

Dominate the Web 2.0 Market

Master the New Rules of Online Marketing Success!



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Chapter 1 – Understanding Web 2.0

For many people the term Web 2.0 is complicated. They fail truly to understand what this is and how it works. Many so-called experts have tried to give their long drawn out technical explanation of this type of web site. The problem is though is that use so much jargon and hard to understand technical mumbo jumbo that an average person will need a Rosetta stone to decipher what these experts are saying.



One of the definitions that I came across when I first started looking into Web 2.0 was that it was a term to characterize design patterns in what they called a constellation of a new generation of web applications. They went on to speak of infrastructures and new and improved collaborations. The further I read on the more confused I became. The only thing that I was able to gather from what the writer of that page was talking about was that; Web 2.0 was a phrase coined by O'Reilly Media in 2004. Understanding who coined the phrase was not going to help me to understand how this new generation of web applications was going to benefit me.

The only way I figured I was going to learn what this was all about was to jump in headfirst and start using these sites to my advantage. With no real understanding of these sites true purpose and the workings of the sites, I was leery for some time. After utilizing different variations of Web 2.0 sites, I have now figured out what this is all about, once you remove the confusing tech talk. Is it not about time though for the average person to understand what this concept is? Well hold on because I am getting ready to explain this concept to you in easy to understand plain English.

Web 2.0 websites are user generated content sites. Visitors to the sites sign up and then start contributing their own content to the site. MySpace is a user generated Web 2.0 social networking site. Users create their own profiles, add pictures, and upload videos and even music to the site. Social bookmarking sites such as Digg allow users to submit links to stories, videos and websites that they like along with their own review of the pictures, videos and websites in general. Thus, the majority or whole content of these sites is that of contributions from users just like you.

The way this concept differs from what we know as traditional sites or Web 1.0 sites that the traditional sites are sites that are more static. In this, the webmaster generates all the content for the site and shares this content with you. You have no say in the content that is on this site nor do you usually have a chance to leave your own opinion of what you have seen on the site. Now some traditional sites do have areas for comments but this should not be confused with the broad user generated content sharing of a Web 2.0 website.

Take the blog site Tblog.com for example; this site is a Web 2.0 blog that is comprised of thousands of users creating individual blogs on a variety of subjects. All the information that you find on this site is all user contributed. The same concept applies with YouTube, which has tons of videos that you can watch. All of these videos are all user contributed to add a lot of diverse content to the website.

Now you can see in plain English a simpler explanation of what a Web 2.0 site is. Once you take all the technical talk and industry jargon out of the equation, it starts really to make sense. User generated content sites means marketing potential for you. One of the rewards of Web 2.0 marketing is that it is virtually free to use.



You just how to know how to successfully utilize these sites and that is what you will learn how to do in this E-book. After all, I have already been down that road and went through my trial and errors on what marketing with Web 2.0 sites can and cannot do for you and your business. So read on and let me take some of the guesswork out of this for you.

Chapter 2 – Quick Look at Using Web 2.0 Sites for Marketing

Once you have your website created, you are ready to launch it onto the World Wide Web. Now you have a great website that is just sitting there in cyberspace with no one looking at it. This is probably not the plan you had envisioned when you created your website. If you are like any other webmaster, you are going to want to see a huge amount of traffic to your website. If you have a product or service to offer then you are going to want to see a ratio of traffic that converts to sales. This is just not going to happen until you do something to drive that traffic to your waiting website.



In the first chapter, I explained to you what the concept of Web 2.0 was. Now in the above I am talking to you about site traffic and converting sales. So you are probably wondering what the correlation between the two are. Well one of the best ways to market your website and do so for virtually free is to utilize Web 2.0 websites.

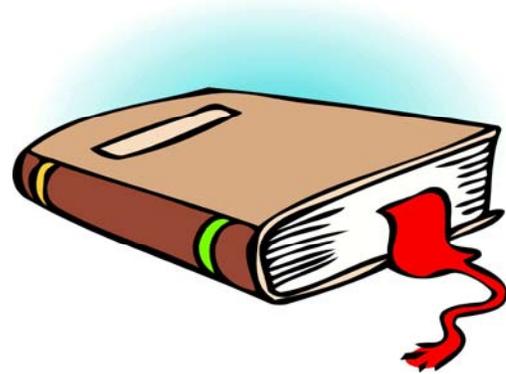
There are various types of Web 2.0 websites on the World Wide Web. Each different type of site has its own marketing potential for your website. The following will give a brief overview of the different types of Web 2.0 sites there are and how you can utilize them for some marketing potential. We will get into a more in depth understanding on how to use them further into this E-book but for right now it is important to give you an outline that you can see. This way you can start to visualize a little more what you will be doing, when using Web 2.0 sites to market your very own website.

