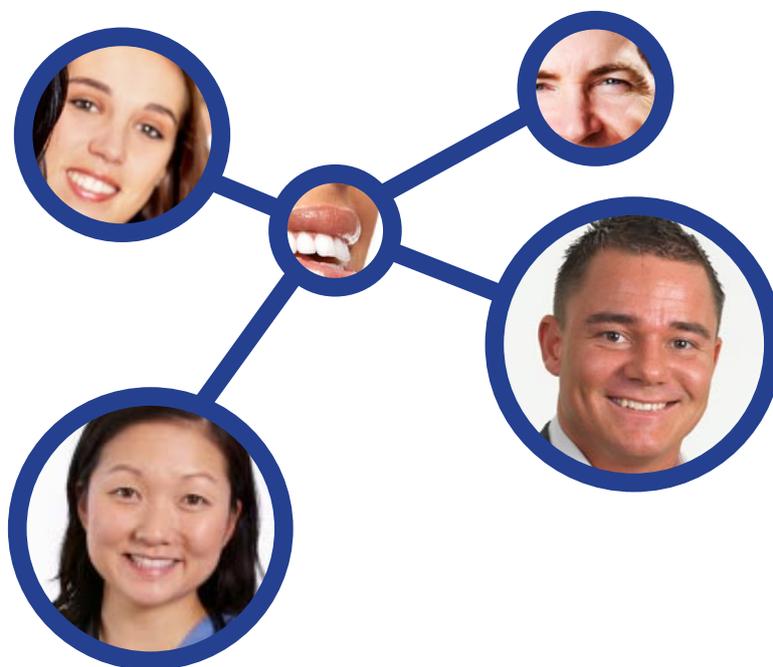


POWER SOCIAL MEDIA MARKETING: TODAY AND TOMORROW



by Trond Lyngbø

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FOREWORD

WE STAND AT AN AGE WHERE YOU CAN CHAT WITH SOMEONE IN LA FROM NEW YORK IN FLAWLESS HIGH DEFINITION VIDEO, WITH YOUR GRANDMA TEXTING YOU VIA THE CELL PHONE, AND YOUR FRIENDS AND FAMILY EXCHANGING JOKES AND PICS ON FACEBOOK AND TWITTER.

That's where we are, but where are we going with online social media? Just like every revolution online, social media will not only be about enjoying yourself chatting with friends and family, you'll also be paying rent with the help of the small business you launched with social media advertising.

Yes, paying your bills online. It's not a big surprise anymore. With millions of sites selling products and services, and billions of searches via search engines every single day, the business is here, has been, and will stay here for some time. Social media is going to surpass, in my mind, expectations on what the online world can do for businesses. No longer will your Flash enabled site or podcasts be your only "cool" technology available. You can also find more work on sites like LinkedIn, build up a client news release base on sites like Twitter, and blog to bring in passive income selling used technology, among other things.

It's exciting. It's powerful. The revolution is here so let's jump aboard.

This book is split into nine parts, with a complete beginning and end. I write it focused on an overview at the beginning, then looks at the future of social media via things like viral marketing. We'll explore social media tools: Twitter, Wordpress, LinkedIn, Facebook, Blogger, and many, many others.

The power really is in your hands. Join in, tap into the 300 million of users on Facebook, or watch your business fall behind? It's not meant to scare you; it should excite you. And of course, you can always hire someone like me to help you along the way.

So let's begin.

INTRODUCTION TO SOCIAL MEDIA POWER



ADVANTAGES OF SOCIAL MEDIA FOR ANY BUSINESS

SOCIAL MEDIA IS GOING TO BE THE BREAD AND BUTTER OF ONLINE ADVERTISING IN THE NEXT 5 YEARS, AND WILL EVOLVE EVEN MORE WITHIN ANOTHER 10 YEARS. IT'S GETTING TO THE POINT WHERE BUSINESSES WHO UNDERTOOK ONLINE CAMPAIGNS LIKE SEO AND PPC ARE GOING MORE AND MORE INTO MAJOR SOCIAL MEDIA VENUES LIKE FACEBOOK, TWITTER, WORDPRESS, AND DOZENS OF OTHER POWERFUL SOCIAL MEDIA TOOLS.

CLICK HERE
TO VISIT MY
blog

Why is everyone doing this? It's easier to communicate a message via social media tools. Why send you a letter in the mail when I can get you to subscribe to my blog and get all news updates (or email for that matter)? Why spend millions on TV advertising when I can really get you too look by posting incredible deals on Facebook and new videos on YouTube?

The biggest advantage of social media is clear: you get more business.

What kind of business will you get? How much can you make? And how many customers are we really talking about?

