The Facebook Marketplace is where you can put up free listings of items you want to sell or give away. As always the unwritten rule in Internet Marketing, give away stuff to 'bait' people to your site. The process is intuitively easy. Click the "Post a listing" button and fill in the details. If you're giving away free downloadable items, select 'Stuff' → 'free' as category.

If it is not an option to lead readers to an external site, remember to leave your phone number or e-mail address as contact for enquiries in the description.

Using Facebook Ads

You should already notice as you surf in Facebook that there's a consistent Ads column on the right side of the screen. This is yet another effective avenue for you to promote your products/services. Like Google AdWords, you spend on your ads depending on whether you set it in cost-per-click (CPC) or "cost per thousand impressions" (CPM) mode. I'll discuss the merits of choosing CPC or CPM later.

Unlike AdWords, [Facebook Ads](#) do not appear based on keyword queries. The ads that you see are not the same as everyone else at the same moment. **The truth is these ads are targeted towards you based on what you have filled in your profile as preferences and interests.**

The other major differences is the ads employ a combination of text and images and only 3 or 4 ads appear at any given time, so there's little competition to vie for your attention. If you want to see more ads, you can though. Scroll down to the end of the ad column to find a "More Ads" link. This ads page is a good place to study how ads are written.

Notice that there is a "thumbs up" icon below every ad. If someone votes for an ad, it tells Facebook that more ads of this kind should be displayed, ensuring the best possible experience for Facebook members.

Images is key to augmenting your overall message for impact and maximizing clickthrough rates so it is crucial you get the right one for pulling the emotional triggers. You can search through Google Images or stock photo sites for them.

Concerning the don'ts of Facebook Ads, ads about "work at home" and "make money" opportunities are not allowed ([advertising guidelines](#)). However, I still see MLM, Forex and Internet Marketing ads on display. I gather that **ads promising income as an end-result is a no-no,** and even though MLM, Forex and IM are established industries understood by most people, **your ads should identify a specific problem or strategy rather than the end-result,** like building more leads without cold calls, a news trading strategy or copywriting techniques. Facebook ads are approved by real employees. Even so, it has been said they are also not perfect in their own criteria, so if your ad is disapproved, try to reword it again and submit it.

I thought I should let you see this interesting Facebook ad:

Jonathan Budd   ✕

Dear Networker,

Want to expand your network 10x faster?

"Tap into my network of top networkers by clicking "Like" below... Next, click here, grab the report on my page, & connect with folks."

Tyrone Shum, Mitch Mauldin, and 17 other friends like this.

👍 Like

Using a name as a headline and a text image is yet another example of "breaking normal patterns". The image also circumvents word limits. Notice the tone of the ad is very personal as it asks a question and uses the words 'dear', 'your' and 'my' twice.

The phrase "Tap into my network of…" speaks of authority. So instead of saying "grab your free report…", you can try "Tap into my knowledge of…" and mention your free report next.

Make sure your call to action is clear with "Click here…" or "Check out your free report inside".

Another way of writing Facebook ads is to **introduce urgency.** Admittedly, people do stuff in Facebook other than to click on ads, so most ads require repeated exposure before they eventually get noticed. But to compel Facebook users to click right away, you must **offer some kind of time-limited or quantity-limited incentive** and include a phrase like "only for Facebook users". I suggest you upload a separate offer page with a **Facebook-specific headline** just to target Facebook users. You also increase your chance of getting your ad approved.

As for affiliate links, you can use a direct link to the merchant's site first and wait for your ads to be approved. Once it's approved, edit your ad to switch to your affiliate link.

CPC or CPM? Knowing the answer to this question will help you improve clickthrough rates while driving down ad costs. On the surface, it looks cheaper to invest in CPM, but the challenge is you don't know whether your ad is good or bad in terms of performance while you're still paying for 1,000 views all the same. Therefore **you need to test your ad in CPC first** and continually tweak it until you are satisfied with your CTR, ==ideally at 2%.== You may prefer to stick to CPC anyway, but give CPM a shot and see how it goes.

The disadvantage with CPM is ads that cater to a large demographic group are not effective long-term. People will become blind to your familiar ads and CTR will drop until it is no longer profitable to keep your ads running. You can change your headline, image or the text body to 'refresh' it and get it run again. In any case, **A/B split testing** is always a classic and reliable method to extend the longevity of your ad campaigns.

CPM bidding on Facebook is more profitable if you can target smaller and eclectic niches. People with less-mainstream interests usually are more willing to purchase whatever you are promoting to them.

I mentioned that ads appear not because of keyword queries, but according to stated interests and preferences. **Interests are typically aligned to a set of demographic data.** For example, if you're selling Warcraft strategy guides, you know your market is likely to consist of male teenagers and young adults, unmarried, don't have a fixed income and preferred language is English etc.

But if you don't have an idea of your demographics, where do you start? Simple. Do a Google search for "warcraft strategy guides". Make a record of a few URLs of Warcraft-related sites. Go to Quantcast, fill in the URL of each site and observe the data that Quantcast reveals to you.
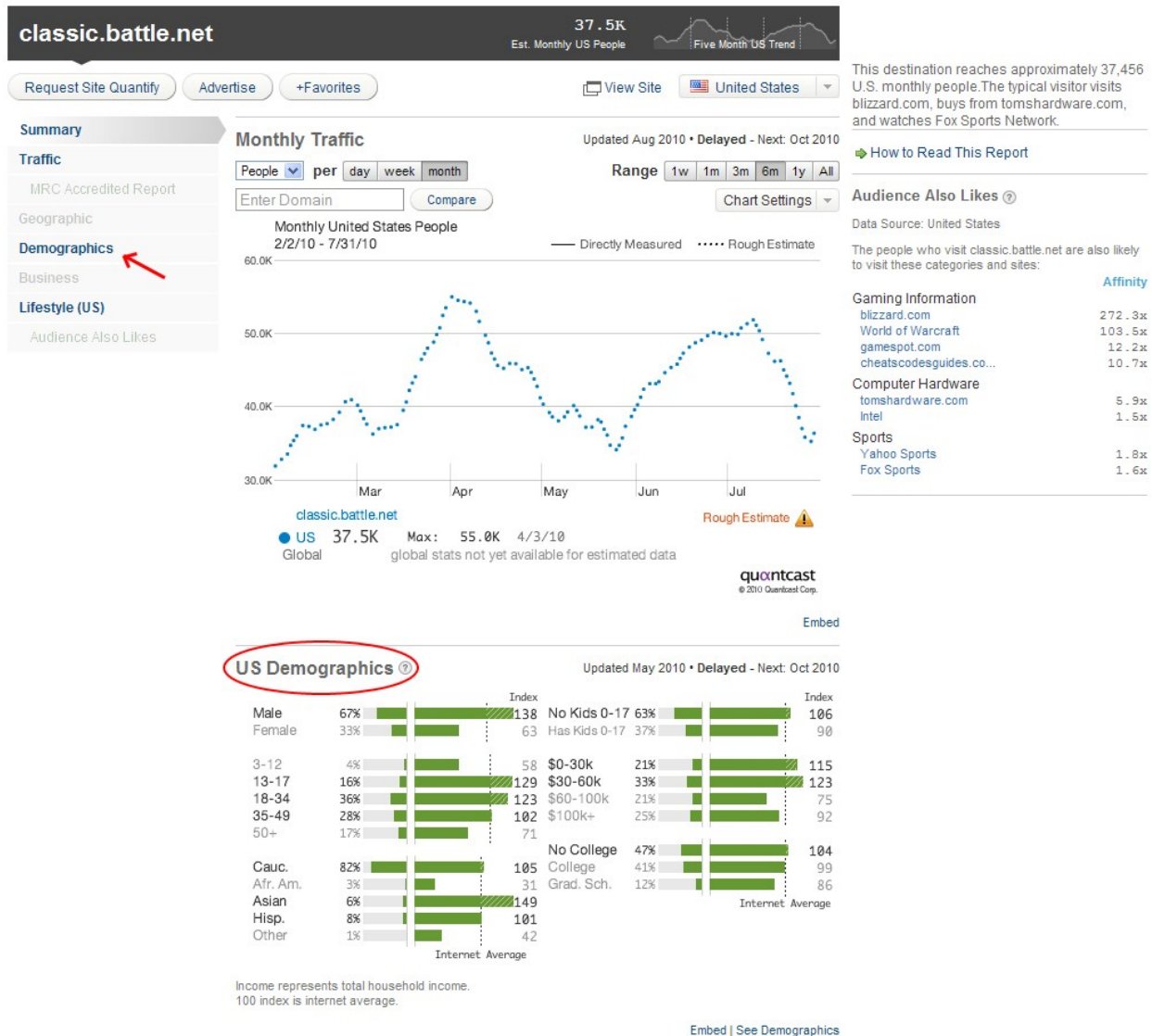
See the demographics area? This gives you the breakdown of the different types of people who have visited the site. If you click the 'Demographics' link on the left, you will see a summarized profile of your likely customers. This page helps you choose the best demographic options for your Facebook ads.
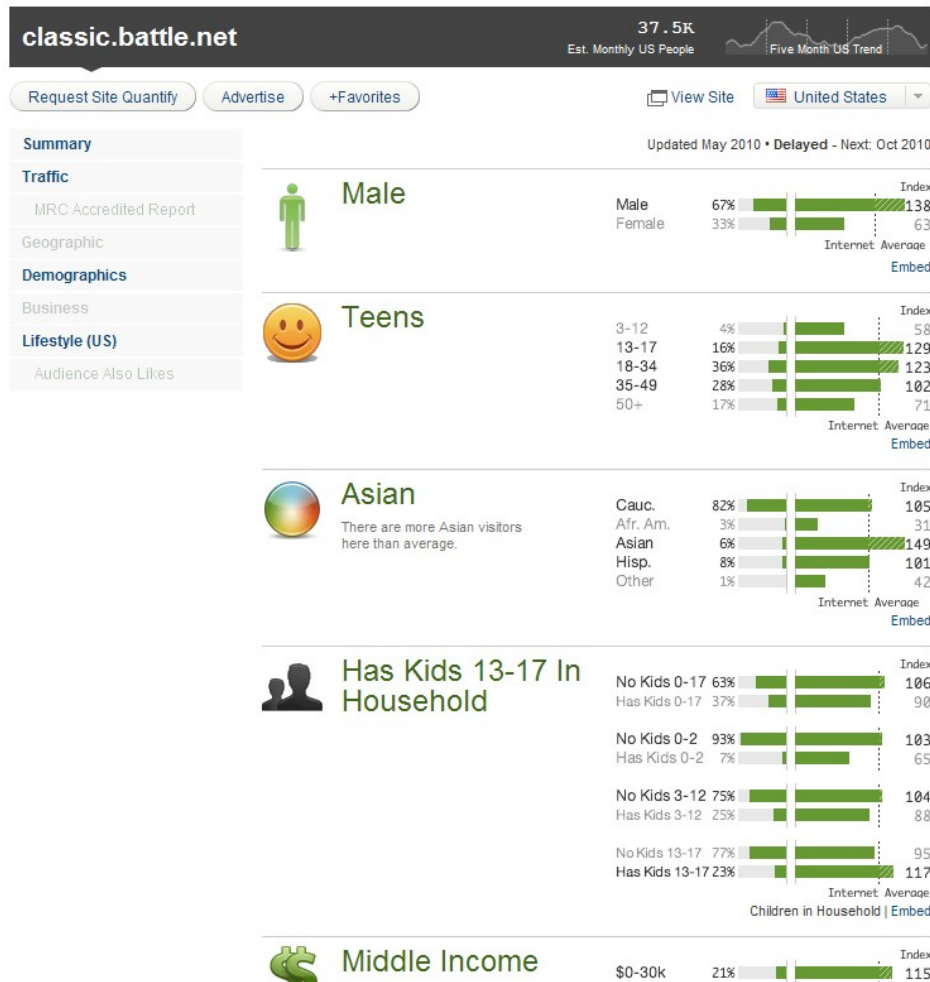
Now going back to your Facebook ad creation page, you fill in your data for preferred demographics. The option that comes closest to keyword queries is the "Likes & Interests" box, except that you do this for your prospects. Like Google Instant, typing the first few letters throws up suggested full keywords and phrases. Choose the most relevant ones.