Blogs offer you away to create teasers that get people interested and to your site to learn more. Web 2.0 blogs are different from the traditional blogs. I will get into the details on that later. Right now, I want to give you an overview of what the blogs can do for you. See blogs allow you to add separate entries like a diary online for everyone to see. All you have to do is create your entries to show case your product or your service and point them all back to your website. Your entries can showcase a product by talking about its features, how it is useful and why your readers would want it. If you are offering services, then talk about your service. Blog about your experience in that field. Just make sure that no matter what you blog about, you get their interest and you point them back to your website. Later on in this E-book, I will show you how I personally have made blogs work for me.

Social networking sites such as Myspace allow you to create a company profile or if you are an individual a personal profile about yourself. It is so much easier to land that sale or gain a new client for your services if people can see you as more than just a company. While your website may tell about you in a business sense, social networking sites can let potential customers and clients see the human side of you. Networking can drive traffic to your website and the more traffic you get the more sales you will get.

Social videos sites allow you to create and upload creative videos about your website or product to get more traffic to your website. These videos can be done in a variety of ways. The main point to gain name recognition and product or service interest. With the ability for other users to leave comments, you will see better how your video is being perceived by the public, which will help you in your marketing. Further on in this E-book I will explain how to make this work for you, as there are several ways that you can use social video submission sites. There are also different ways that you can create the videos.

When it comes to trying to dominate the Web 2.0 market social bookmarking sites are a personal favorite of mine. They require so little marketing effort on your part and yet yield such a nice return. We all want something for nothing, which is just human nature. Well this type of Web 2.0 gives us almost that.



When you create an account on social bookmarking sites such as Digg, or StumbleUpon, you then have the freedom of bookmarking your website on their website. Once your website has been bookmarked it is there for everyone to see. It usually takes me about two minutes tops to sign in and bookmark a site on any of the social bookmarking sites. I put in very little effort and yet my traffic from them has been fairly high. I will explain these as well a little later on.

As you can see with the above outline the purpose is to allow other users on the website to get to know you, your product or your service with teasers or a personal bio. You do not want to give it all away on one of these sites, because then they will not have much reason to come to your website if you do that. Build up some hype and such and get them drooling so that they move from the Web 2.0 site that you are using and on to your website. Your website is going to be where you close the deal, so make sure your website is designed to close the deal.

Chapter 3 – How to Use Web 2.0 Social Networking Sites to Maximize Your Marketing Efforts

Social networking sites offer you a great way to get yourself known. Social networking sites allow you to create a profile and then network with other users on the site. Most social networking sites also allow you to join groups so that you can meet up with other like-minded individuals. The thing is though is that you need to watch how you use a social networking site to promote your business since you do not want to be seen as pushy. No one likes a pushy salesperson and on the internet is no different. You have what is known as a hard sale and a soft sale. When using sites such as MySpace and Facebook, you want to do so in a soft sale way. This means you want them to know what you are offering without feeling like it is being shoved in their face. I will break down a few sections of a social networking site and show you how you can soft sale people.

Creating Your Profile:

This is your main area that you will want to do your promoting at. Remember that your website should have your business profile on it. With that in mind you are going to make your profile on the social networking site a little more personal.



Take advantage of the fact that this is an informal place so you are free to be personal. Fill in areas of personal information. Myspace allows you to put information in on your favorite movies, music and interests. Those areas should be filled in and give people an insight into you. After all we all feel more comfortable purchasing products and services from those that we know.

In a brick and mortar business your customer comes in and you deal with them face to face. During those transactions there are openings for you and the customer to talk and personal information to be shared. Take going to the furniture store for example, you can relate to how the salesman will walk around with you and during the process of showing you furniture there may come mention of how many kids you have and you at this point will learn how many kids the salesman may have at home. It is this personal information that helps to build bonds that forge business relationships. The next time you go to the store for furniture you may request that same salesperson to assist you.

We do not have this chance on the internet for some face-to-face sales and relationship building that we do in the brick and mortar business. Therefore, you need to take advantage of the chance you are given to let the potential customer see you as not only a professional but also as someone who is just like them.

I use my profile on Myspace to promote my business that I have. My main profile features a slide show of various pictures of my family and myself. These are just some random home shots with captions of who everyone is. I have some graphics up on my profile that are fun and entertaining. I have even placed a radio feature on my profile that has about four songs loaded on it. This is my personal area on the internet and I use it in conjunction to promote my business. The informal layout and personal feel of my profile has driven a large amount of traffic to my website.

As you can see you are getting personal with those that are visiting your profile, while at the same time you have made mention of your website and have placed a very obvious link on your profile to your website. You are not pushing your business by speaking only of the business and the link is your soft sale if they are interested.

Joining Groups:

Most social networking sites have a group section that you can find groups with your interests to join. The groups usually have the members main profile picture and name displayed for all group members to see as well as a forum area for all group members to discuss things relevant to the group. This is a great way to put your profile to work for you and start sending traffic to your website.