Social media encompasses the entire world, and will soon be used by everyone with a computer at least a few times a week. Facebook, as of this writing, has over 300 million people active, sharing words and pictures. There are millions of blogs online, and millions using RSS (Really Simple Syndication) read them.

How much can you make? The sky is the limit. One advantage was mentioned early. Why go all out in a magazine ad which will reach a small market when you can click the mouse and send 100,000 potential customers a friendly message? And this isn't just an email we're talking about—Facebook and blogs are quite popular for posting and subscribing—so the opportunity is immense.

I don't think print advertising is obsolete yet, however, because it has its own place. Some of us

like picking up a real 300 page book rather than reading it on the computer. Some of us like getting coupons in the mail to take to a brick and mortar store. But the reality is social media is being used by kids of 6-8, just about half or more of teenagers with access to computers and internet, and we could go on and on. The point is, the youth of the world has been online, and right now, as you read this, hundreds of millions of potential customers are reading and writing. They'll grow up, they'll make money, and you can make some.

Social media in tandem with other online advertising methods is the wave of the future. The reality is simply, you can't fall behind if you hope to tap into larger customer markets.

PROMOTING YOUR BUSINESS WITH GOOGLE AND YAHOO!

GOOGLE AND YAHOO HAVEN'T ALWAYS BEEN THE BIG PLAYERS IN THE **ONLINE** WORLD, BUT IN TERMS OF SEARCH ENGINES, ADVERTISING AND MARKETING, AS WELL AS SOCIAL MEDIA BENEFITS, THEY ARE THE BEST. THIS CHAPTER WILL GIVE A MORE GENERAL LOOK INTO GOOGLE AND YAHOO. WHY USE THEM AT ALL? AND HOW DO YOU MAKE MORE MONEY USING THEM FOR BOTH DIRECT AND PASSIVE INCOME?

It does come down to money.

Google – King on the Block

Google is the most successful web enterprise to ever employ so many online tools with success. They currently have the most success with search engines: the majority of web users go with Google for web searches by a vast margin, some estimates shocking and over 90%. They also own Blogger, one of the top 2 free blogging tools. But even more, their AdSense and Adwords programs are where businesses turn to when in need of some powerful web marketing.

Yahoo! – Growing

Yahoo will be growing even more in time, but it's still the #2 on search engines to Google by a big number. However, you can't ignore Yahoo either, with one of the most popular email systems online, and more and more social media tools being implemented like chatboards, question and answer pages, and online groups.

Using Both

This is a must have, the most important part of this entire chapter. Do not pick to advertise only on Google AdSense, or to only use marketing tools with Yahoo. Whatever the prices, use both in any marketing effort. You will come to see success using different marketing and social media tools with both. Perhaps the best way to advertise a product site is Google AdSense, but Yahoo has many popular social media tools as well, and their own powerful marketing efforts.



So use both, and you might not have to use any other marketing platforms.

Selling Your Services

If you want to sell online services, social media tools are the most invocative way to do so. Google and Yahoo combined make success a reality for thousands of companies every single day. There are literally billions of search, and billions of clicks.

SEO

Search engines are the way things are discovered today. Every day there are billions of searches on-line. Billions! That's hundreds of millions of people shopping, asking question, sharing things, reading reviews, doing a multitude of things. So search engine optimization is a must for any web company. However, you can't ignore social media tools either, especially if you want your business to grow over time.

Social Media

Google Adsense is perhaps the most well known social media advertising tool available, and the most powerful. Google Adwords (a sister to Adsense, and under it's umbrella) and Yahoo! Search Marketing are also very powerful programs. Yahoo and Google implement social media into much of their projects, from blogging to messaging, and do so because it works. Social media may seem complicated, but using these two sites can make it often very simple and easy to get started.

Direct Income

Should you hire someone to help with your social media marketing? Yes. Hiring saves you time, and in the end makes you money. Direct income from Yahoo and Google marketing avenues is quite simply a huge market for both B2B (business to business) and B2C (business to consumer) enterprises. Direct income, simply, is selling something right to a customer. They order a box set of DVDs from you, or a book, or a computer—that's all direct.

- 1 You can share expertise and knowledge on sites like LinkedIn, Twitter, and Facebook
- 2 You can master these tools very quickly, and profit from them in a fast web enviroment
- 3 Your own customers can brag about how good your business is
- 4 And most importantly, you can bridge the gap to customers who don't even know you exist, but would likely use your company

Passive Income

Passive income is also in tune with social media. It's simply non-direct income. They click on an ad on your book review site (a Google Adsense link for example), or they purchase your marketing report on the future of the world economy. It's when you don't directly sell them something to profit, but make money off their use of your site.