When you are finished with your Targeting section, Facebook automatically suggests a suitable bid range under the "Campaigns, Pricing and Scheduling" section. How much to bid? Take the middle road for a start and price your bid between the minimum and the maximum. You can go for minimum but be aware that your ad will be priced out by others as every ad jostles for display space. At the same time, it is known that **CPC will gradually lower over the time the ad is running,** so **focus on improving your ad message** and squeeze out the best clickthrough and conversion rates possible.

There's another type of Facebook ad…
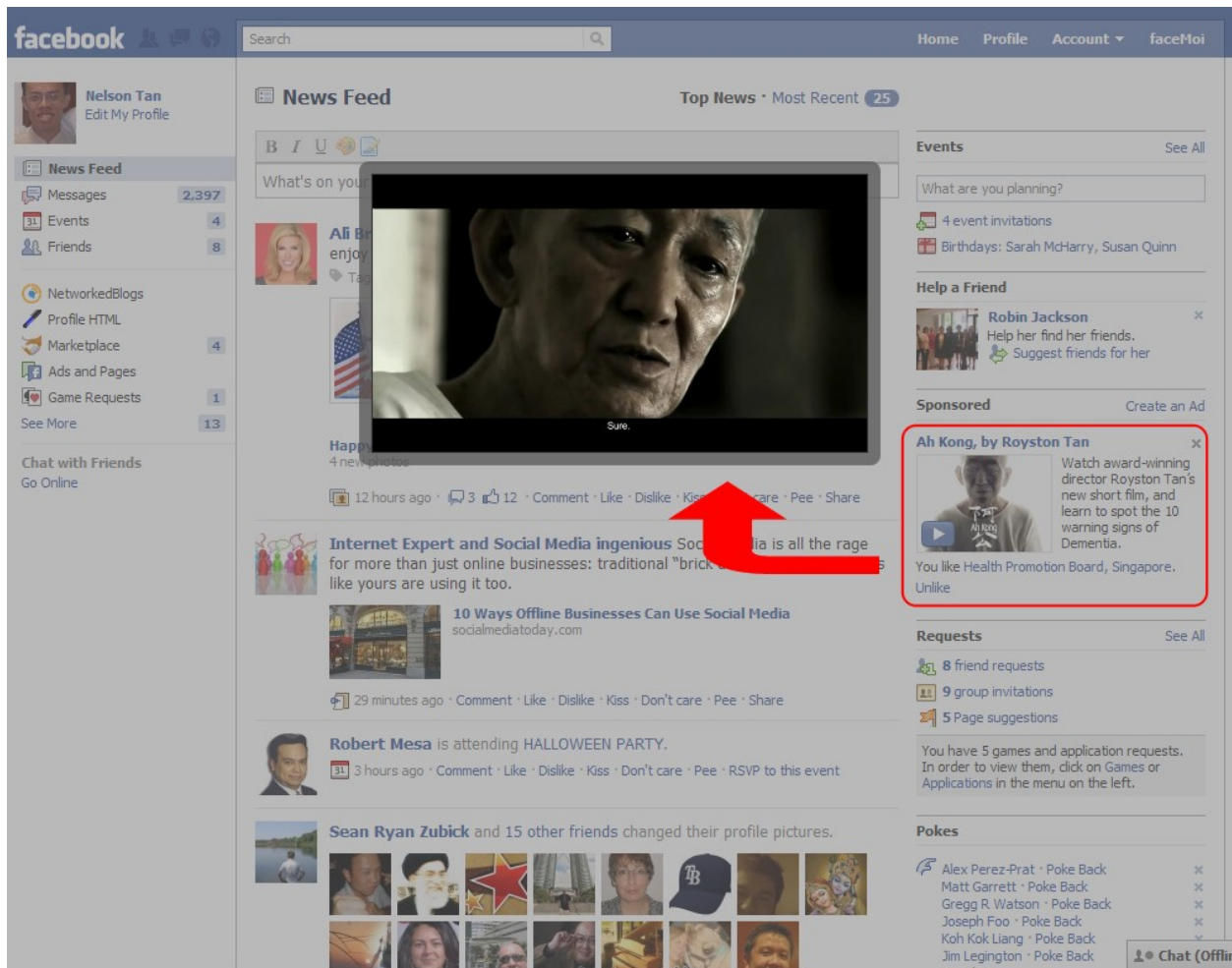
See the picture above? In case you're not aware, Facebook has been offering video ads since 2008 but it seems like it caters only to big players (corporations). Keep a lookout for these ads in your news feed page and experience the videos yourself to see how it works.

Setting Up Fan Pages And Groups

Not a few people, including myself, have vexed over whether to set up a fan page or a group for a topic. It is not the fault of Facebook that such confusion arises. In fact, given that the features are different for each setup, we can begin to define a specific purpose for what we want to do with the topic according to a chosen setup.

Put it this way: If you want members to proactively participate in discussions surrounding a generic topic, set up groups. If you are going to promote a product or create product awareness/branding, set up fan pages.

To create a group, go to your news feed page, click 'Groups' then the "Create A Group" button. To create a fan page, click "Ads And Pages" (right above 'Groups'), then 'Pages' in the left menu and continue.

There are many ways to use Facebook, but my primary motive as a marketer is to reach out to as many contacts with a single message in as little time as possible. Creating a group can be seen as a form of list building because the biggest advantage I have is **I can blast an e-mail to all my group members at one go** (the disadvantage is a group is capped at a maximum of 5000 members) and my message lands in their Facebook inbox.

A fan page has no limits on the number of members joining in and you can also **send them a message using the "Send An Update To Fans" link.** To be honest, we marketers have many e-mail accounts to deal with and Facebook inbox is not likely a top priority access unless we are scanning for certain important messages. What's more, fan updates appear in a sub-section of the inbox and it takes one more click to see these messages (see below). I wonder how many Facebook members realize this.
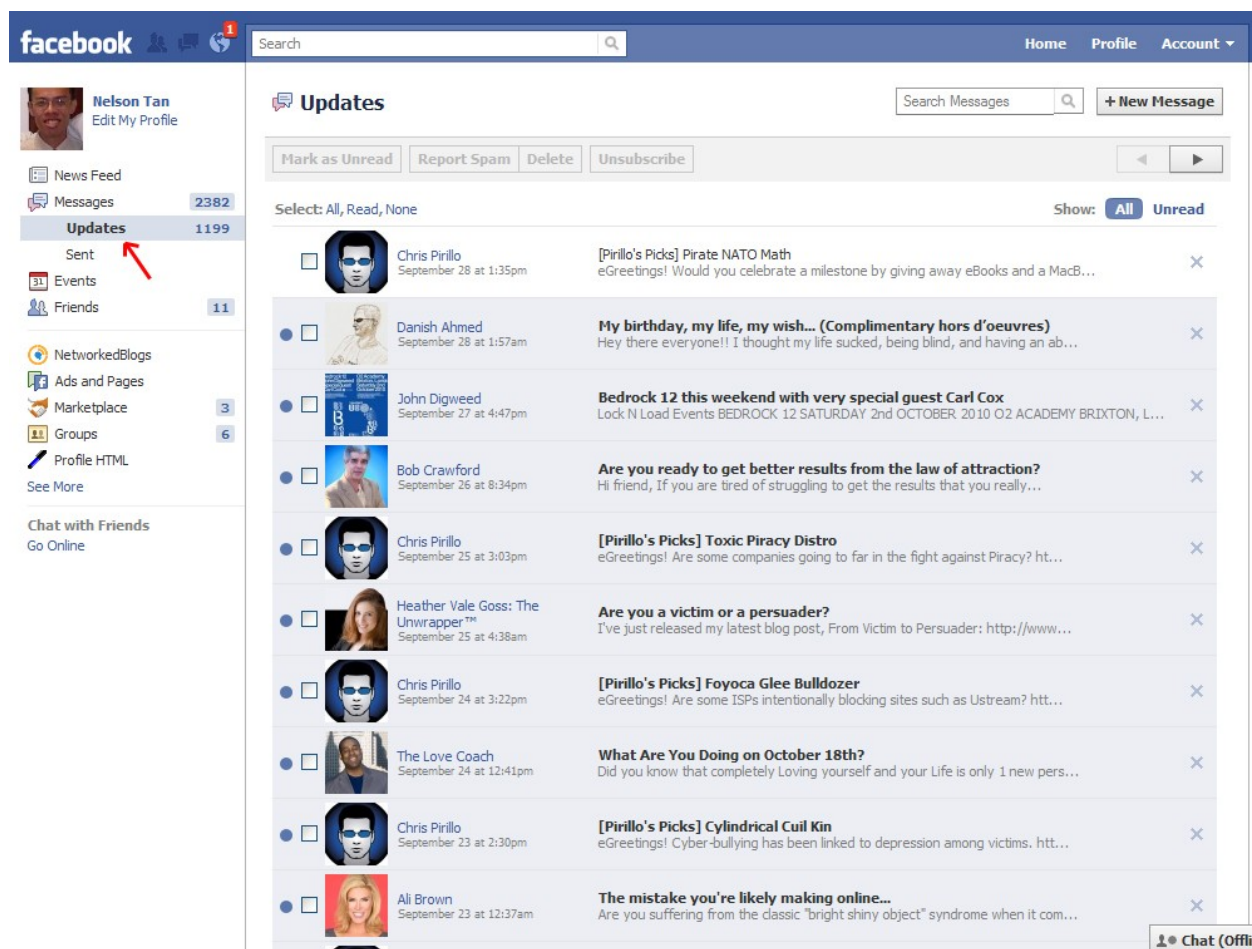
I can't say for myself but I know for sure true fans will read your every message and respond by clicking the 'Like' link for your snippets on the Wall. Here is where fan pages get better. **Your page will be listed in your fans' profiles** so it can be seen by others when they check out the interests of your fans, not so with groups. When fans take action on your page, be it clicking the 'Like' link, writing on your wall or posting a video, their actions will be displayed in their news feed. Facebook sporadically displays fan pages—including yours—that your friends are a part of. Unlike Groups, Facebook fan pages **can be indexed on the in the search engines.** All these little 'trails' create online presence for your pages.

Fan pages are as flexible as your profile page when it comes to installing apps, but there is one app you must know: Static FBML.

Like the Profile HTML app, Static FBML also allows you to input HTML coding for display. You must have created your fan page first before Static FBML can be installed. Complete instructions are found here. Take note of the less-than-obvious way of accessing the editing window of Static FBML should you need to make changes.

The challenge is people don't tend to do 2 things at the same time: clicking the 'Like' button and filling in their names and e-mail addresses to subscribe for something.

David Schwind provides the best possible solution in the form of a [quick 2-step layout](#) so your fans know instinctively what to do next.

You can change the title of your Static FBML tab. I suggest the well-known and instinctive "Read Me First".