The part that most people fail to realize when using groups to market their websites is to not spam the group forums. So many people join up with a group and then start putting links to their websites up in the group forum in hopes of driving people to their websites. This is poor manners within a group and will usually result in not only you being banned from the group but also your account with the social networking site being shut down. This does not benefit you in anyway and is the quickest way to lose credibility as a professional.



So how do you use the group to drive traffic to your website? Well that is simple so let me explain how that works. You have already created a nice personal profile that does point toward your website. The purpose of the group is to network with other like minded people and in return you can count on the fact that they will check your profile out. Once they have checked your profile out, if there is mention to your business, which there should be, then in most cases they will check this out as well.

Just take part in the discussions and leave the rest to your profile. You do not want to push your business too hard in front of people in the group forums. Just relax and socialize and the rest will fall into place on this one.

Check to see if the social network site you are using has a signature area for group forum postings. You can use the signature areas to place a piece of text linked to your business there so that all of your postings at least advertise in an appropriate way your business. For the text just put your business name and then link it to your website and you are done.

Onsite Blogs:

Social networking sites such as Myspace have blogs that you can add to your profile. When you create your blog entries, the first few entries' titles and a brief overview are displayed on your profile page. This allows other users to find your blog entries easier. Depending on your business or service, there are several ways that you can utilize the blog that these social networking sites offer.

Take for example that you are offering a service for custodial parents to collect on past due child support. You can use the blog to write up your own mini articles that deal with child support and the effects of estranged parents from their children's lives. This gives you the chance to offer useful and valuable information separate from your website so that your website is not overly cluttered up with tons of information. Show those in need of this service how you can help them after showing them why they need the help. Be factual but creative and always remember to direct them back to your website.

For those that have products to sell this is also a great place to show case some of your products. Take the time to create some catchy entries for several of your products. Most social networking sites do not seem to have the ability to put pictures into your blog entry, so make sure that your words do the describing and get your point across. Tell people how that product in that entry post will benefit them. If you only have one product do not worry, you can still pull this off without sounding repetitive.



Let us look at green tea as a product that you may be selling. Now you only have this one product but you are going to still utilize the blog to catch the interest of potential customers. Your first post would of course describe your product and some of the benefits of your product. Now you have your entry and it points to your website. Maybe a couple days later or so you will now post an entry that may discuss your companies sells rate on this product. You can say something about the sales rate and how consumers' purchases shows that this product is in hot demand. Are there any new

studies whether formal or informal out on your product? Post your finding about this as well. All of these posts are getting you seen and your business out there for all of your potential customers.

Remember to point back to your website so that you can close the sale. Use words such as “Click Here to Get Yours Now”, “Click Here to Learn More” “Click Here to Find Out if This is Right for you” and so on and so forth. Just let them know where to click. I found if I put click here and some other words, more people did go from my Myspace blog entry to my website. Now if you are offering a service you can post your business phone number at the bottom of each blog entry.

Do not be afraid to get creative and get their attention. My blog is bright yellow in color with purple text. I had originally started out with a simple black with white text and then I moved to white with black text. I figured it looked more professional. Well traffic coming from the on site blog to my website was very minimal. When I punched it up a notch and went with bright yellow and purple, my traffic from there had increased. I got their attention and they clicked my link at the bottom of each entry.

Remember to keep your blog fresh because a stale untouched in awhile blog will lose readers. Since most blogs that are on site have an entry date on them, even a new reader will go elsewhere if your entry dates are old. This is an important part of marketing with a blog and if you cannot keep it fresh then it will work against you. Now your posts do not have to be anything lengthy all the time, in fact you want to keep them short but point driven. So about five to ten minutes every other day should be relatively all you would need to do.

Before we move on to another chapter and more information on maximizing your marketing with the Web 2.0 market, let us recap how to use social networking sites. First create a personal informal profile that shows you as a person. Next find groups that fit with your interests and join them. Never spam the groups, these are just your way of getting yourself seen without pushing your product or service. Lastly utilize the onsite blogs to show case your products and service. Remember that social networking sites are just one form of the Web 2.0 market that you can use for marketing. There are many more Web 2.0 website types out there and I am going to show you throughout this E-book how to use them to your benefit.



Comparison Chart for Popular Social Networking Sites:

Site	Blogs	Group	Chat rooms	Photo Album	Forums	Video	Music
<i>MySpace</i>	X	X	X	X	X	X	X
<i>Facebook</i>	X	X		X		X	
<i>Netlog</i>	X	X		X		X	
<i>Tagged</i>	X		X	X		X	
<i>Bebo</i>	X			X		X	X

Facebook blogs are called notes and Tagged blogs are called journals. Netlog groups are called Clans.

Chapter 4 – Using a Web 2.0 Blog as a Marketing Avenue

A lot of you will know what a blog is, while some of you are sitting there scratching your head wondering what I am talking about. So for those that still do not know what a blog is I will give a brief explanation before moving on as to the differences with traditional blogs and Web 2.0 blogs.