Final Words

This may all seem complicated, but this is a broad chapter. We'll get more into the specifics of making both direct and passive income soon. For now, remember using Google and Yahoo in tandem is the most powerful way to complement social media marketing on other sites like Facebook and Twitter.

B2B IN A SEARCH ENGINE AND SOCIAL MEDIA FIELD

IN THE LAST CHAPTER I MENTIONED HOW THERE ARE BILLIONS OF SEARCH ENGINE SEARCHES EVERY SINGLE DAY. HOW CAN BUSINESSES OVERLOOK THAT? IF EVEN A THIRD OF THOSE PEOPLE ARE INTERESTED IN BUYING SOMETHING, IT'S A PART OF SEO YOU CAN'T AFFORD TO IGNORE. SEO IS A BUILDING BLOCK ON THE INTERNET, AS IMPORTANT TO WEB BUSINESSES AS OXYGEN IS TO US. YOU CAN'T SURVIVE IN THE ONLINE MARKETPLACE WITHOUT SOME SEO MARKETING.

Which brings us to the next point. A recent survey on the social media powerhouse Facebook noted over 300 million people currently use it. 300 million is a lot of people to tap into for business. And even if only half those people were active—and the number is likely more—the potential is huge. There are millions on the growing Twitter. LinkedIn is becoming an even clearer business social media site. YouTube gets 1 billion hits every single day!

So what does that have to do with B2B? I don't have to tell you again SEO is integral to any online business—who can ignore billions of searches after all—but social media for B2B is less obvious. There aren't many tools directly in place for B2B companies to use social media. However, let's go over some of the advantages of social media for any business.

Again, these aren't only for B2B. However, they work for business to business operations. Social media is a powerful marketing tool that simply cannot be ignored.

I do think SEO, as of right now, may be more important to B2B simply because of the statistics. Still, every day, millions check their Facebook pages, chat on Twitter, and look for more work on LinkedIn.

SO how do you make money? You get known. Many online buyers might not even know you exist. There are so many companies online right now—there are millions of sites and billions of pages—unless you get ranked very highly on Google and Yahoo, you will still have to invest capital into other marketing efforts. Email marketing is very powerful, but social media marketing is a better choice at any stage, whether you're just beginning to get online and starting your business or even if you're established.

The point is, you can't put all your eggs in one basket. B2B using SEO and social media is the very best, the most cost effective and timely way to make money online.

WHO ARE YOUR CUSTOMERS? FIND THEM TO EARN MORE, BECAUSE B2C DOMINATES SOCIAL MEDIA MARKETS

ONE OF THE MOST IMPORTANT PARTS OF ANY WEB MARKETING CAMPAIGN, REALLY FOR A MARKETING CAMPAIGN OF ANY KIND, IS TO GAGE YOUR CUSTOMER BASE. YOU WANT TO KNOW WHO THEY ARE, WHAT THEY BUY, AND WHAT THEY WILL CONTINUE TO BUY.

But what do I mean by “who they are”?

I mean to say the basic demographics. Online, there are hundreds of millions of both male and female buyers, buyers in almost every country in the world, buyers from different ethnic groups, buyers with different religious beliefs, and perhaps most importantly, buyers with different incomes. For example, if you were selling computer games, would you focus your market on men or women, US buyers or foreign buyers, young people or old people? While there is rarely a clear cut answer, you can usually see who will buy the most from you. For games it would like be young to middle aged men, mostly in English speaking countries.

That points out the difficulty of finding out who your buyers are. You must also see what they make.

In the web world, what's most important is finding ways to get to know these buyers. Really, one of the best and most powerful ways to do so is with social media. The merits are incredible. You can build up a client list on Twitter, sending out news of sales. You can hire potential contractors on LinkedIn, or hire for full time positions. On Facebook you can post informational things on your market.

Before some more points here, it should be noted the basic demographics for users of social media. It's pretty obvious here. The 18-26 crowd accounts for the majority of social media users. 62 and

1. Find out who your buyers are by inviting them to join you on social media sites like Twitter and Facebook. By doing so, you gain at least some info on who they are. You might notice mostly 40-60 year old men buy your expensive video games with high end graphics, but that teenage girls are actually the ones who buy in the most volume from your role playing games.
2. Use Twitter to keep in touch, sell them on new services, ask for products they might want to see more of, and products they feel aren't worth the money.
3. Use Facebook or a Yahoo Groups forum to be more friendly with your buyers. Video gamers are going online to play games by the millions, so you can set up pages for them via groups, forums, or social media tools like Facebook. You can even post new screen images of your games (or if you are selling something else too of course
4. Finally, you want to know what they can afford. If your buyers are mostly the elite, people with bigger wallets, you may see different opportunities than if they were penny pinching people on low wage jobs. It just depends on their education and vocation, and by finding these out you gain great knowledge.

above accounts for the smallest. You're targeting people in high school, in college, and pursuing careers. They're also social and use technology better than most other generations, especially senior citizens. It makes sense. You wouldn't expect a 66 year old retiree to be chatting on Twitter, though it likely happens. You do expect millions of college students to share videos on Youtube, talk on Twitter, meet people on Facebook, and so on.