Encourage your fans to refer their friends to your page by writing something like "Help promote us to the world! Click "Suggest To Friends" and share the gift" in the text box on the left column just below the menu or in the Info section. You can also do up your graphics in this manner:

And finally, **make a list of all your group and fan page URLs and display them in your Facebook profile.** Send out invitations once in a while to get new friends to look at your other pages.

At this moment, [groups cannot be converted to fan pages](#).

As long as you participate in Facebook, you'll find that **creating messages, posting new photos and links and commenting on other friends' messages in the**

news feed are the 3 essential ways to gain the most prominence on Facebook to show you're active at engagement.

Sometimes, it's better to go for a quality focus than for a large number of members or fans. Because other members can post links and messages, the temptation is there for all to advertise their agendas. While I've seen warnings of kicking out and banning members if they post their own links, it's kind of laughable to set rules in the age of Web 2.0. What you need to do in language is to **encourage members to share their expertise or ask questions pertaining to the main topic.** Offer the chance of promotion to become group admin to those who are quite active. In time, the environment of your group becomes cohesive such that outsiders with other intentions will think twice about messing with it.

One more thing: You want to enhance your web pages with [Facebook plugins]. Quite likely you will be interesting in the **Like button, comments and Like box.** The Like box widget is tied to your fan pages, so if you promote a product or free gift on your fan page, configure your fan page URL to link to your Like box, then copy-and-paste the Like box code into your download page. Say something like, "Thanks for downloading your free gift! Give it a thumbs-up by clicking the 'Like' button below and receive future updates from us."

There are plenty of articles on optimizing your Facebook experience. You can start by searching for "facebook groups vs. fan pages" to gain some deeper insights into their different characteristics. Also visit [Social Media Today] and [Social Media Examiner] for plenty of expert content on Twitter, Facebook, LinkedIn and others.

Chapter 8: The Twittering Mind…
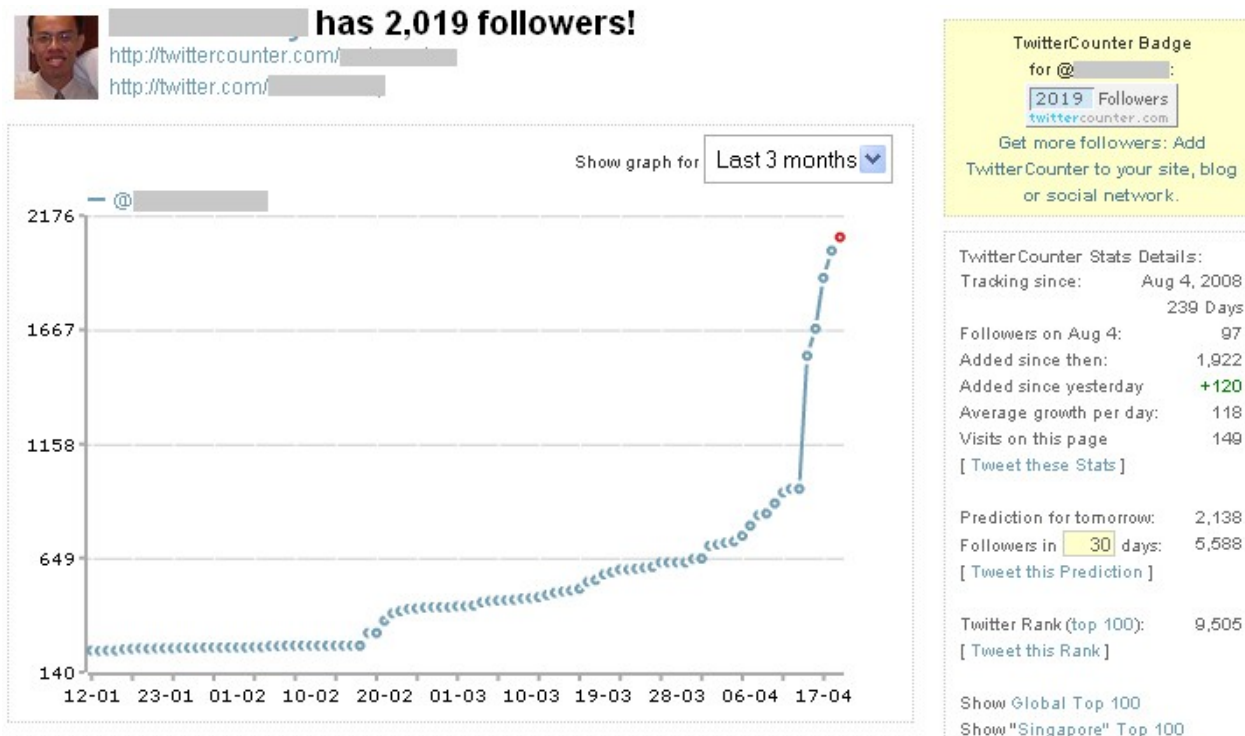
This is a screenshot I took on April 19th, 2009 of the rate of new followers coming into my Twitter account. On April 12th, the graph just shot up and left me a little bewildered but I supposed there's no one 'secret' I can pinpoint that created this result. I kind of figure things out and do all the little things that come together to create the impact. In fact, on April Fool's Day, I was still as clueless as a personal friend who asked me what Twitter is all about.

Jonathan Tieoh No problem
Posted 4 hours ago

Nelson Tan Hey sorry bro. I presume certain factors that result in my discouraging you from learning Twitter. I'm currently re-editing a chapter on Twitter in my marketing report. Will let you know when it's done.
Posted 20 hours ago

Nelson Tan OK, there are at least 2 ways to look at Twitter:

1) As a "24-hour diary".

2) "Twitter functions like people conversing round a water cooler...and someone else overhears the conversation and join in." More effective.
Posted 20 hours ago

Jonathan Tieoh i need to learn from you...
Posted 21 hours ago

Nelson Tan Twitter...unless you're an Internet marketer like me, you can forget about wasting your time on it. Like you when I first got started I dunno what the hell is going on. Watch http://www.youtube.com /watch?v=PN2HAroA12w

I have my own set of rules for using it now.
Posted 21 hours ago

Jonathan Tieoh that's about 30 minutes form my place.

anyhow, look forward to catch up with you. and what in the world is twitter?? You should read stuff by bill Johnson.
Posted 23 hours ago

Honestly, I really felt like an idiot that day. I mean, here was I, aspiring to be an Internet Marketing coach, ended up discouraging an old friend of 10 years from understanding Twitter! How stupid can it get? Throughout the one hour I had after he typed, "I need to learn from you…" I kept thinking, "Why not? There are success stories of using Twitter for effective customer service. Dell made $1 million via Twitter… Jonathan is a trained accountant. Surely he can twitter to clients…" I begin to see any professional can make the act of twittering productive and profitable in more ways than just from an Internet marketer's point of view.

It just goes to show how difficult it is for newcomers to fathom this open-ended social communication platform, because for the first time we are encountering a site that doesn't set its own rules; **you set your rules according to how you use it.** The only 3 rules (or catches) are its 140-character limit per tweet (post), the inability to add pictures and the 3rd one which I'm going to mention later has to do with following-follower ratio.

Thus there are several ways to using Twitter depending on how you look at it, but first, let me draw a metaphor for Twitter as a loudhailer. This special loudhailer has a 140-second run-down time limit. You have to turn a knob to restart the time limit. If your message is more than 140 seconds, it will be broken up and ultimately your presentation is affected, so the point is to capture the full essence of your message in one tweet.

Now you can use the loudhailer on several different occasions, like during a rally, to direct people in a fire drill or supposed a one-to-one conversation, if ever 2 persons talk like that. Likewise, what is the context you want to build up from your tweets? What is the default impression you want to give to your followers?

I think first of all, you got to have a **big picture** of what **insights** you want to drive into the minds of your readers or followers. Writing entries like "I just woke up and brush my teeth" or "I'm getting ready my new PDF report by next Friday" doesn't mean anything until they figure in a larger picture. For this picture to materialize, the twitterer must have 2 consistencies:

1) The frequency of twittering.

2) The focus of the tweets.

But let's start with defining the big picture. If the picture is "The lifestyle of a millionaire Internet marketer", then the entry "I woke up and brush my teeth at 7.30 am" will be a very intriguing post to start with because everyone else would love to copy what a millionaire would do, right? Your frequent entries will give an overall insight into a general pattern or rhythm of all your actions so people can deduce for themselves what they should do.

The challenge is only celebrities have the clout to pull this off. Most people's lives are too mundane to extrapolate and project eventful moments out of. Watch this cartoon clip. Someone commented, "I couldn't imagine wasting my time reading people's boring notes about their everyday lives.

Example
6:00pm - Ate Dinner
7:03pm - Watched Family Guy
7:14pm - Took a piss
7:20pm - On Facebook
7:33pm - Written Essay
10:29pm - On YouTube

Who gives a shit???"

Clearly, twittering about activities which the rest of the human population is already doing does not add value to the readers. Before I suggest what information to best tweet about, I want to touch on the dynamics of adding followers.

As you saw in the clip, Daren said, "None of you have any friends!" **Adding followers is not like adding friends.** Unlike Facebook or any other social networks, there are still limited characters for introducing your bio. You can't learn much of a person from that short bio, which brings our attention back to the main content of Twitter: the tweets. Do you begin to see Twitter epitomizes the game of influence? **Either you follow or are followed.** I have never directly appealed, "Follow me!" by revealing the URLs of my 2 Twitter accounts because the true test lies in how the netizens find me. Michel Fortin has fired his salvo in the never-ending debate for and against auto-following or unfollowing. Meanwhile, it looks like Cameron Johnson, a famous entrepreneur, is swearing off following anyone. As for myself, I auto-follow somewhat as a response to placate the follower, but usually the same old Internet marketers and new faces follow me first since they already know what I do for a living online. The point is each time you are being followed, you can assure yourself that you have **scored leverage over a follower** and depending on who your followers are, that speaks volumes of **how much expectations the followers have placed on the <mark>value of your tweets</mark>.** And since I auto-follow anyway, I can stay relevant with the grapevine and get a big picture of where my "like-minded community" is up to.

Thus the value of your tweets almost always lies with work-related issues (outside of work, the question is how you add value to your family and loved ones). So regardless of your occupation and if your work takes up a significant portion online or you're already interacting with professionals in the same industry, you can consider creating another space in Twitter for interaction.

Speaking of interaction, one of the better forms of twittering is to carry out a conversation. You know what a conversation is? A 2-way street filled with short sentences. The thing about conversations is they sound highly personal. Friends might have teased you for being a nerdy, walking encyclopedia but to talk likewise in Twitter won't cut it. Anything beyond 140 characters becomes a speech. And you can forget about spamming. Twitter is the worst place to spam. Think about this: if an affiliate link takes up 50 characters, that's 35.7% of the whole tweet length and you have 90 characters left to say something good…still shorter than AdWords! I hope you couldn't imagine posting tweets like this every 24 hours. From what I see through Internet Marketing lenses though, most of us like links to a page filled with 10 or 20 quick tips to doing certain things, like "20 easy ways to optimize your blog". If you want your web page to get tweeted, you should write this kind of quick-and-easy-to-digest content. **It'll get passed around.**

Therein lies a certain way of vindicating the value of your tweets and is a crucial key to building up the number of followers. Part of the culture/etiquette in Twitter is to retweet a good tweet and give credit to the twitterer who started it. Example:

I'll come around to the Twitter commands. RT stands for retweet and is like mail forwarding. It's not a system command so the site does not act on it. In this case, Mahesh liked what missrogue has sent out, so he replied (represented by the arrow icon. When you reply someone, @someone appears), put RT in front, copied her message and tweet out as well. He did not necessarily reply *to* her, but by replying, not only had he credited her for a good tweet, his followers—which missrogue otherwise would not have—could see that same tweet and missrogue's account link too. missrogue stood a chance to win some of Mahesh's followers.