A blog is basically an online journal that you can create and post entries into. The difference is that in most cases a blog is open to the public so others can read what you have entered, where as a journal or dairy is a private book that you keep hidden. That is the simplest explanation there is for what a blog is.

Traditional blogs and Web 2.0 blog sites differ in a large way. Traditional blogs allow you to create the blog and post the entries, but unless you market the blog no one is going to see it. Now once the search engines pick up on it, then you may see a little traffic trickle into your blog from it but not much. Therefore, you will need to do some major promoting to get people to your blog. Now with a Web 2.0 blog site you can create your own blog and post your entries but people will see your blog entries almost as soon as you post them.



Web 2.0 blog sites are a social site that does a lot of the promoting within for you. Other users or people surfing around on the site will see your blog entries and can visit your blog from there or read just that individual entry that interests them. Most blog sites such as this allow you to not only place your blog in a category that fits the blog but also allows you to place each entry into an appropriate category.

I use Tblog for one of my marketing avenues with Web 2.0 blogs. I use them because they have a few features that quickly allow me to get my blog entries seen. First off when I place a new blog entry in my blog that entry automatically appears at the top of the list of other entries from other users under that category. Therefore it is in a prime location to be seen. Also on the front page of Tblog is what they call a tblurt box. I can type in a tblurt telling other users that I have a new entry on my blog. This will appear on the front page for everyone to see. Both quickly allow me to drive users to my blog entry and from there try to get to them to the website I am promoting in that entry.

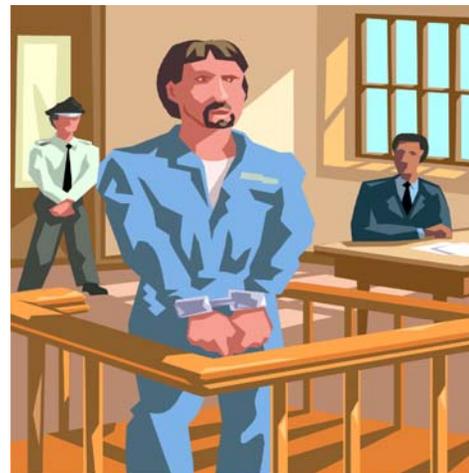
A good way to gain a little more traffic is to take the time to read other people's blog entries and place an appropriate comment on their entry. Most blog authors will return the favor and go and look at your blog. I have converted traffic somewhat from this practice.

In addition for effective marketing, you need to leave the comment section open on all of your entries on any of the social blog sites that you use. The comment section can give you an idea as to what marketing tactics are working and which ones are not. Feedback on these comments are one of the best ways to judge what consumers or potential clients are thinking about what you are offering.

For those that are marketing a website that sales products you need to showcase those products. Most of these sites allow you to upload pictures and even videos to your blog. Upload some product pictures so that people can see what you are talking about.

Remember to add some text in to that entry as well. It has been proven that a picture entry with little to no text does not seem to convert very well. Do not forget to link that picture to your website, so that anyone who clicks the picture will be taken to your website. It is preferable that you link a product picture directly to that products description page.

For those that are offering a service, your posts do not have to always be just about what you are offering exactly. Let us use this as an example so that you understand what I am talking about. Say you are offering a service to custodial parents to help them get their past due child support from the non-custodial parent. Now you can post entries on the services that you offer and such, but you should also post statistical entries as well. Do some research and post on the effects of failure to pay child support and the laws surrounding child support. Then remember to make mention at the end how your company can help.



For videos placed on your blog you need to keep them short. It is recommended that for the internet that videos be no more than five minutes long. Internet surfers do not want to spend a lot of time on one particular video and will tend to leave before the end if it is too long. Also make sure that your point is made during those five minutes. Do not leave the viewer at the end still trying to figure out what you were talking about.

The same can be applies to text as well. You do not want a long drawn out blog entry. The average internet surfer does not spend a lot of time reading one blog entry before moving on to something else. There fore while it is important to get their attention and give them useful information to get them to your website, it is more important to do so in as brief a post as possible. Therefore, brief and two the point along with some pictures or a video every so often and you should have people heading from the social blog site right to your website. Also if you are offering a service, place your company phone number at the bottom of your blog posts.

Comparison of Social Blogging Sites:

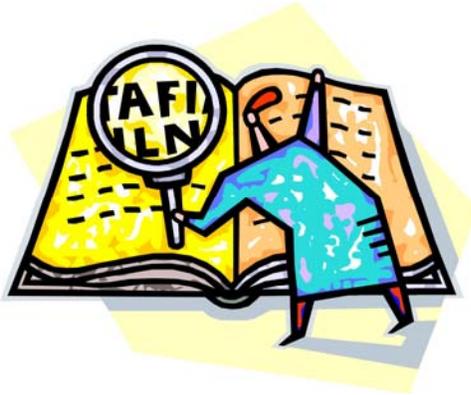
This is not a full scale on all the blogging sites out there. This is however a comparative list of some of the more popular blogging sites used.