So how do you find your customers? Let's use a video game example. People, arguably, who spend \$300-400 on a Playstation 3 or X-Box 360 likely have money to spend. So how do you find out who they are?

Business to consumer is the king of social media, but business to business cannot be ignored. Most of these examples were focused on B2C, which is the biggest market, selling products and services directly. If you focus on B2B, you can sometimes earn more. The same strategies apply. Business owners and CEOs are using social media tools more than ever to find new partners for business enterprises. And some businesses purchases will make you more than any single customer will ever make you.

It's not all clear yet where social media will go, but I see one of the best things it offers you is simply an ability to find out who is buying from you. Instead of getting their emails—which is still good—or by having them fill out a form—which is good but rarely works—you can make buying from you more enjoyable and learn to keep customers over long periods. Social media is the key to all that.

WHY COMMUNICATING WITH CUSTOMERS VIA SOCIAL MEDIA IS IMPORTANT AND PROFITABLE

IN THE LAST CHAPTER, I TRIED POINTING OUT THE POWER OF GETTING TO YOU WHO YOUR CUSTOMERS WERE. NOW, ALL YOU REALLY NEED TO UNDERSTAND IS YOUR CUSTOMER BASE IN ORDER TO PUT THIS CHAPTER OF POWER SOCIAL MEDIA INTO EFFECT. YOU DON'T NECESSARILY HAVE TO FIND OUT EVERY SINGLE CUSTOMER, BUT YOU LIKELY HAVE SOME IDEA OF WHO'S BUYING FROM YOU IN SOME FORM. THEREFORE THIS CHAPTER IS THE NEXT STEP.

It's time to start chatting with them.

Chatting?

Yes, get to know your customers, not always to find out who they are, but more on what they want. What are they willing to spend money on? What kind of deals are they hunting for? And how can you save them money?

Let's start with Twitter.

Twitter

Twitter has the social media world by storm, and a year or two from now I think Twitter will still be a powerhouse in the social media world. While Facebook may have the edge as of right now, soon Twitter will even eclipse them in terms of chatting friends and business associates. The only real advantage I see in Facebook is more options on what you can do. However, for businesses chatting via Twitter is completely easy. This isn't coding a web page or writing a sales letter. On the first page, it asks what you are up to, and you write (I am working). Congratulations, you just graduated from Twitter school, because you just type what's happening.

However, this is more pronounced for businesses. Twitter is more, and will be more, than simple chatting. It will be a unique way to chat with millions. With your business there, instead of sending out 100,000 emails to people who know nothing of your business, you'll feature a sale on your site to 100,000 people who friended you on Twitter, who want to do business with you, and who may tell their friends and family about your new product or service.

There are many powerful searching tools to find new potential clients with Twitter. Twitter itself has a good search page, but a third party tool called Tweep Search works even better. It's free. You search Twitter bios for certain keywords, namely what you are selling. People who might buy can be sent a friend request. See how easy that was?

Facebook

Facebook is the king of social media, even if Twitter is gaining in popularity. There are over 300 million potential customers. It's free. You can both upload pictures and chat via text with clients. While it's a more chat oriented social media tool like Twitter, Facebook's sheer size makes it impossible to ignore. Used in tandem with other social media tools is putting money in the book. Sign up is free, chat with clients, find new business, and find out what your customers truly want.

LinkedIn

LinkedIn is a more business oriented social media tool than both Twitter and Facebook. It may never reach 100 million users, but it just might. This is a proving ground to find partnerships and new workers, but you can also use it in some of the same ways as other chat tools.

Wordpress

Blogging is a personal favorite of mine, but one of the most difficult social media enterprises. Not because using Wordpress or Blogger is hard, but because there are millions of blogs out there, and maybe thousands in your current business. Blogging will stay here, so how do you communicate with customers there?

Take the social media revolution Wordpress has created. With its simplicity, you can post a text within seconds after writing it, upload images, sell adspace if you own the domain, and keep your customers informed. There are other blogging tools too, like Polls.

SEO Campaigns

SEO campaigns are also more difficult—and maybe more costly—than some other social media tools. However, you cannot ignore the fact that every day millions use search engines like Google and Yahoo to find new products and services. There are literally billions of searches every single day. The average person searching 10 different things in one day on Google is common, and sometimes they search 20 times. SEO campaigns are less about communicating with your clients than getting

them, but once you get them to your site you can use Twitter, Facebook, and Wordpress to keep them informed.