If there's any one good philosophy you can take away from this chapter, it is **"retweet and be retweeted".** Apparently when I checked out Mahesh's page, almost all he does his retweeting! Not very original, but he has surpassed the psychological "1000 followers" level. Perhaps Mahesh has developed a habit out of searching for earlier tweets to make sure he was not the first.

A retweet can mention more than one username and whoever had passed the message around; just do a copy-and-paste of other usernames. Someone had even tweeted back to thank me for the mention. The exposure can get incredibly viral. You know some things are working when you get more new follower notifications than usual in your inbox.

And if you do reply to someone, even as simply as saying, "Wow, your tweet just made my day. Thanks!" That someone's username will nonetheless be exposed. Every seasoned twitterer knows and appreciates what an active conversation can do to increase exposure of the 2 talking parties.

All these mean that unless you think you are an influential personality who can live well with following no one, you are better off with following some in order to build up your follower base by staying engaged within your group of people. It doesn't mean you're technically a loser if you follow more people than being followed. Who knows if you don't read their tweets? But here lies another challenge that not all your followers are loyal to you too, so you need to have much more followers to see a significant size of that critical mass of 'true' followers.

Anyway, the 3rd rule is Twitter limits you to following only 2,000 people until you get 2,000 followers yourself, then the limit is lifted…not that I care as long as I am either influential, or provide tremendous value.

For more system commands and symbolic abbreviations, read this Twitter FAQ. Of importance are the hash tags (#) which are just keyword tags you can search for in

Twitter and also insert in your tweets. Out of all these hash tags is one **#followfriday.** Read the FAQ and search for it in Twitter. In a positive light, it is unconditional recommendation of a good twitterer. In a not-so-positive light, it can be used as a subtle means to pimp followers in an "I scratch your back, you scratch mine" manner. But make it a point to include #followfriday as a regular feature in your tweets and as more followers take notice, perhaps your favor will be reciprocated. Also thank whoever recommended you in the last round. Gratitude is powerful.

Like I said, you set your own rules for using Twitter. Other than retweeting, you can also tweet to build up anticipation in the midst of preparing a product launch. Your series of entries provides a **running commentary for an event** and this gets your followers excited on their toes in real time.

Another thing I realized about Twitter is it can be a darn good place for prospecting. Read this news article about how a CEO clinched a deal. What does it mean to you? Go search for all the keywords of your niche in Twitter. You never know you might come across someone in need of help. Plus when you give your personal touch in such a conversational environment and the other person responds in kind, where do you think the interaction can lead to? Wouldn't that whole experience be awesome?

Search around for other Internet marketers' Twitter pages and see what you can learn from them.

At the end of the day, I still know of at least one brand-name marketer who only posts affiliate links. ☺ If this is to your liking, I suggest you set up 2 accounts to separate your product recommendations from your real meaty/informative stuff.

Thus this is as much I can surmise about Twitter dynamics today. One final big takeaway is **twittering is not capable of falsehood** because you have to get to the point within 140 characters plus the fact that you've to maintain consistencies. When you adopt a strong twittering discipline, you can establish a rock-solid presence that demands the attention of the faithful, and will not fade into the Twitosphere.

As the growth of Twitter explodes, 3rd-party Twitter-related resource sites keep coming up. Unfortunately, my sad prediction is unless these sites have sustainable financial backing, some of them are going to disappear over time. At least, whatever I can recommend below (essential ones), please make the best use of them. By the way, the ability to tweet over 140 characters is still a myth. Any solutions for tweeting over the limit are strictly technical workarounds.

a. Twhirl, Seesmic or TweetDeck: 3 popular Twitter desktop clients. Another 4 are DestroyTwitter (nevermind the name), Snitter, Spaz and Tweetr for iPhone, though the first 3 are more popular. Once you can get around to using the clients instead of logging into Twitter, you'll begin to feel how fast and addictive you are getting your tweets. I'm using TweetDeck.

b. TweetCube: Posting pictures, videos and audios in TweetCube gets immediate update in Twitter. Twitpic is an image-only alternative.

c. SocialOomph: Schedule tweets, automate welcome DMs to new followers, auto-follow those who follow you and auto-unfollow likewise. There's even more automation when you subscribe to a professional account!

d. Twitterfeed: Crosspost your blog feed to Twitter, identi.ca, HelloTxt and Ping.fm. Set up another Twitter account to propagate your blog feed because if you post every day, it would look impersonal in Twitter. See Chapter 11.

e. Twitter Blaster: A brilliant piece of invention. Twitter Blaster is a PHP script that will bring viral traffic to your site using the Twitter network. You can build a list very quickly using this technique and increase your profits.

f. Twollo: Find and follow twitterers with similar interests to you automatically for FREE!

g. ViralURL + ViralFollower: Character limits give us compelling reasons to shorten our links, so why not use programs that are monetizing such a service or have a side benefit in list-building? Basic sign-up is free.

h. Twitoria: Twitoria lets you quickly find out which of your followers has not been actively tweeting. Easily sorts through your network of followers and purge the inactive users.

i. MyTweeple and Tweepi: For those with an ego, these 2 sites are perfect for unfollowing those who do not follow you back on Twitter. You can also follow those who follow you but aren't being followed by you. Saves time, but do it with care. If you follow someone first, it may take some time for the other person to follow back. Twitter Karma, UnTweeps and ManageFlitter are other similar tools. UnTweeps and ManageFlitter are best for removing inactive twitterers.

Twitter has a term that disallows 3rd-party websites from providing a "select all" checkbox for Twitter management, making work tedious, but there's still a trick: Install CheckFox add-on for Firefox! Next time you manage your account, right-click, hold steady and drag across all checkboxes, then left-click and choose 'check'.

j. Bubble Tweet: Unique application lets you post a short video message that pops up on your Twitter profile in a bubble shaped player. You can personally introduce yourself and/or your business to anyone who visits your profile.

k. Twittersheep: Generates a word cloud based on keywords found in the bios of your followers. It gives you an idea how like-minded your overall community is. Who knows you might find a big product word in there, like…shoes.

l.   [Retweetist](): Find out the hottest tweets likely to get retweeted. Retweet them and stand a chance to get retweeted yourself.

m.   [TweetBeep](): Keep track of conversations that mention you, your products, your company, anything, with hourly updates! Refer to Chapters 3 and 4.

n.   [Tweetmeme](): Tracks the hottest retweets in the Twitosphere. Participate in retweeting and get retweeted yourself. Other similar sites are [Retweet]() and [Topsy]().

o.   [Twitscoop](): An advanced tool that allows you to see friends in real-time conversations. View the history of a niche or keyword phrase at various time frames, and measure a trend's credibility.

p.   [Monitter](): Similar to TwitScoop. Displays real-time conversations containing your keyword or phrase. Allows a user to have multiple windows open displaying conversations simultaneously.

q.   [Twemes](): Twemes follows tweets that have embedded hash tags. May be better than Twitter's internal search engine.

r.   [WeFollow](): A user-powered Twitter directory to add yourself in.

s.   [TwitterCounter](): This analytics site charts a time graph on your "performance" at adding followers. Not only that, look to the right to see a TwitterRemote widget. This works similarly to other visitor widgets like MyBlogLog or BlogCatalog. So next time a twitterer visit your site, reply to thank them for their visit.

t.   [TwitHawk](): This marketing application is very good for location-based, local businesses. It helps you connect with consumers in your area and related to the keywords you choose. TwitHawk will send Twitter users your custom response when they tweet your keyword in locations that you specify. Say you sell shoes and you want your response to reach anyone within a 20 mile radius of your business. When someone 7 miles away tweets about shoes, your response will automatically be sent to that person.

u.   [twtQpon](): Create exclusive coupons for your business services or products and share them with your Twitter followers.

I also found 2 Twitter monetization programs:

v.   [TwittAd](): Monetize your profile by serving an ad on the background of your Twitter page.

w.   [Magpie](): Let advertisers publish their ads as your tweets and earn based on per-view, per-click, per-lead or per-sale conversions. Run this under an account that is sustained by Twitterfeed.

Other articles on Twitter:

1) [26 Reasons Why I Love Twitter](#)

2) [Your Guide To Micro-Blogging And Twitter](#)

3) [How To Use Twitter—Tips For Bloggers](#)

4) [How To Use Twitter To Generate Traffic](#)

5) [Tweet This! A Twitter Manifesto](#) by Randy Gage (good one)

6) [5 Steps To Going Viral On Twitter](#): It says retweets see sharp increase between 9am and 6pm EST. My hunch is if you stick to a certain time period in which you release your tweets, whether on schedule or tweet actively, you create expectancy on the part of your followers to pay attention to your online presence on time.

   Using [SocialOomph](#), the best automated Direct Message (DM) you can send out is "Track my tweets from 9am to 12pm EST. I aim to be available around this time. http://www.yourwebsite.com".

7) [How To Power Up Your Twitter Search Techniques](#)

Yet one more marketing tactic has to do with designing a Twitter background with a message through which visitors can learn more about you. One terrific example can be seen at [Mieke Janssens'](#) account.
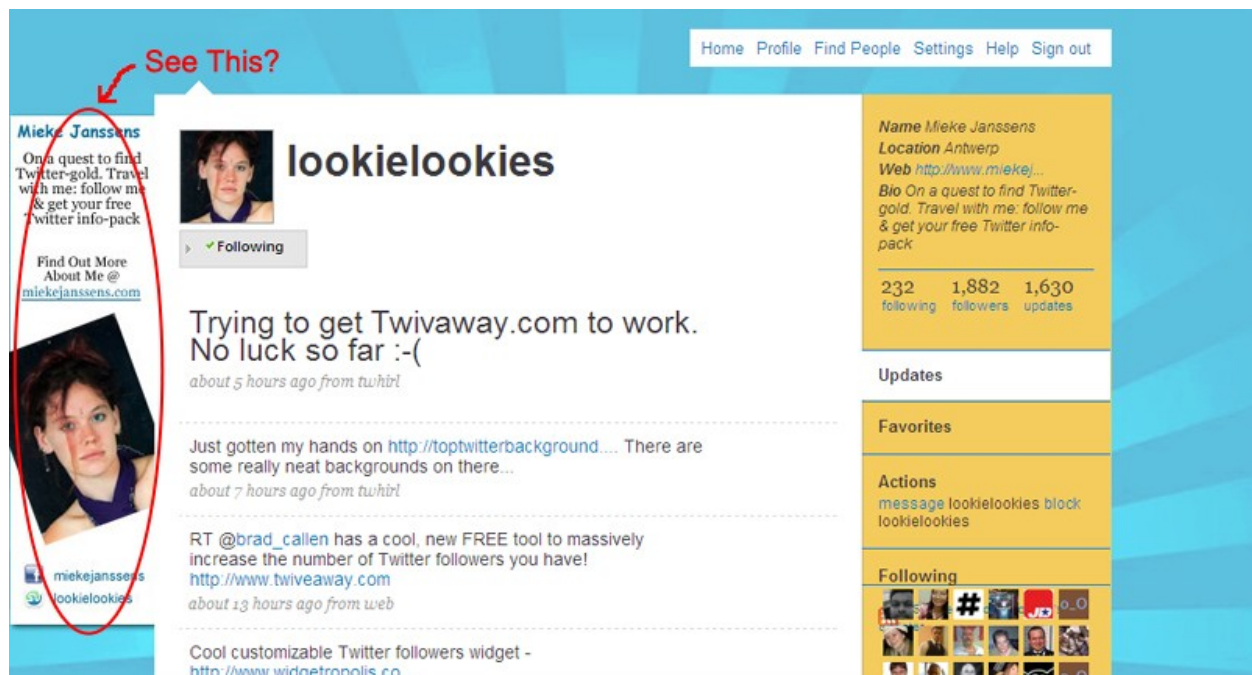
However, I took the screenshot based on my 12.1" laptop screen at 1024 × 768 resolution. At 800 × 600, the main text area engulfs the whole window. You would want to spare a thought for others who have poorer LCD screens than you do as you design your background. You can right-click and save Mieke's background and use it as a reference for the dimensions of your message.