Site	Videos Allowed	Audio Allowed	Images	Design Templates	Email			
<i>Vox</i>	X	X	X	<i>To many to count</i>	X			
<i>Tblog</i>	X	X	X	7	X			
<i>Shoutpost</i>	X	X	X	6	X			
<i>Blogger</i>			X	<i>To many to count</i>	X			

Chapter 5 – Marketing With Social Bookmarking Sites

Social bookmarking sites allow you to create a profile then bookmark your favorite sites. These bookmarks will be shared with other users. When you bookmark a site you will give a brief description and then pick a category and add keyword tags to your bookmark. These keyword tags allow your bookmarked site to show up when a user searches for bookmarked sites for that keyword. This of course is the basic explanation of social bookmarking. I prefer to use simple explanations for things over the tech talk explanations because that way everyone no matter what their level of knowledge can dominate the Web 2.0 market for their own marketing needs.

For your use you are going to bookmark your website and your blogs to better enhance your marketing potential. You will need to pick the appropriate category, give a short but to the point description of the bookmarked site and then pick the appropriate keywords to tag your bookmark with.



Not all social bookmark sites will have a category that fits your website. Some social bookmarking sites are geared toward a specific theme or a limited amount of topics. Should your website not fall into their theme or any of their topics then do not try to bookmark your website or blog on those social bookmark sites. This is considered under some circumstances as spam. Even when it is not considered spam to do this, it is still unprofessional. So stick with social bookmarking sites that offer your theme or category for your website.

Keywords should cover what you are bookmarking. Use as many keywords as possible that are relevant to your website or blog. Your account can be terminated by some sites if you are loading your bookmarks with a lot of irrelevant keywords. So refrain from doing this. Do not be afraid to use both singular and plural forms of words or variations of words for your keywords.

In addition to creating a profile some bookmarking sites require that you download an application that will run in your browser bar. The purpose of this is so that when you are on a website and you wish to bookmark it all you have to do is click on their icon in your browser bar and you will be able to bookmark that site. Not all bookmarking sites will require this.

Most bookmarking sites offer you a feature so that you can place their buttons on your website so that your website visitors can bookmark your site themselves. Now while you are going to bookmark your site yourself, it is still a benefit to have these buttons on your site. Your site visitors who wish to bookmark your site will click one of these buttons and discover that it has already been bookmarked, now they have the option of voting on it. Since they were going to bookmark it themselves the chances are they will go ahead and take the time to vote it up. This means that you are moving up in the ranks with no extra work on your part.

To increase your review on these social bookmarking sites you should also bookmark other quality websites or articles that you find on the internet. Now you are probably wondering why I am telling you to bookmark other people. The reason is that if you are seen as a contributor who contributes quality bookmarks then your other bookmarks that you are bookmarking to promote yourself will also get good reviews.



Therefore, bookmark things that are of quality that are informative, useful and you will gain a reputation and thus increase your own traffic. In fact some social bookmarking sites will terminate your account if they feel you are spamming their site with your own promotions. While it is ok to promote your own website and such, you do not want to give the impression of spamming.

You need to understand that a lot of traffic can come about as a result of bookmarking your website on one of these social bookmarking sites. Digg is one of them that if your content is good, other users will digg, your bookmark and thus raising you up in the ranks. As you rise up you will be hit with more and more traffic to your website, therefore make sure you have a server that can handle this possible traffic overload. While this does not happen to everyone there is still that chance that users on the social bookmarking site will love your content and thus your traffic increases. Reddit is another social bookmarking site that can drive a nice amount of traffic to your website.

While you can end up with more traffic than you know what to do with, remember that this can take time to happen. As mentioned in this chapter you will need to have your website placed in the right category, use lot of relevant keywords and offer a good description. When you apply all of this you will have a better chance of getting known and rising in the ranks on these social bookmarking sites. This is all needed to see the huge amount of traffic that these sites are capable of delivering to your website.

Chapter 6 – Video Submission Sites

Videos are a great way to market a product or service. The problem is though is that you do not want to clutter your website with to many videos. Your social networking profiles also should not be cluttered with to many videos. While you can change your videos out to showcase different products you cannot or should I say do not want to leave them all on your social networking site or your business website. To be able to have every video you created viewable to the public you will want to utilize a social video submission site such as YouTube.

A great point with video submission sites is that users are allowed to post comments on the videos that are on the site. These comments are a great way to find out how the public is viewing your videos. You get a free trial and error marketing testing by just using the site to air your videos. Remove the videos that do not seem to appeal to the public and replace it with a different video. Watch your comment section to see again how this new video is fairing with the users.



YouTube and other such video submission sites allow users to create a profile and start uploading videos for other users to watch. With virtual millions of internet users watching the user submitted videos on these sites you are sure to see a turn around with your website traffic. There are however keys to creating a successful video because if your video bombs out then your traffic and sales are sure to bomb out as well.