Small Blog, Big Opportunity to Profit

Blogging has a high potential of profit, but there are risks too. So many businesses go into marketing without a plan for blogging or other social media tools. They are thinking of getting a good website, get some ads out there, maybe even trying some SEO.

But not pushing a strong social media campaign along. And while some social media sites may seem complicated, really anybody can go to Twitter, or Facebook, and especially Wordpress, and post what they are doing. For businesses, however, things get more complicated, but I think hiring out is far more reasonable than stressing yourself over getting enough blog posts or links on your Facebook page to get more business.

Yes, social media is designed to be user friendly, but there are some “secrets” and strategies professionals use to make money. And if they make more money for you than you ever could, it does pay off in spades.

“Blogging is easy! Anyone can blog!” No, it’s not always easy. Actually, it’s easier to set up a Twitter account and start posting text than publishing a blog post. But with one little blog you can reach thousands if not millions more customers.

This next section gives you some clear ways to profit from one small blog in a big way.

Choose a Provider

There is the big three of Wordpress, Blogger, and Livejournal, but for businesses your blogging providers should come down to Wordpress and Blogger. Wordpress is best for newcomers, but there are distinct differences between a free Wordpress blog and a free Blogger blog.

It depends on what you want. For instance, Blogger allows you to post ads, namely Google AdSense, for free. On the other hand, Wordpress does not. However, if you choose to buy a domain name and host your Wordpress blog on its own server, which is reasonable, you can post as many ads as you want. And Wordpress, with so many options and such an easy interface, wins out in this case.

Blogger is very good too. It’s simple and you can even, if you so desire, make money online passively. However, Wordpress is the #1 in this case.

Choose a Blogger

You need to hire a professional blogger who fits your business, who knows the best way to get to your client base, and who understands this blog is about profit. Most professional bloggers will know all the ins and outs of things like keywords and blogging providers. However, some will be better at technical details, some will be better at writing, and others may just hire out someone under them to do the work.

Some will charge high fees, and sometimes this will pay off even more.

Often when dealing with marketing companies you think cheap is best. When, really, is cheap the best? When you buy a \$1 shirt, is it going to last you? When you buy a \$1 meal and compare it to the \$20 meal, which smells better?

Of course, pricing is a game too, but in my mind the ROI of a professional, how they make you more money, is the best route to go. You need experienced professionals, sometimes a whole company,

devoted to helping you get exposure. It may cost you more, often does, but it also may make a lasting impact on your business.

SEO Still Applies

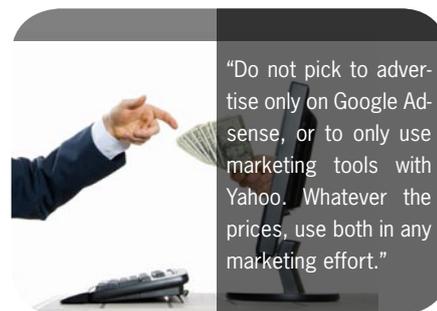
Besides experience in writing, experience in SEO is another important feature for your blogger. They need to know your SEO strategy too. Your blog needs to be keyword rich, so people don't just find it while looking for more info on your business, but looking for businesses to deal with in certain areas.

Let me offer an example. If your business sells custom CD players, and they are high priced, you might think a blog is worthless. However, if you make the whole field interesting, if you focus a blog on the advantages of your CD players over cheap ones, you might notice a difference in sales. And it may not be immediate. While your blog gets readers, hopefully it will get ranked too, and if you get the right SEO blogger, ranked highly.

This is all about brand building and ROI. Once major brands become known in any market, you'll see how their campaigns worked. And these campaigns had high returns on investments (ROI). SEO is all about ROI. There is no point to hire secondary SEO bloggers because you want to save some money. Save your money until you can afford someone who will work out for you, otherwise you risk damaging any future marketing campaigns.

Make Money Online-Passively

Blogging may not seem to have a high ROI, but actually many businesses live off the brand awareness their blogs create. Every major company should, and often does, have a strong blog with good marketers/writers behind it. To make money passively with blogging is the clearest route. Once your blog begins to get high readerships, once your other social media campaigns take effect, depending on the business type you can often get large amounts of passive income selling certain products.



"Do not pick to advertise only on Google Ad-sense, or to only use marketing tools with Yahoo. Whatever the prices, use both in any marketing effort."

Make Money Online-Directly

To make money online directly is to simply post a new CD player on your blog and sell it for \$100.