Wait, there's another smart tactic. See below:
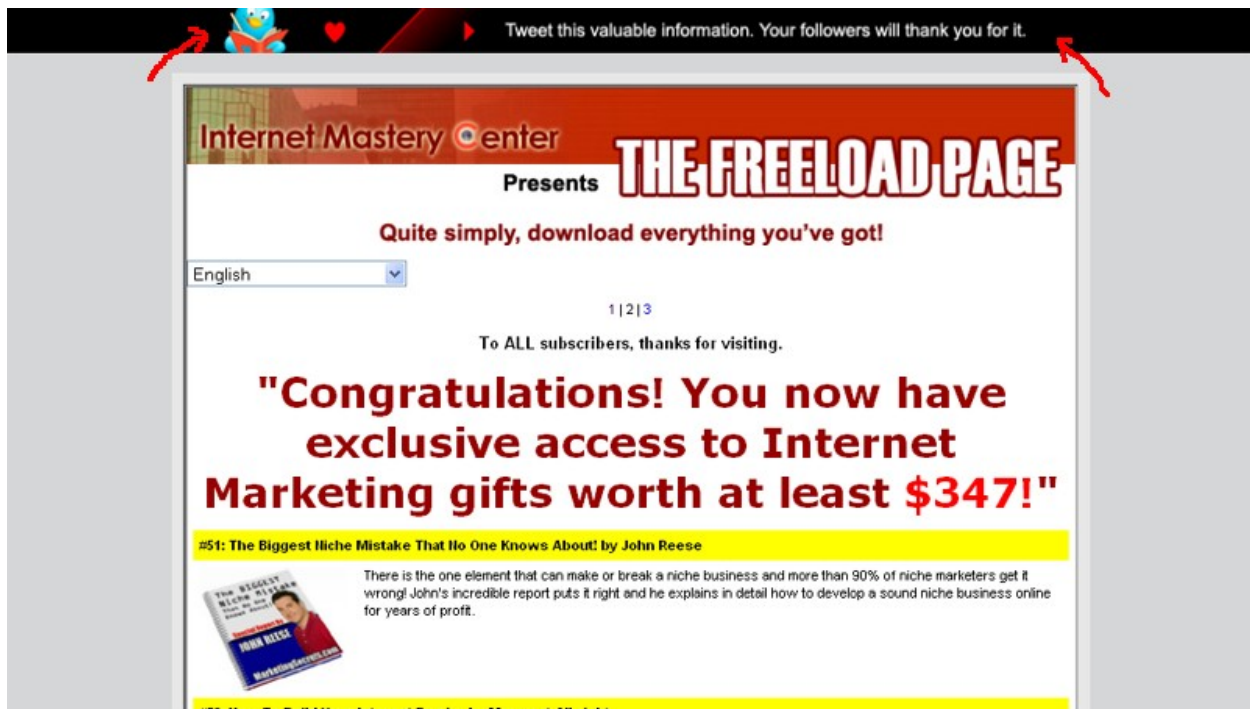
The last time Mike Filsaime gave away Butterfly Marketing 2.0, he had a strip of graphic asking visitors to tweet the page, social bookmarking style. Later Frank Kern did a video showing how easy the source code is implemented. Kudos to these 2 guys. You can see the Twitter banner at work here. Download the graphics. The code starts at the <body> tag. I show you an example from my site:

```
<body leftMargin="0" topMargin="0" marginwidth="0"
marginheight="0">
<p><a href="http://twitter.com/home?status=RT @webmastery gives
away more than 100 IM gifts for free:
http://www.internetmasterycenter.com" target="_blank"><img
src="http://www.internetmasterycenter.com/image-
files/twittermark.jpg" border="0"></a></p>
```

The 4 margin parameters are there to push the graphic to the edge of the browser window as a matter of design aesthetics. So far I can only do this for plain web pages. I can't quite get it to gel with the WordPress blog codes so maybe someone out there can e-mail me when s/he finds a solution.

Twitter and identi.ca are not the only microblogging platforms around, though Twitter has the lion's share of the market. Also check out Jaiku and Tumblr (you can import your blog feed into Tumblr). As you may already know, status.net is a script with which you can set up your own microblogging platform. Identi.ca is based on it.

Hopefully by now you can't claim you don't know what the hell Twitter is all about! If you adhere to the proper usage of these Twitter applications and apply good twittering practice, you can stake a sizeable claim of online presence in Twitter.

Chapter 9: Bookmarking Beyond The Browser

When social bookmarking first came about, I couldn't make sense of its benefits. I mean, why would I want to bookmark online when I can add to 'favorites' within Internet Explorer? Although the basis for bookmarking going 'social' is to be able to categorize and share your personal collection of bookmarks with other members within the same site, so that they can also take bookmarks saved by others and add them to their own collection, as well as to subscribe to the lists of others, I somehow failed to see that certain power of motivation that encourages sharing and content going viral in this manner, until I was a little stunned by how I was getting 228 votes from submitting 10, 11 articles.

That's an average of 20 votes per article on WeBetUR (now defunct)! I don't know if this is uncommon or not, but I'm a little used to seeing 3, 4 votes on other folks' articles, so this really says something about the popularity, quality and value of the content.

There's a quiet revolution at work. As more social bookmarking sites open for business, webmasters get a little greedy when they think they can bookmark their own web pages every now and then for propagation. It's another form of spamming, but the rules gradually tighten and the more established sites now scrutinize submissions before releasing them for exposure.

Effectively, this can only encourage webmasters to publish real solid and relevant content that caters to the standards as demanded by social bookmarking sites. As an Internet Marketer, I have long told people that the ability to express yourself well through writing is a powerful prerequisite for staying in touch with the netizens, all the more so if you're a blogger. **From the marketing point of view, the line between everyday writing and copywriting should be blurred** to a point where everything you write and say should catch the attention or elicit a desired response from the other person. Read further the 5 tips to increase blog traffic with social bookmarks.

Social bookmarking works closely with search optimization because it revolves around tags, which is simply another term for keywords. Visitors to social bookmarking sites can search for resources by keyword, person or popularity and see the public bookmarks, tags, and classification schemes that registered users have created and saved.

There are those that say that social bookmarking is slowly replacing search engines as a way to search for information. This is because many feel that the search results that they receive in search engines aren't as relevant as they should be with all of the advertising that is now involved. So, instead, they turn to their favorite social bookmarking site to find the information that they want.

I wouldn't mind saying social bookmarking is the next wave of "article submission". You used to create an author's account in article directories, login and publish an article. Today, you simply click a bookmark button, fill in the title, the page's URL and a brief description of the content to submit for the community to read…

Here are 2 basic rules for staying in line with bookmarking sites without getting banned:

1) Read the terms and conditions as dictated.

2) It is recommended you do not submit old content. If you need to submit a blog post dated sometime in 2006, update the timestamp first.

In the long run, it is better for your site visitors to bookmark your pages for you. There are at least 2 immediate benefits:

1) Some directories seriously frown on self-submission so you can afford not to do it.

2) By your visitors' action, they have vouched for you. You leverage on their time and effort.

There are yet more benefits like creating more backlinks and SEO. You would be very interested to learn what StumbleUpon has done to my blog.

To begin social bookmarking, you'll have to add social bookmarking buttons to your web pages or blog. You can google "social bookmarking button generator" and choose your favorite service, but **choose one that adds to StumbleUpon and LinkedIn (I'll talk about this site in Chapter 15).** AddThis is the easiest and most reliable option I can think of. A very good WordPress plugin is Sociable. I have written an article on how to add buttons in WordPress and Blogger Blogs.

One bookmarking service worth shouting about is Onlywire, which does multiple submissions at a click.

It's just as easy if you want to run your own bookmarking site. For a while, if you think Oyyla, L* and Hartmut Lehmann are similar in look and feel, probably you're right for one reason: they use the same source code! Again, go to Sourceforge and search "social bookmarking". The 2 most popular scripts are Scuttle and Pligg.

List of bookmarking sites powered by Pligg

There's another one called [PHPDug](#).

Resist going general by covering all categories from A to Z but boil down to a niche. The more "long tail" you can achieve, the better. This also leaves room for setting up more than one bookmarking sites, not forgetting your AdSense code. ☺

Chapter 10: Direct Response Marketing Through Social Bookmarks

Yes, it is possible to do straightforward selling by making use of social bookmarking, just as it is possible to launch WSOs (Warrior Special Offers) in the Warriors' Forum, but of all the services out there, I can't think of another bookmarking site worth spending your time on other than StumbleUpon (SU). Yet not a few number of webmasters sound biased in their opinions about SU because it is true that your content will be well exposed to its database of over 1 million members (or stumblers as they're called) who do pay attention and read, if you target them properly.

Look, even the ProBlogger says so.

Here are a few tactics you can employ:

1) When you set up your direct response page for opt-in or info-product selling, **include a Stumbler-specific sub-headline.** By calling out directly to them, you grab double their attention. An example headline may go, "Stumbled across any decent sites lately? How about a FREE e-book on…?"

2) **Add an extra special privilege** on top of the normal offers, like a special discount or a mystery gift or a few more freebies "only because you are a Stumbler!"

3) The majority of social bookmarking sites have a section that ranks bookmarks by the most number of votes or read by the most number of readers. If they are broken down further into categories, that makes things easy, or you can do a search by their tags. What you need to do is go through bookmarks across several sites and pertaining to your niche, note the popular ones and collate a list of them into a page. This list would form the main content. The monetizing part comes as AdSense, CPA offer, an opt-in box or a product recommendation + affiliate link. Submit this page to SU, again using a Stumbler-specific sub-headline.

There are many SU-related traffic tips on the Net so do surf a bit and check what other bloggers are saying. You can start by searching through ProBlogger or google "stumbleupon traffic tips".

Chapter 11: The Blogging Technique That No Marketers Talk About

I hardly come across any marketers talking about crossblogging or crossposting, but with the advent of Web 2.0 community sites, it is getting popular now. The tantalizing proposal is to duplicate your blog or microblog posts across as many blogging platforms as possible for the purposes of search indexing and increased readership among fellow community members, but it doesn't make sense to do it manually by logging in and out one site after another. The crossblogging idea I'm referring here **works on autopilot,** which means the moment you publish something in your WordPress blog, it immediately appears in another without you having to login to this other blog.

It used to be that you can't crosspost to as many platforms as possible due to legality, proprietary and technological issues, but the barriers are coming down. I'm going to cut to the chase and lay out step-by-step what you need to do immediately, but I'll assume that you, the reader, have a WordPress blog. This is our starting point.