First you need to decide upon the direction of the video and have a clear outline for your video. You do not want to start shooting your video and winging it as you go along. This type of performance is sure to not make for a clear video. Take the time to put together a clear outline to use during the shooting of your video.

Remember that internet users do not want to spend forever in one spot, so keep your video short. A web video should be no longer than 5 minutes. So realize that you only have 5 minutes to get your point across.

The previous point leads to the next point I am going to make. You need to make sure that by the end of your video that the viewer knows just what you are trying to convey. They should not be left at the end wondering what your video was about.

Make sure to place your website link at the end of your video. You can also place a text over the video of your web address as well throughout the video. For those that have a company phone number make sure to place that on your video as well. Make mention of your company name or your product during the video will help to drive home name recognition.

You need to make sure that the video that you created is not seen as annoying. We have almost all of us seen the annoying used car salesperson commercials. Avoid using these types of promotional tactics in your videos. After all if your video is annoying the viewer will move on to someone else's videos.

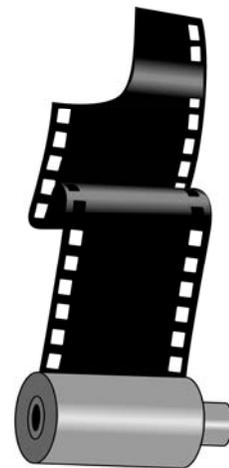
Now that I have given you some of the outlines making a good video, let us talk about equipment. You do not need a high tech, high dollar video recorder; in fact you can make your videos using an average web cam. You will see a lot of decent videos on YouTube and other video submission sites that are created using just a simple web cam. A web cam and a microphone will allow you to create your videos without spending a lot on more expensive equipment when you are on a budget.

Another great thing with videos is that you really do not even have to have a video recorder or even a camcorder. You can create your videos using still pictures. Windows Movie Maker allows you to use still pictures to create videos with voice over. Therefore, you will need a microphone for the voice over. Alternatively, find the free to use music and use it over the still pictures and add some decent text throughout your video.

Windows Movie Maker is great for creating videos with still pictures to the point that even a beginner can create some great videos. I used it when I was first starting with stills as videos and was able to turn out some great marketing videos. I had seen other users on YouTube featuring videos that were comprised of still pictures and decided to give it a shot. I found that they did work fairly well at driving some traffic to my sites.

The pictures that you use can be obtained on the internet from free stock picture sites. All you need to do is grab some relevant pictures and put them in the order that you wish them to run through the video and use the Movie Maker to add some text and incorporate your voice over or the music that you choose.

Just remember that you should be working toward name recognition, your video should be short and to the point and that your web address is located at least at the end of the video. You want the viewer to know what it is that you are talking about and who you are, as well as how to purchase your product or service. Therefore make sure this is all covered in your brief video.



You will be able to add keyword tags to your video so that it is easy for others to find. Make sure that your keywords are relevant and concise with your video. Use as many keywords that you can, so singular and plural forms of a word work as well as variations of the word. These are just as important as your video itself so make sure to take the time to give your videos adequate keywords.

Comparasion of Video Submission Websites:

Site	Allows Comments	Category Variety	Limits Video Size	User Ratings	Keyword Suggestions
<i>YouTube</i>	X	X	<i>10 min. 100MB</i>	X	X
<i>MySpaceTv</i>	X	X	<i>Less than 100MB</i>	X	
<i>Mega Video</i>	X	X	<i>Unknown</i>	X	
<i>Veoh</i>	X	X	<i>No limit</i>	X	
<i>MetaCafe</i>	X	X	<i>8 Min.</i>	X	
<i>Break</i>	X	X	<i>60MB</i>	X	

Break.com is geared more toward men ages 18-34. MySpaceTV is different from than the videos that you submit on your profile.

Chapter 7 – Web 2.0 Marketing for EBay Sellers



There are so many information booklets out there on how to become a power seller on EBay. The basic information that you need to become a power seller is offering what people want and getting your listings seen. The getting seen part is the hard part. The reason it is hard is that most people sell on EBay to make money and to get quality listings they have to pay the fees to EBay. These fees cut into your profits more than some are willing to pay. So how does one go about driving traffic to their listings if they do not want to pay the fees to get the quality listings? Easy, all you have to do is utilize Web 2.0 sites as your marketing frontier.

There are several ways that you can get your listing seen on different types of Web 2.0 sites. In this chapter, I am going to show you the different ways that you can put these different types of social sites to work for you. Depending on what it is that you are selling and how much involved you are in EBay, will depend on which of these sites are best for you, so I will break them all down for you.

Blogs:

When dealing with EBay listings on your blog it will work the same way as I explained earlier in this E-book for products. The difference is though is that you be trying to build up the hype of the auction as well as the product you are auctioning off. This way you not only drive people to your listing but you get them to start bidding. Auctions are the same as selling a product; it is all a numbers game. So build the hype up for both that way you get them interesting in competing in an auction bidding.