Someone buys it, it's not an ad, so it's a direct sale. While you may think selling directly on blogs doesn't work, in some ways your blog already is making you money directly. People are just going to your site to buy. If you can do things like offer special sales on your blog, it can actually turn into a second income stream.

Have Fun Too

Blogging isn't always fun, but most people blog to just tell stories about things they did and want to do. They have fun sharing stuff online with people they don't know. Even if you hire a professional blogger, it doesn't mean creating this blog can't be fun. Once you see success, surely that will be enjoyable. But even in the early stages of design and development you need to remember most people go online to have some fun. So keep it real.

MORE SOCIAL MEDIA KNOWLEDGE MEANS MORE PROFIT

SOCIAL MEDIA ISN'T THE KIND OF PIPEDREAM YOU OFTEN SEE ROLLING AROUND ON TELEVISION. "MAKE THOUSANDS WORKING FROM HOME," FOR EXAMPLE. SOCIAL MEDIA IS GOING TO TAKE THE ONLINE WORLD BY STORM.

But it already has, hasn't it?

No, social media hasn't even reached the top quite yet. There are already other revolutions going on, like semantic web offering similar friendly services, but I think social media sites are going to increase in size and strength over the next years. With blogging, you can make money. With simple ad programs, you can make money. With one site you can make a career. With one site you can make money for you and 100 employees. You can become the next revolution.

But you need knowledge to get there. So where does this knowledge come from? How do you find social media knowledge in the online world which you can trust, invest your time into, and add to your other web expertise?

This chapter explains how.

Everything Online Isn't True

Not everything you hear or read is true. It's not always about money or gossip, but the online world has been a revolution simply because of capital. There is plenty of money at stake. However, some simply do not know what they are talking about. Just as you can't trust any mechanic to fix your car—no matter the price—you also can't trust every site you read. Social media knowledge is valuable, but you need to understand some of it simply won't work.

Go with Experts

This particular eBook is full of ideas, words, and strategies used in many top marketing articles, print books, and eBooks. No one is the complete expert of social media; it changes every single day. However, you can trust most reputable sites with respect in the online world for web knowledge. If you know of a blogging expert who works with Fortune 500 companies, you likely will learn something from him. If you're reading a site owned by a major, respected newspaper, and it's business related info, usually you can learn lots from it. Take About.com. They are owned by the New York Times, and though not always the best, they are a respectable company with talented writers/editors who actually research online subjects. You might also notice they cite other articles and sites, and that's a good indication of who to read next.



"you can trust most reputable sites with respect in the online world for web knowledge. If you know of a blogging expert who works with Fortune 500 companies, you likely will learn something from him"

Newspapers, Magazines

No, if it's in print, it "ain't" always true. Social media is not the health care issue or subject to major

opinions, but it's important nonetheless. Newspapers and magazines hire talented, intelligent people to find info on subjects, and if you find a good marketing expert, listen.

eBooks like This!

This eBook will join the hundreds of other eBooks online on the subject of social media marketing. This won't be a get rich quick scheme to make millions for me or you. However, what many newspapers and magazines cannot do is go into heavy detail on social media. Books can; eBooks especially. This is a perfect way to find out more about blogging with Wordpress and Blogger, marketing with Twitter and Facebook, finding social media jobs with Craigslist, etc.

Asking Around

Since I just mentioned Facebook and Twitter, let's talk about chatting. You can go to school and sometimes learn as much from your fellow students as the teachers. But if you never listened to them, you might not learn nearly as much. Going online, going to professionals with blogs, asking questions and posting comments—this is the traditional way to learn. Most people share knowledge.

Trying it Out

Try out some social media tools. Read some of the examples from this eBook or my blog. Start a blog, advertise it on Twitter and Facebook, and see what happens. I mentioned a much underrated feature of actually asking, but there is nothing better to learning than active learning, getting your hands dirty, learning on the job. Something in this book may seem foreign to you, so ask around and try it out.

Hiring Experts

Hiring experts and following what they do is a good way to improve your social media knowledge. If you hire a marketing firm to do blogging and social media advertising for you, be as active in the process as you can be. And ask them questions too! You're paying them, and you likely won't learn everything, but you certainly can learn social media techniques to succeed even more.

Never Stopping

You don't just quit on social media marketing, just like you wouldn't quit your business after one bad day. These things can get complicated, and the best way to learn is to just keep at it. Most social media tools mentioned in this eBook are quite simple, but the further you go sometimes the more complicated it gets. However, you will learn more and more every day.

USING MULTIPLE MEDIA OUTLETS (PRINT MEDIA STILL WORKS!)