1) Create accounts and set up blogs in iBlog.at, Multiply, LiveJournal, Blogger and Twitxr (microblog platform).

2) If there are options for you to import earlier blog posts, go ahead and export your WordPress posts in an XML file and restore them in your new blogs. Only applicable for WP-based platforms. Use the WPSplitter program to split your exported file.

3) Install and activate CrossPress (crosspost via e-mail) or DJ-Email-Publish and Syndicate Out (crosspost to another WP blog) WP plugins. If you have other WP blogs elsewhere, go to the 'Writing' section inside your admin interface and set up your post-via-email address.

4) Go to the "Syndicate Out" interface and fill in your details for your iBlog.at blog.

5) Enable crossposting in Multiply in this Posting Options page inside your account. You can also setup a post-via-email address here. Visualize that your blog posts are replicated from WordPress to Multiply to LiveJournal.

6) You are informed of your post-via-email address after you log into your Twitxr account.

7) Fill in your 2 or more post-via email addresses in the CrossPress plugin. For Multiply, if you find there are duplicate posts due to both crossposting and post-via-email enabled, disable one of them.

8) Sign up with Ping.fm and Hellotxt and hook up as many social networks to Ping.fm as possible. Sign up with Twitterfeed. From Ping.fm, you can crosspost your microposts (or tweets). In Twitterfeed, link up your blog feed to Twitter, identi.ca,

status.net, Ping.fm, Hellotxt and Facebook if you like. For status.net server, include your sub-domain.

9) Optional: Ping.fm does not allow you to schedule your tweets, but you can do this through using Hootsuite. Link up Ping.fm from inside your Hootsuite account.

10) By now you should be able to get the hang of how your blog feed is being moved around through the various sites, both in direct and indirect manners to get the maximum possible exposure for your posts. Give yourself 3 days to a week to track whether or not the posts are getting published. Again, disable options to leave just one to prevent duplicates in a platform. 2 major drawbacks I found are that crossposted posts lose their format and become one big continuous line as compared to your original WordPress posts. Also, scheduled future posts may not get published.

11) Bonus step: "You Say Too" is a social network where you not only submit your blog feed for display, you can also refer a friend and get an additional 15% from his AdSense views and 10% more from his referred users. Yup, the site asks for your AdSense and Amazon affiliate IDs for revenue sharing purpose.

Also read this article for more than 30 WordPress plugins to get more blog readers. Current stand-alone Vox, Xanga and MySpace crossposters can't work anymore.

Remember that the whole purpose of crossblogging must come to achieve the end in mind; that is **more visitors, more comments and sales conversion.** Remember to record the name and e-mail addresses of genuine commenters so you can approach them as JV partners in the future, or use this software.

No one is supposed to become more techie than is necessary. I hope this crossposting blueprint works for you. Have fun!

Chapter 12: My Personal Range Of WP Plugins So Far…

I continue with sharing with you the plugins I've installed in the Internet Mastery Center Blog apart from the crossposters. Hope you find them as useful as I do:

1) Spam filters: I deploy a combo of 2 plugins: Akismet and WP-SpamFree.

2) Autotag: Leverages Yahoo!'s term extraction web service to automatically tag your posts.

3) Preserve Code Formatting: WP has the default tendency to get raw coding "to work" even when you just want to display it. This plugin solves the problem. Perfect for webmasters who want to publish HTML or programming tutorials.

4) Commentluv: This plugin shows a link to the last post from the commenters' blogs in their comments. Encourages folks to comment more often.

5) Efficient Related Posts: A "related posts" section appears below every post, encouraging readers to browse further. It's 'efficient' because it claims to use less processing power to determine related posts than other similar plugins.

6) DoFollow: Selectively disables the "nofollow" tagging for comments.

7) Google analytics: Adds Google Analytics to your blog. There are quite a number of them. Just google "Google Analytics plugin".

8) Gravatars: Shows globally accepted avatars of commentators.

9) MaxBlogPress Optin Form Adder: Adds an opt-in subscription form to your WordPress blog in minutes!

10) MaxBlogPress Ping Optimizer: This could be the most important of all plugins. It saves your blog from getting blacklisted at ping services by avoiding unnecessary ping as well as it makes sure to ping your blog when pinging is actually needed. Download this list of ping sites and include it in the 'Writing' section inside your WP admin interface.

11) OptinPop: Shows your visitors a popup window pointing to any web page you have designed, most likely an optin box. Check the IMC blog for a working example.

12) Platinum SEO Pack: Complete onsite SEO solution for your WordPress blog.

13) Psychic Search: Secretly discovers what your visitors want to read on your blog.

14) [Sociable](): Adds a wide range of social bookmarking buttons to your posts easily and beautifully. Note that it has a Twitter bookmarklet too.

15) [Secure WordPress](): Secures your WordPress installation.

16) [Wibiya Toolbar](): Enhances your blog with rich, interactive features.

17) [WordPress Duplicate Content Cure](): Very simple, yet effective SEO plugin that prevents search engines from indexing WordPress pages that contain duplicate content, like archives and category pages.

18) [WordPress Popular Posts](): Shows the most popular posts in your blog.

These are optional ones which you can consider:

19) [Anarchy Media Player](): Makes it easy to embed and play MP3, FLV, MOV, MP4, M4V, M4A, M4B, 3GP, AVI, ASF and EMV hypertext links directly on your web page. Adds buttons to the post editor for embedding SWF movies including Google Video etc.

20) [Global Translator](): Automatically translates a blog in 34 different languages using 4 different online translation engines (Google Translate, FreeTranslations.com, Babelfish, Promt).

21) [MaxBlogPress Favicon](): Adds a favicon to your blog without editing any WordPress files (it's easy to do this manually so this plugin isn't that essential).

22) [WYSI-WordPress](): This plugin adds a more advanced WYSIWYG editor to the WordPress post editing screen. It includes advanced image handling, including on-the-fly thumbnail resizing and compression. Also check out [TinyMCE Advanced]().

23) [WP Super Cache](): This caches the pages of your WordPress blog and delivers them without accessing the database. If your blog enjoys heavy traffic, this plugin will lighten server load.

Don Crowther suggests his own set of favorite plugins [here](). There's a lot more plugins you can download from your [free membership]() here. These are all selected and reviewed from a marketing perspective.

I have also set up a test blog to find out how I can give a Web 2.0 "look and feel" to it. This leads me to installing a different set of plugins as I look forward to the possibility of changing my current blog template in the near future. It's all revealed in the next chapter!

Chapter 13: Suggestions For Setting Up A Web 2.0 Blog

This is my test blog based on the SimpleBlog theme. Explore around as you move along this chapter.

Ever heard of "Web 2.0 graphics"? Web 2.0 is not just about the community and interaction. When I see a blog ranked less than 100,000 in Alexa and compare it to one ranked over a million, the differences begin to say a lot about **a precise combination of color schemes and interactive features** that projects a comely friendliness in its visual presentation, apart from the professional level of content of course.

So getting the right blog theme is a good start, and no doubt if you can easily preview thousands of blog themes online because graphic design is a real passion. Problem is for a business blog, graphics can be superfluous. Your blog must load fast and not detract from the main beef which is the content. Therefore my first criterion is to find a **simple, no-frills layout** which I can easily customize from ground-up.

Unfortunately I'm no expert in coding the style.css file either. Sometimes I'd forgo a preferred theme to choose another if only I can edit the CSS code. Whatever theme you choose, at least know how you can:

1) Change the font.
2) Change color settings.
3) Display your graphical logo.
4) Change the width of your blog layout if possible.

These are 3 sites where you can find some minimalist themes:

1) 100 Excellent Free WordPress Themes
2) WordPress Themes Box
3) Best WordPress Themes

These are the plugins that are installed for this blog:

1) Contact Form 7: Creates a contact form for your blog. Make use of the form to invite readers to write to you if they have articles related to your topics so you can publish them. That's leverage!

2) Disqus Comment System: Disqus replaces your default WP comment system and adds community management and social web integrations. An alternative is Intense Debate.

3) Facebook Share: Adds a button which allows you to share a post and shows the number of times the post or page has been shared throughout Facebook just like how the Tweetmeme button does for Twitter.

4) [Lijit Search](): Lijit is an interesting search engine that displays results extracted from all the social networks where you and your connections have published content. These results reflect a certain quality and taste that your personal sphere of people epitomizes.

5) [LinkedIn Share Button](): Adds a LinkedIn Share button to your blog posts. See Chapter 15 to understand why LinkedIn is an indispensable traffic source.

6) [TweetMeme Retweet Button](): Adds a button which easily lets you retweet your blog posts.

7) [Blog Engage Vote Button](): [Blog Engage]() is another social bookmarking site with avid and receptive readers. Its button enables you to submit a post to the site.

8) [WP Touch](): Formats your site to be reader-friendly on smartphones.

There are a few customizations made to the SimpleBlog theme. Firstly, look out for a "SimpleBlog Options" link in the left menu of your WP admin interface and work with it.

The second tweak is the inclusion of AdSense ads within the posts. I haven't tried any AdSense plugins for a long time as I follow this [page]() for tips on manual coding and it works for me very well.

The calendar design is totally neglected in the SimpleBlog theme and you won't like the way it looks by default. So I copied the whole chunk of `wp-calendar` code from Twenty Ten (the default WP theme) and pasted it in [SimpleBlog's style.css file]() (download my edited version anyway).

The "Personal Links" section comes from the "Add New Links" section. Download [Social Network Icon Pack](), unzip and upload whichever icons that represent the social networks you have an account with and input their location URLs as you add new links.

Lastly, let's not forget the various widgets you can publish to show who visited your blog. You can know who your frequent followers are as much as it is an opportunity for them to display their profiles.

1) [Google Friend Connect]()
2) NetworkedBlogs from Facebook (see pg. 39)
3) Facebook Like Box (create a fan page for your blog first)
4) [MyBlogLog]()
5) [BlogCatalog]()
6) [TweetRoll]()
7) [Twitter Widget]()
8) [Tweet Traffic Rush]()

Chapter 14: Setting Up Share Buttons On Your Web Pages

It's all easy. ☺ The positioning of the buttons can be done using a table and dividing it into 4 cells, if you know your HTML drills.

Here's the code for the Facebook Like button.

Here's the code for the Blog Engage Vote button. Scroll down and look for "Add to a single page". Change `<?php the_permalink(); ?>` to your web page URL.

Here's the code for LinkedIn Share. There's no official graphic button for it so I made one myself. Download here. Use `<a href=…>` and `</a>` to wrap the code around the button.

And here's the Tweet button.

Chapter 15: LinkedIn Strategies For Success

When it comes to my blog, I become selective in the quality of educational articles I can bookmark to social site and in the process I found something interesting.

Naturally, the result of social bookmarking is I would get more readers interested in my content but the readers of one particular social site, more than any other, would ask questions that probe deeper into the content. I oblige them with answers and the interaction produces more ideas and opinions than I would have thought for the original article in the first place.

It has happened every time and the readers are very participative.

No prize for guessing the site is LinkedIn.

OK, you may or may not have heard of the site, but it's pretty well-known among corporate professionals, and that's the wonderful thing about it: **this site is business-focused.**

When social bookmarking became a hot trend, I remember how much of a traffic surge StumbleUpon had given me. This time LinkedIn is my biggest source of social bookmarking traffic.