You will need to go in and edit your blog entries as well. Your readers are not going to stick around long if they are clicking link after link to closed auctions. Therefore, take the time to go in, edit each closed auction entry, and up date it to allow your readers to know which auctions are open and which auctions have closed.

Some EBay sellers have their own storefronts on EBay. If you are one of them, then blog about it and place a link on your blog that goes directly to your storefront as well. Do you have some buy it now items in addition to your auction listings? Make separate postings for those and build up some great hype over them being available for a low buy it now price.

Social Networking Sites:

With these sites, you can utilize many of the features to gain attention to your EBay listings. Use your profile to mention that you are an EBay seller. Place a link on your profile to your listings page. If you have a storefront on EBay place a link for that on there. MySpace has a bulletin section that allows you place a bulletin that will show up on all your friends' home page for them to see. Take the time to create a bulletin for your EBay listings. Make sure that you place a link to the listing within the bulletin.

Pictures speak a thousand words so do not be afraid to place pictures of your products up in your photo albums for currently open auctions. If you have more than one picture for a product that you are auctioning then, consider creating an album for each product and placing just that product image in its own album and name the album accordingly.

The blogs that are most social networking sites can be used as I mentioned above. What you can do here though is to point your blog readers on the social networking sites to your photo albums so that they can see pictures of the products. They are more likely to visit your EBay listing if they can see pictures of the product and see that it is something that they want.



Video Submission Sites:

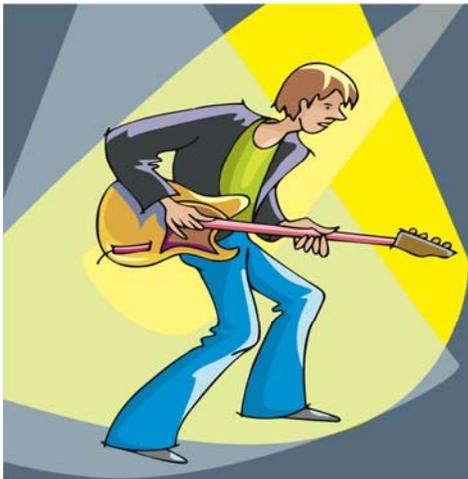
While this type of site would normally be a great way to market your product, service or website, I do not recommend using it for EBay auctions. The reason being is that you will spend time putting together a killer advertising video, only to have to remove it because the auction has ended. Therefore, it is best to stick with other means of advertising for EBay auctions. Now on the other hand there are some exceptions to this way of thinking.

While I do not recommend video advertising on sites such as YouTube and all the lesser-known video submission sites for EBay auctions, I do however think that for those that have an EBay storefront could benefit. Since your EBay storefront will not be changing as often as your auction listings, your videos will have more of a shelf life. This longer shelf life will allow them to be of some benefit to you, as they will attract attention for your EBay storefront.

Chapter 8 – How Musicians can Dominate the Web 2.0 Market

For so long it was hard for inspiring musicians to break into the music industry. Getting seen by the public and landing a record deal was hard work and many promising musicians were never even seen or heard of by the public. After many years of struggling to just get a break in the music industry, many never seen their break. The internet along with Web 2.0 social sites have changed that and brought the walls down for many promising musicians.

Therefore, you want to get your big break and show the world your talent but you are finding it hard to break into the music business. Now is the time to start marketing yourself and your music. This chapter is dedicated to you and will show you just how you can get the recognition that you want and deserve.



Social networking sites are a great place to start getting yourself seen. Take the time to set up a profile on as many of these social networking sites as you can. MySpace seems to be a big one for up and coming musicians as well as established well-known musicians. Should you not only create a musician profile on these social networking sites but also create a fan club profile on MySpace. MySpace is very popular for fan club profiles.

Take the time to check out other musicians' profiles so that you can see what is working for them and start incorporating these tactics into your own profile. After all, it is always best to go with what is working and not try to reinvent the wheel so to speak. This does not mean though that your profile has to look like theirs, you will want your own personality and that of your music to show on your profile.

Create audio and even videos for your music and place them on these social networking sites. This allows people to hear your music and help to gain you a loyal following. Your videos do not have to be dynamic but the sound quality does have to be good. Your videos can be done with a web cam just showing you/ the band performing the songs.

When you have, any live performances in some local venues take the time to put together a bulletin such as the one the MySpace has. This bulletin will go out to anyone who is on your friends list. Thus helping to get the word out about your performance and increasing the turn out at the venue you are performing at.

Utilize the onsite blogs on social networking sites as well as create one on a social blog site. You can blog about your passion for music, the inspiration behind a certain song of yours, up coming live performances. Place pictures of you/the band on your blogs. When using a social blog site, check to see if they allow video and audio files and place these on your blog as well.

Video submission sites such as YouTube are another great way to get your videos out in front of the public. Again, your videos can be simple in design as long as the sound quality is good. You want people to hear how great you are, and thus gain a loyal following of fans. At the end of your video, place a link, back to your main social networking profile.