SOCIAL MEDIA MAY NOT BE HERE FOREVER, BUT JUST LIKE PRINT MEDIA IT'S LIKELY TO HOLD MARKETING POWER FOR MOST OF THE REST OF OUR LIFETIMES. FOR ONE, IT CAN BE DONE CHEAPLY, EVEN CHEAPER THAN PRINT MEDIA ADVERTISING AND MARKETING. SECONDLY, IT HASN'T EVEN GONE AS FAR AS IT WILL: SOCIAL MEDIA WILL CONTINUE TO EVOLVE MUCH LIKE COMPUTERS CONTINUE TO GET FASTER, SMALLER, AND CHEAPER.

So what other ways can you use social media in tandem with media marketing?

You can't put all your eggs in one basket, so why risk it all on one media outlet? Why post press releases over 100 sites and spend all your money, when you can get more bang for your buck and experiment with social media and print media?

This isn't to say marketing focused on one media is a mistake. But watch how so many different companies work. Does McDonald's stick to only TV commercials? Do Fortune 500 companies only advertise via AdSense? Do growing computer companies only advertise in gaming magazines? Sure, you might focus your efforts in one field, but it's not playing the lottery when you try out multiple media outlets. There are great odds of making a profit on at least one venture.

So how do you use multiple media outlets for one marketing campaign?

This chapter shows you how.

Saving Money

Using multiple media services to market your products isn't about spending twice or triple as much on marketing. It's about saving you money in the long and short term. You see how social media, for instance, can save you all that money you put into magazine ads or Adwords. You might find one outlet is far cheaper with the same or better success. You won't know unless you try.

And using all these media outlets includes print. Print advertising will stick around, likely, because some of us like to pick up paper newspapers or glossy magazines. Many prefer reading a real book to reading it on a computer. As technology grows, these fields will likely decrease but odds are they'll stay around in some way.

Making Money

It's about making money! You make more profit, you of course invest more money into your business. It grows, and in order to grow you need to be both relevant and known. There are different people who pick up the Wall Street Journal and buy video games, different people who spend thousands on DVDs and those who buy brand new basketball shoes. Of course, they can be the same, but the point is your marketing effort will look at different people.

Social media is so successful because it bridges the gap: 90 year old retired men and women are buying notebook computers while 10 year olds check their Myspace page on their cell phone.

Selling Items

Of course you need to sell something in order to make something, and that can be either direct or passive income. Selling different items will appeal to different buyers, so you can't expect to find them all in one try or in one venue. Using print media may appeal more to senior citizens, so if you're selling a new Arthritis drug you must go with newspapers and magazines. However, trying to sell video games in the same way might fail. You must understand your buyers before you sell to them.

Direct and Passive

I mentioned direct income and passive income. Direct is when you make money by selling something more tangible, an actual product or service. Passive is simply making money indirectly, with the click of a mouse or per 1,000 page views.

Sales

It's about sales too. Since using multiple media outlets is the point, both print, web, and TV, you might

not succeed even if you know who your buyers are. For example, selling that Arthritis drug may not work in print magazines, but might on a blog for people taking care of elders, say a son or daughter. You don't always knock right on the door of your buyer; sometimes you sell to people they know.

Watching

You have to watch and see what happens with your print, web, and TV marketing outlets. Many companies cannot afford all three, so you must find your niche quickly.

Watching Competitors

To find your niche, one easy route in an media marketing effort is to notice where your main competitors are going, who they're selling to, and what they're selling.

Endgame

This book is about social media, but to say print media is obsolete is ignoring the demand for print media. As long as there is a demand, there is a market.

WHY PASSIVE INCOME IS REAL

PASSIVE INCOME MAY SEEM TO BE A GET RICH QUICK SCHEME FROM THE OUTSIDE, BUT ONCE YOU WORK AT IT LIKE SO MANY HAVE, ONCE YOU SEE THE ADVANTAGES AND DISADVANTAGES, YOU'LL TRULY SEE HOW REAL IT IS.

But what does it have to do with social media marketing? The advantages and disadvantages coincide with any marketing effort. You get more clicks on your site and earn ad payments; how did you do it?

You might have hired an experienced SEO professional. You might have advertised on major social media platforms like Twitter, Facebook, and Wordpress. These are all marketing, but the point is to get paid something. If you're selling a book online, selling coupons, posting ads similar with the text on your site (the most common in many cases), you're using passive income. There is linear income and passive income, but I call the first direct income. Linear, or direct, income is simply about working for the money in a more clear way; instead of selling the ad you are designing the ad for a fee, or clocking in at work for \$15/hour. See?

So I mentioned advantages of passive income, and I even pointed out social media marketing methods which will use it. Let's now look at those advantages first, and then I'll point out some shortcomings, disadvantages, of the field.

Freedom

Simply put, just about anyone can make passive income with the right skills. This truly isn't rocket science or writing a masterpiece play. You can start a simple blog today and make \$1 a day on it. But to make a living isn't easy at all. So why do so many online professionals still use it? They do other work in tandem.