Take for example my post "What Should You Do To Keep Your Clients". After I bookmarked it, LinkedIn members started talking about it within 24 hours. Bookmarks are not archived forever in LinkedIn so I take screenshots from 2 discussion groups:

The more new comments are added on to the bookmark, the more readers will take notice, thereby pushing the bookmark up the ranks of the "Most Popular Discussions" section of a LinkedIn group, and **it gets more views.**

Speaking of groups, that's where your bookmarks will appear. An individual with a LinkedIn account can join up to a maximum limit of 50 groups, so make the best use of these groups according to your niche.

Here's what you do: When you are inside your LinkedIn account, **use the search box at the top-right corner** and select 'Groups' option. Type in keywords according to your niche. The search results will show up group names which are ranked according to the number of members they have. One Internet Marketing-related group now has 266,293 members! Depending on your keywords, some groups have at least 10,000 members.
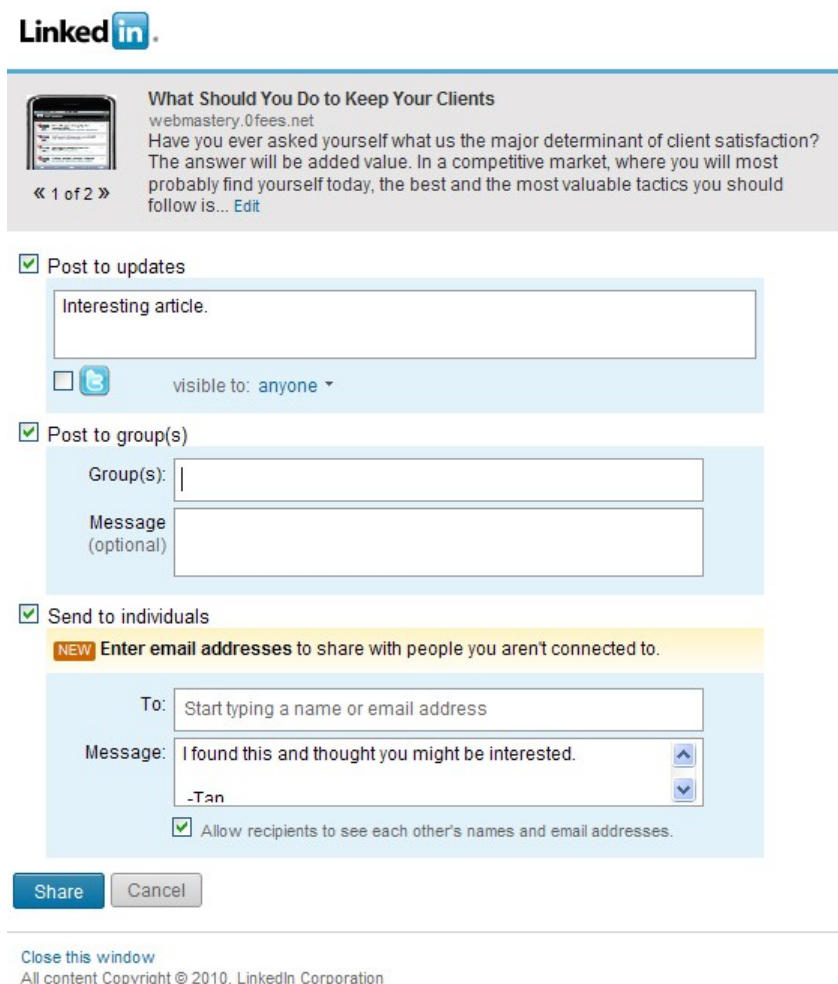
Be creative in thinking up your keywords because you want to find as many groups with the most number of members possible to join in.

You can always quit one group to join another to keep within the quota of 50 groups.

If you have not already done so, install the LinkedIn Share Button plugin into your WP blog.

Once your plugin is installed, you are ready to bookmark! Click on the LinkedIn button and you'll be brought to a LinkedIn page with 3 options: Post to updates (which is like your Facebook wall), Post to group(s) and Send to individuals (LinkedIn connections).

All options are fine. Check the "Post to group(s)" option and you can start typing the first letter of the name of each group you have joined. A balloon will appear so you can select all groups that start with the same first letter. Just go through A to Z. Click 'Share' and you're done!

Check your traffic analytics in the next 24 hours to see how LinkedIn performs. Remember these readers are highly receptive to professional advice. To stretch things a little, I found there are a lot of weight loss groups too.

The side benefit is strangers want to connect with me whereas I started connecting with people I know when I opened a LinkedIn account. To expand your

network and raise your profile, participate in fruitful comment of other people's bookmarks too. Again, **select the 'Answer' option of the search box** and look for questions you can answer according to the phrase you are searching for.

If you select the 'People' option, you can search through profiles with similar professional interests, further filtering their information by location, industry, years of experience etc. Once these folks are added as your connections, you can treat them as JV partners and compose messages to them through your LinkedIn inbox.

Not many people know this, but just as there are Facebook ads, members can also design PPC ads on LinkedIn too with LinkedIn DirectAds. However, general external reviews do not positively endorse the service. First reason is professionals tend to have a purpose in mind each time they access LinkedIn. Whatever this purpose is, they are quite unlikely to be in a 'consumer' state of mind. Either the clickthrough rates are low or the ads don't convert well into sales. Moreover, most PPC advertisers are not like trained Internet marketers who know how to write text ads with limited characters so this is also a contributing factor.

Second reason is the ad placements are scattered, unlike the ubiquitous right column of AdWords and Facebook ads. I circled the 2 ads (there's another one at the bottom of the page, not shown) on my updates page.

Third reason is easily a turn-off: $2 a click and $10 daily expenditure are the minimum! I read a few commenters saying they found success but of course, they are not revealing further details, and disappointment and caution outweigh any jubilant tone. Still it's good to know such an ad service by LinkedIn, and keep watch of any changes to its business model.

I primarily use LinkedIn for social bookmarking and answering questions, but there's always room to play around with different approaches and strategies. Just do a Google search for "linkedin strategies" and read through "Marketing On LinkedIn" where resources are plenty for learning about using the site's features.

Also check out Lewis Howes' LinkedIn Master Strategies, one rare authoritative guide for generating more business leads, opening more opportunities and increasing your income with this social media powerhouse.

Chapter 16: Funneling Prospects By Answering Questions

Q&A sites like Yahoo! Answers are gaining momentum among marketers to take over forums as a favorite place where they can project themselves as experts and gain more visitors through their answers. Whereas forums can be filled with idle chatter, a Q&A environment cuts to the point, thereby saving time in involvement.

Here's a roundup of all the Q&A sites ever known + Go Ask Alice!

Not all sites are created equal so each site has its own culture and this culture determines the type and quality of questions asked.

There are 2 types of questions: questions which askers know what they are asking about and want a specific answer for and questions which are very vague, general or simplistic.

As for the second type of question, you can't blame them for *not knowing*. It's like I don't have the hobby of keeping fish. If I were to ask a question, I would have surely started with, "How to start an aquarium?" And if there happens to be many ways of doing one thing, answerers would be exasperated with this sort of questions, like that classic Internet Marketing question, "How do I get more traffic?"

But when askers get clearer with a question about aquarium air pumps, of course, it becomes easier to tackle. Actually, the question "How to start an aquarium?" is not as bad as it sounds. Run the question in a search engine and the search results give you the answers. Unless the question is personal, askers don't always search for answers themselves, but as a niche marketer, this is what you should do if you don't know everything about a given niche. However, if you **spend enough time** in the niche, at the very least you should be **mentally in-tune** when looking out for questions that closely relate to the product you're selling. That means it's not possible for you to answer all aquarium questions and happily place your affiliate link at the end. You have to be selective over the available questions so you can give the most helpful responses that project you as an expert. Another effective way to boost your 'expert' image is to link to a free report which the asker and other visitors can download unconditionally.

There's also an SEO benefit to all these Q&A activities by answering questions on a regular basis and incorporating keywords into your answers with your links pointing back to your website.

Ultimately, when you strive for solving the problems of askers instead of bearing an "ulterior motive" of advertising products, you don't have to worry about terms and conditions on the Q&A sites or looking for loopholes. You just have to get your askers to trust you on what emphasis lies in your answers.

Here are some things you can do throughout the Q&A process:

1) **Do an advanced search:** If a Q&A site has an advanced search page, make full use of it to better pinpoint questions you can best answer. You definitely need it in Yahoo! Answers to search for open instead of resolved questions.

2) **Archive your answers:** You can modify your previous answers for the next question depending on how similar it sounds to the ones before. Sometimes you will begin to see a pattern emerging where the same types of questions are being asked over and over again. It is a time-saving method.

3) **Re-interpret Q&A conversations into articles:** Not a well-known method, but it's how you bend your mind to see things from another angle. Questions can receive up to 10 different answers from contributors. You can easily turn this content into a "10 Tips On How To…" article.

4) **Create multiple accounts for different niche coverage:** By 'playing' as different characters, you lend credibility for all the answers in one niche topic for each account. There's a collective effect going on here.

5) **Submit the Q&A page to [Pingoat](#) or [Pingler](#):** This is a bit black-hat, but nothing too outlawed. Just make sure you've optimized your keywords and add a link for your own profit within the answer.

It has been written in other reports you can add an additional $1000/mth by setting up 100 Squidoo lenses and Hubpages. When you can work out a daily plan to attack the Q&A sites, it is possible to add at least another few hundreds of dollars every month. Hopefully, this brief projection gives you an idea what you should do.

Chapter 17: Squidoo Publishing Basics For Dummies!

An e-book on Web 2.0 is incomplete without a mention of [Squidoo](). This chapter calls on those readers who still haven't had the faintest idea of what this sea creature is and how to play its game.

I hope I'm not the only dude. When I first got to know Squidoo, I kept thinking it's a blogging platform. Hell no! ☺ It's…it's…best described as a **modularized web page.** Unlike a blog, a Squidoo lens does not archive posts and accumulate pages, so you have to give everything you've got into that one page.

What Squidoo enables you to do is add on modules like a short Amazon or eBay listing or a text snippet to pile on more content and keep the page frequently updated. Knowing that this is how it essentially works, you can begin to scout around other people's lenses and observe how they present their content. Start with [Squidoo Top 100]() and then browse by topics.

While you're doing this, create your own account and get familiarize with all the available modules. What I did was **choose a lens as a role model and model after its format for my own lens.** Here's one of my completed lens—[How To Communicate For Anything You Want Using Conversational Hypnosis]() (subject to future changes).

I modeled after [What Does Your Love Horoscope Say?]() by penciling a sketch of its essential structure, which goes like this:

intro
article
youtube video
poll
article
amazon
article
photos
article
ebay
article
comments
news

Now it doesn't seem that hard, isn't it? Dabbling in Squidoo is worth doing for niche/affiliate marketers. It's no secret that Squidoo lenses are so easily picked up by the Google SE and marketers are publishing product reviews with their affiliate links stamped on them. Also submit your lenses at Lensroll.

Read these: "How To Create A Quality Lens" and "Squidoo Lens Genius".

My big-picture niche marketing idea is for you to **create multiple entry points for your chosen niche.** With your lens created, you replicate the presentation in your favorite HTML editor, save it as a file, and republish on Hubpages, Weebly, Wetpaint and other online web page publishing sites you can find, or even upload the page in free web hosting accounts. Just copy the HTML and paste it in the right place. Some tidying-up is always unavoidable at various sites. Note that you can add bookmarking buttons and contextual ads where permissible. I recommend AddThis for its easy bookmarking code. Here's what I've accomplished for another lens on meal planning:

http://mealplans101.weebly.com/
http://mealplans101.wetpaint.com/
http://hubpages.com/hub/howtoeatwell

http://www.squidoo.com/howtoeatwell
http://webmastery.fortunecity.com/mealplanningguide.html
http://tankiatwee.googlepages.com/yourmealplanningguide

After this, bookmark "the hell" out of all your pages, one URL every alternate day. This should give more than enough repetitive exposure for what is essentially the "same page". Submit to Pingoat, Pingler and Submit Express. Submit articles to create backlinks. Submit the links to website directories when you've time or outsource this.