In a previous chapter, I spoke on video submissions and gave a guideline to creating a successful video. One of the guidelines that gave was that a video should not be more than five minutes long. This is the exception to that rule. Music videos can be a slightly longer than five minutes long. If your song is say five minutes and 45 seconds long, then make sure to have a video of that length or a few seconds longer. The five-minute rule is for product, service and website marketing; it does not apply to music videos.

If you have merchandise that you created yourself at say a site like Café press then place the link to that at the end of your music video. This will help gain your exposure for your merchandise and increase your sales. Your own personal merchandise can help to gain you even more recognition as an artist. You do not have to limit the link to your merchandise page to just the videos on a video submission site, you can have it at the end of videos you place on social networking sites and your blogs.



Create profiles on all the social networking sites, social blog sites and video submission sites that you can. Different people use different sites and thus by using as many as you can, you are increasing the amount and type of people who view your content. This gains you the ultimate in exposure and is how you will be able to dominate the Web 2.0 market.

Chapter 9 – Marketing with Podcasts

Creating a pod cast is another way that you can reach your targeted audience and thus dominate even more of the Web 2.0 market. The actual creation of the podcast can be done either by creating the podcast yourself or by using a “point and click service. While podcast can be created as paid subscriptions, you will want to offer yours free since this is another marketing venue for you.

We have all seen the home shopping network on television that offers up products for sale on their show. Well with a podcast, you can do your own home shopping show offering up your products for sale. Just remember to point your viewers to your website to make their purchases.

For those that are offering a service then consider doing your own podcast info shows. During your shows bring about topics that can be tied into your service and throughout your podcast show refer to your business and the services that you offer.



Musicians to utilize podcast as well for sending out podcast shows of their music. Interview with the band shows, upcoming events notifications and such can all be ideas for podcast shows that help to market their music. The more you market your music and yourself as a musician the more recognition that you get from the public. Being known is what it is all about in this game.

Now podcasts do not have to be video shows with audio. They can utilize just audio or even images. It works the same as videos only with a podcast your shows can be watched or listened to on portable devices such as the Apple Ipod. Thus, allow for an even large targeted audience to have access to your advertisement shows. Subscribers can subscribe to your shows and this will allow for any new shows that you create to be sent directly to their portable device.

For those that wish to use still images for their pod casts you will need to make sure that there is not copyright infringement violations. The best way to do this is to use only images that you have taken yourself or are allowed to use in product marketing. If neither of these are an option you can look into using images from free stock photography sites. Just read the terms of use and make sure that the ones you choose can be used for this purpose.

Look at Point and Click Services:



WebPodStudio Software:

This one has to be the most user-friendly point and click service around. So much is offered to ensure that your podcast show is pulled off without a hitch. There is a step by step tutorial that walks you through everything from start to finish and even a teleprompter that is there to ensure you remember what to say and when to say it. You cannot get much simpler than that when dealing with creating your own show.

Gcast.com

This one allows you to create a podcast from start to finish in an easy to understand format. For those that wish to add some music to their shows, this service has a collection that you can use without fear of copyright infringement lawsuits on your hands. In addition to all this, you can even record your podcast toll free over your phone if you wish. This works great for those that do not have a microphone for their computers.

ClickCaster.com

All your management tools for creating a podcast are located directly on this services website. This one is just as user friendly as the other two services. With this service, your podcast shows are published in the Clickcaster directory. This makes it easy for other users to find your podcasts.

While there are other point and click services out there, these are the ones that I found to be the most user friendly. When you want to market your product, service or website without spending forever doing so, then you need a service that can have you up and going in the shortest amount of time. These services I mentioned can do just that.

If you are not seeing the results you were expecting from using pod casts for marketing, then consider changing things around. Search out the most popular pod casts that are marketing a product, service or website and see what they are doing. Try practicing their techniques and add them in with your personality and see how it works.

Chapter 10 – Resources

Social Networking Sites:

Myspace: www.myspace.com

Tagged: www.tagged.com

Facebook: www.facebook.com

Netlog: www.netlog.com

Bebo: www.bebo.com

Yearbook: www.yearbook.com

Social Blog Sites:

Shoutpost: www.shoutpost.com

Tblog: www.tblog.com

Blogger: www.blogger.com

Vox: www.vox.com

Video Submission Sites:

YouTube: www.youtube.com

MyspaceTv: <http://vids.myspace.com>

MegaVideo: www.megavideo.com

Veoh: www.veoh.com

MetaCafe: www.metacafe.com

Break: www.break.com

Social Bookmarking Sites:

Digg: www.digg.com

BlinkPro: www.blinkpro.com

Chipmark: www.chipmark.com

Linkroll: www.linkroll.com

StumbleUpon: www.stumbleupon.com

Furl: www.furl.com

Del.icio: www.del.icio.us

Reddit: www.reddit.com