While you may not even be able to live off \$50 a day in passive income, if that goes along with another service you are making good money. This gives you more freedom in slow times too. Say you are a

marketing consultant, but since you're an expert on the field you build many sites/blogs. You don't make much passive income, but you do make a steady amount continuously. When times are slow as a consultant, you can put more effort into your already established sites and make even more money. That \$400 check a month may not seem big when you're doing projects worth \$2,000 for a single week, but in tough economies and slow times it gives you the freedom and the power to keep working.

Many Different Cards

I mentioned how you might not be able to make a living solely on your passive income. Actually, many bloggers and web experts do make a very good living, some as high as six figures, via passive income methods. This isn't a lottery; you can make good money.

So how do they do it?

The advantage the experts use it to simply spread themselves out, rarely existing solely on one product or site for all their income. You spread yourself out so you can make more money.

Steady Income

And the money is steady! I pointed that out, but it bears repeating. Steady income adds up, especially when you are a freelancer or small business owner.

Product Advantages

You can sell, or use, a wide variety of products via passive income. You don't have to sell the books directly; you can link to Amazon or some other major online bookseller and create an income stream. The return on investment may not seem high in the first months or years, but with many different cards you can create a steady stream of income that continuously works for you.

Time Advantages

Lastly, passive income is real because of the time and effort. Yes, you can use affiliate programs to make money, but you can also watch one ad on your blog get 1,000 clicks in a week with you spending 1 minute to post it. I've heard of many professional writers complaining of making \$5 a month via blogging. It does happen, but I also hear of professionals using their time wisely to create a high ROI. It just needs to be in the right market. A blog about freelance writing actually is a good idea, as many of the top blogs out there focus on freelance writing. But you must also be mindful of the advantages of other less cluttered fields.

Disadvantages

So there are some key advantages, but also some disadvantages in passive income. It's real, but sometimes you will barely make enough to continue. If you are an expert in a field, say medicine, you might look online and see millions of pages and blogs focusing on what you want to write about. There are billions of pages online (around 5 billion now, and growing), so choose your market wisely and don't worry when little ad revenue comes in. Sometimes you just chose a crowded field, but there is a marketing strategy for most fields.

GOING DIRECTLY TO BUYERS ONLINE

THE FINAL PIECE TO PART 1, INTRO TO SOCIAL MEDIA, POINTS OUT SOMETHING WE ALL LIKE TO HAVE: DIRECT COMMUNICATION WITH PEOPLE IMMEDIATELY.

A short history lesson: it wasn't always so. You couldn't always connect to billions of people online, obviously, but nor could you sell to them or chat with them via video phones. While the phone has been around, the internet is still in its infancy. There may be a time when it becomes obsolete, but things like social media and cost effective marketing make it a prime route for online wealth today.

And since we can now go right to buyers homes, not using TVs or letters or even phone calls, but directly to clients who are more interested in buying, the market is ripe.

What does that mean, "More interested in buying"? If you call 100 people on the phone trying to sell books, you're lucky to get one sale. Of course, there are opt-in lists, but if you go online you can go directly to 100 people who are very interested in buying books.

This chapter will go over some of the keys of going directly to buyers just like that.

Web Media

While few use the term web media when addressing all the vast media facets in the online world, it roughly explains how big the field is. Sure, it includes social media, but it also can include email marketing and many other marketing plans. You go right to buyers not just with Twitter and Facebook, but with email campaigns via opt-in lists, and many other ways like banner ads and AdSense.

Profitable Marketing

The point of marketing is to profit, to make some kind of revenue stream. Going right to buyers computers is the best way to sell many, many services. It's not the best the best in every case, but it reaches more buyers faster than any other field. Social media marketing is becoming the powerhouse of the web marketing field.

Easy Sales

And the sales are easier! You don't have to fill out forms and charge credit cards manually. If someone wants to buy some cigars, they can go online, pick out a selection from your premium store, and easily pay via credit card. Of course, easy sales go far beyond simply making the buying process easier, but sometimes that's all it takes.

Hard Sells

There will be some hard sells in going directly to buyers. As of this writing, the world economy is suffering because the US economy is suffering. So how do you sell expensive books or cigars, as examples, when people are losing their homes?

There is no easy answer, but since this is a social media book, I will go over social media. It's a cheaper, more innovative, more direct, and easier way to focus your marketing efforts. There is no charge for signing up for Facebook or Twitter. You can reach hundreds of millions if you know how to do so. While there may be hard sells, there is also still money out there (and by the time this is read, the economy, already recovering, will be growing). You just need to refocus your marketing effort on the easier sells.