There are a few conditions to bear in mind during lens creation:

1) J.P. Schoeffel suggests you don't set up more than 10 lenses per account in his e-book Squidoo Profits (download free!).

2) J.P. also suggests you add no more than 20 tags per lens.

3) Fellow marketer Melvin Perry once wrote in an e-mail about having **different accounts for different niches.** He claims it greatly improves your rankings in Google. I think there are 2 more benefits to what I call the strategy of "lenses collectivity". Again, I mention the effect of a collective power. If you have different lenses of very diverse niches within an account and visitors are curious enough to read through your bio description, it may not bode favorably to show yourself as a know-it-all. Second, if you've been selling as an affiliate for a while, you may have come across products that suddenly stop selling. When that happens, your affiliate marketing lens will also stop being relevant, and replacing a new product for your promotion will even require a rewrite of your lens. Consolidating 10 lenses on weight loss in one account reinforces a definitive presence which at least the Squidoo community can recognize. So even when the time comes for you to make alterations or changes, outside factors will not have drastically affected your pre-eminence in a particular niche through the lenses.
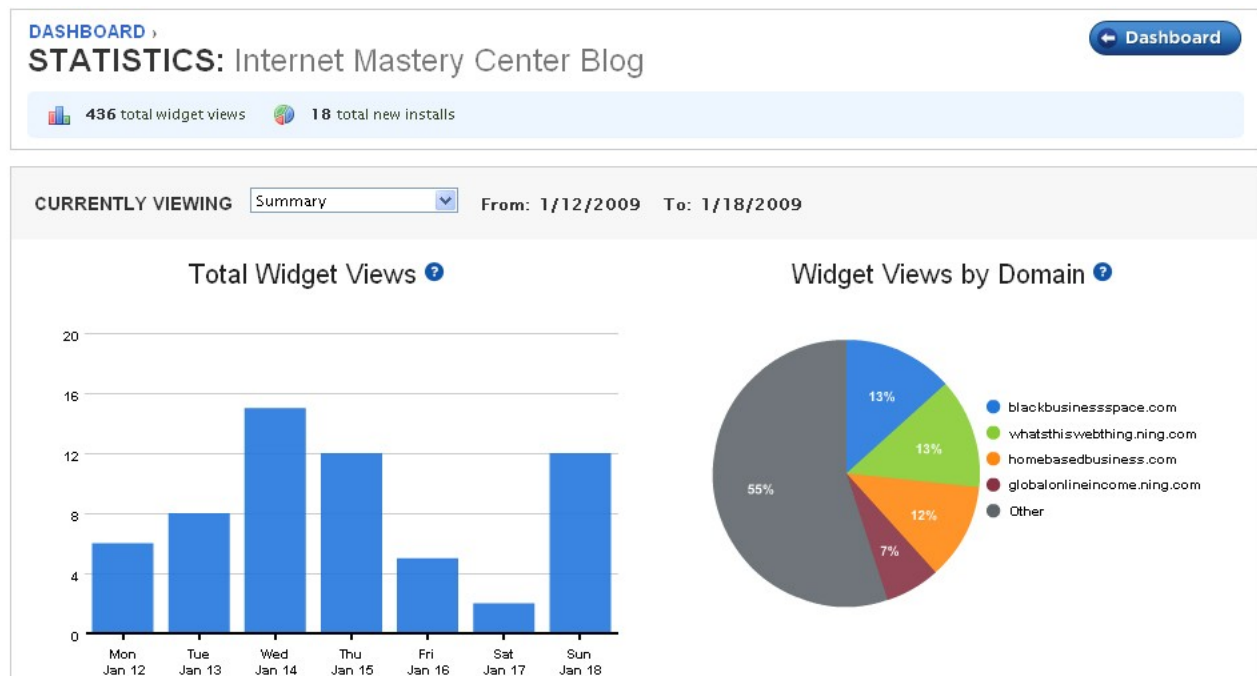
It is encouraging to note of Seth Godin's intention for Squidoo, as I quote him: **"Lenses do not hold content; they point to content."** Thus lens creation bodes very well for affiliate marketing; at the same time it demands a slightly different way for presenting lens copywriting.

Go back to my meal planning lens and see that the page is a mixture of a product review listing out benefit points, testimonials, short articles and some Q&As. Whenever you can, go for products with genuine testimonials so you can replicate those in your lens. Add in one "10 Tips" article and a "Reasons Why" article that appeals to the ideal customer profile. All these will require some time to think through, but if you want to get a 5-star rating, it would be worth the effort.

Chapter 18: Get More Traffic From Ning Networks

Ning networks are proliferating! As more webmasters set up communities of their own at Ning, I'm beginning to see this website as a substantial source of free traffic. Not only can you make friends, you can setup a blog and post videos too, all these for the purpose of bringing more exposure to your Internet business. There are also a lot of 3rd-party apps to install, much like Facebook. Of course, you can set up your own network and draw even more traffic, but you need to think a little ahead and strategize how you want to lead the crowd with your Ning network.

You can see below a simple set of statistics from Widgetbox based on the number of views I get from the Ning networks I subscribe to:

I like you to preview a typical layout of your member's page:

You get a better view when you're inside a network itself, but to get you better prepared, you just need to focus on 3 key areas. As you can see in the last page, they are: Profile information, an empty text area for you to insert plain text or coding and your Ning Blog.

The key Web 2.0 principle still applies: **Leave your URL wherever you can so your viewers can trace you back to your website.** For this to happen, you can insert your URL into your profile.

Apart from the fact that the empty text area does not accept Javascript, you can add other kinds of multimedia content to give value or for promotion. If you want content that's dynamic and always updated, you should publish your RSS feed. This is where [Widgetbox](#) comes in. Creating a RSS feed widget for your blog is a very simple process, and once it's done, your widget will be listed in Widgetbox and other visitors can search for it.

Take note the dimensions to fit your widget into your Ning page is 500 × 999.

Whatever you can blog within the network will get exposure in a common or shared blog page where you can also read other members' posts, but within your member's page, your blog is "your own" where you only see your own posts. Even if you don't blog, **you can at least treat this feature like an article directory** and posts your articles just as you would in other article directories. Add a signature at the end of your articles with a URL leading back to your website. Do not post your articles all at once. Maintain a certain momentum like 5 articles every alternate day and you will receive consistent attention.

Use the search box on the top right of Ning's home page to search for networks you can join in, and then participate in the communication, whether it's giving tips and strategies or something as simple as leaving a comment, you're building a momentum that will attract visitors and views to your member's page and ultimately lead them to your site. Your Ning friends will also send you invitations to new networks which you would otherwise not have known from searching, within Ning or on the Internet at large.

And this is what you will always do as a social marketer: participate, get involved and join new networks along the journey. Apart from having 'fun', you never know what kind of help you'll attract to fulfill your life's endeavors.

Chapter 19: Web 2.0 Business Considerations

Recall what I wrote in Chapter 1 about wannabes eager to jump on the bandwagon and set up social networking sites. However, despite readily available scripts and templates, nothing is really worth doing until there's a **viable model to make money** through those sites.

AdSense? Ad cents? ☺ Is this all you can muster?

Till this day, not even Facebook, the fastest rising online social network with more than 500 million users, have a clue on how to best monetize its database and traffic, apart from charging for ad placement or in other cases, getting major companies like Sony or Coca Cola to advertise on the sites. Here's the news. Again, this is an ad-centric scheme.

Perhaps that's **the problem with selling fun as an end in itself** and not as a means. No one's definitely going to pay for poking and sending drinks or watching videos on YouTube.

Yes, Facebook, YouTube and MySpace are bandied around for millions of dollars based on database size, but how many sites like this can pull it off?

Technically speaking, it's no secret these 3 sites are *not* making money, but after having a Skype discussion with Tim Shih, VP of sales at Review Basics, my mind sparked off 2 suggestions:

1) You can charge a subscription. You may lose out on population though.

2) You can charge per module or function for their usage.

If you ask me on what special basis I have to come up with the suggestions, I would say none, just as it is nothing special for Frank Kern to reveal how he made 5 figures from a terribly neglected list of 800 subscribers.

==**Confronting the numbers is a daily battle 95% of the world has failed to master!**==

Let's revisit a very simple yet profound equation once taught by Jay Abraham:

Unit price · number of units · frequency of transaction = earnings

Where from the perspective of the businessman,

Unit price is the cost price of the product.
Number of units is the number of copies of a particular product aimed to be sold.

Frequency of transaction is the number of purchases made for the product.

From the perspective of the customer,

Unit price is the number s/he can afford.
Number of units is the total number of items s/he buys from the businessman for as long as s/he is willing to be the businessman's prospect.
Frequency of transaction is the resultant number of payments s/he has fulfilled for all the items s/he has bought from the businessman.

The 'earnings' from the perspective of the customer is referred to as **"the lifetime value of the customer".**

How much is a lifetime value of a customer? You can start by asking, "If 1.5 million dollars is needed every year to sustain my business, how much must each of them pay me if I maintain a consistent base of 700 paying customers?"

$$\$1,500,000 \mid 700 = \$2,142.86$$

and that's how much each of them must afford to you every year.

With these figures in mind, you, the Web 2.0 puppetmaster, can proceed to define different levels of value, create new modules and functions in accordance to the level of value assigned to them, and then **justify to your database what exact benefit is charged at what price. <mark>It's marketing all over again, my friend.</mark>**

When you become upfront and clear about your money-making model, there will be confidence and transparency. Nothing is tricky. Free is free, charge is charge. Your database can choose to buy or leave it. In the end, the life of a business still hinges on a continuous endeavor to find ways to add value, charge, add value, charge…

If it's really challenging to brainstorm how to monetize a Web 2.0 site, you can create spin-off products outside the realm of the site and get the finance to feed the site for doing what it does best: build the population.

I really hope this chapter could mean a wake-up call for some Web 2.0 webmasters out there. It's getting more often to see social sites disappear and there can only be one good reason best known to themselves: it's not profitable enough. I haven't set up a social site but I definitely want to know what's in it for me to invest my time and effort in a business activity. Time and again, money/profits stand out as a major factor.

My best wishes to you to be courageous at confronting numbers in life.

Final Word

Congratulations! You actually finish the book! To make sure it is a worthy investment:

1) Study it.
2) Understand it.
3) Know what to DO with it.
4) Be organized and have a plan so that you can anticipate what to do next.

At least you'd get a big picture of where Web 2.0 is heading today. Are there textual errors or dead links in this book? Click here to e-mail me. Are there ways I can improve this book? Send your suggestions to me. I am glad to have your testimonial too. Tell me what you think of this report and attach me your photo and your website URL. I'll publish it on the web page.

This e-book is by no means conclusive and I can't wait to expand on the current content with all the tips you can grant me so I can credit you for them.

I hope you immensely enjoy "Monetizing Secrets Of Going Web Social" and found it useful, to say the least. This is Nelson saying, "HELLO!"

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Nelson Tan

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Step 2: After your order is completed, you will be brought to the download page and can also expect to receive the download link from the first welcoming e-mail.

Step 3: Unzip the downloaded file and follow the rebranding instructions.

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