

**Social Branding**  
***Top Social Network Sources For***  
***Brand Awareness And Massive Traffic!***

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## **Table of Contents**

Social Branding .....	4
Creating Your Central “Hub” .....	6
Top Social Marketing Communities: .....	8
Marketing With Social Community Sites .....	12

## Social Branding

In order to maximize your online income and to establish a strong business presence online, you need to establish a *unique and recognized brand*.

Your brand message illustrates to potential customers what your business is about, as what you can offer that will benefit them in some way.

Your brand should also incorporate your own personal message, so that potential customers come to know and associate you to specific markets, topics or products. You want people to **instantly recognize** your brand when they see it online, or when they are browsing the marketplace for products or services.

A brand **defines** your business, and represents what you are bringing to the table. A brand can build credibility and help you gain immediate authority in your market. All of which, will help to maximize your income and expand your outreach.

***So, how can you build a recognized, authority brand that people will respond to?***

When it comes to generating buzz around your website or product and solidifying your place in your industry or market, there is no easier way to do this than with social community sites.

There are dozens of social communities online, each one having their own benefits and designed around specific platforms.

For example, Twitter is best known as an *information portal*, where people can receive bite-size information in the form of “tweets”. Facebook is known as a *full featured social community* designed to aid in reconnecting with old friends and associates, as well as a great platform in which to find new ones.

And there’s a new social community that’s quickly picking up steam: **Google+**

Google+ makes it even easier for individuals and business owners to connect with people who share similar interests. Connected to a gmail account, you can easily access your Google+ account instantly, all with a click of the button.

Google+ is structured quite differently from any other social community site, as it’s designed for full customization and flexibility. Rather than adding all followers or connections to one list, you can quickly set up “circles” where you can easily organize your contacts, sharing information with specific groups rather than everyone in your contact list.

Social marketing is one of the fastest and easiest methods in which to connect with your target audience, and build a recognized brand in your industry.

This special report reveals the top social media sites that you should consider integrating into your marketing campaigns, as well as how you can optimize your social activity for maximum results.

## Creating Your Central “Hub”

Before you begin participating within social community sites, it's important that you develop a “**centralized location**” for your online business. This usually comes in the form of a main (mother) website, squeeze page or landing page.

You should develop your central location **before** you begin setting up your social marketing campaigns, so that you have a place in which to direct potential customers, and people who are interested in learning more about you and your business.

You need a way of collecting leads so that you can capture your visitor's information and follow up with them at a later time.

The easiest way to set up your central website or “mother site” so that you can start collecting leads is by developing a **squeeze page** that collects the information of each subscriber so that you can communicate with potential customers whenever you wish.

The process is a simple one: When followers visit your squeeze page, they will be able to opt in by entering their name and email address into an “opt in box”, and once confirmed, they are then able to receive your emails and broadcasts, all managed within an autoresponder account.

Building a quality list is an important component in building a successful online business, because rather than relying solely on your activity within social media sites, you will be able to contact your entire customer base through a single

email broadcast sent out to everyone who has subscribed to your list.

If you aren't proficient with developing websites or fiddling around with HTML, you can quickly build a full featured website using [www.Wordpress.org](http://www.Wordpress.org) or [www.Blogger.com](http://www.Blogger.com)

Just remember that it's **critical** that you build a main, centralized website that you can direct traffic to, so that social community sites are simply an *extension* of your business rather than relying exclusively on social marketing campaigns to fuel your marketing efforts.

Think of social marketing as a spoke that powers traffic to your main “wheel” or “hub”, which is either your blog, website or squeeze page.

To create your website or squeeze page, you will need a domain name, hosting account and content.

*Here are a few resources to help you get started:*

Domain Names : <http://www.GoDaddy.com>

Hosting: <http://www.HostGator.com>

Autoresponders (For list building): <http://www.Aweber.com>

Content Management System: <http://www.Wordpress.org>

Pre-made Squeeze pages: <http://www.WhiteLabelReports.com>

Content (Ebooks, reports, etc): <http://www.CompleteStartups.com>

## **Top Social Marketing Communities:**

There are literally hundreds of social community sites online and it's easy to get caught up in spreading yourself too thin when trying to build your brand and spread your marketing message throughout your niche.

It's important that you focus the majority of your effort on the larger social networking sites, so that you can maximize exposure and minimize your workload.

*Here are the top social community sites worth exploring:*

Twitter: <http://www.Twitter.com>

With Twitter, people within the community post what are referred to as "tweets".

Tweets are short messages and updates that people send out to everyone who chooses to follow them. Each time a tweet is submitted, it shows up on the public timeline, and is pushed down as other, new tweets are circulated throughout the network.

With Twitter marketing, it all begins with identifying your market and then providing the connection between what your niche market wants with a solid, high quality product of your own, or if you have yet to develop a product, you can create a newsletter so that you can start collecting leads that can be monetized through affiliate offers!



Facebook: <http://www.Facebook.com>

Facebook currently has over 300 million active users, growing at over 200,000 new users every single day, making Facebook an incredibly important social community to use in your social marketing campaigns.

A free (and effective) method of generating exposure and building a reputation within your niche market is by creating a Facebook fan page.

Begin >> <http://www.facebook.com/pages/create.php>

A fan page is similar to creating a new Facebook profile, where you can add notes, messages, download links, and images to your fan page, while managing your fan pages all directly from within your main Facebook account.

One of the greatest benefits of building fan pages is that you can provide potential customers and leads with free samples or downloads of your products, or you can build a list by featuring an opt-in box directly on your Fan page!

**Google+:** <http://plus.google.com>

**Note:** *You can also access Google+ through the menu items on the top right hand of your Gmail account.*

While Google Plus hasn't officially launched to the public, you can still join the new network through invitation. This means that if you know someone who is already on Google Plus, you can request that they send you an invite, allowing you to begin using Google Plus during its pre-launch, beta phase.

Google+ was developed on a very simple foundation. Rather than adding friends into one community base, you can segment your contacts by adding them into "***circles***".

You can call your circles anything you wish, such as "Friends", "Network Partners", or even "Customers". You can also have as many circles as you wish. The best thing about your circles is that they are kept private, so that even when you add someone to your circle, they only see that you've added them as a connection, not what circle you added them into!

**Ning:** <http://www.Ning.com>

Ning, launched in 2005, offers people with the opportunity to create their own social network. In addition, you can browse through thousands of social communities and join those that relate to your niche market.

You can customize your social network with a unique blend of design customizations and layout ideas.

You can take things a step further by developing surveys, polls and allowing those who join your network to respond to profile questions, open conversations and threads.

If you develop your own social network within Ning, you will be given a unique URL that you can give to your customers, peers and associates.

You can also enhance your network by adding in modules through a simple

'drag & drop' system, and best of all, users only require one login to access all of the social networks and communities they become a member of from within Ning.

**Linkedin:** <http://www.Linkedin.com>

One of the greatest aspects of creating a Linkedin account is in being able to generate organic traffic to your site from the major search engines.

Website links featured on your Linkedin profile page will quickly rank within the search engines and by modifying existing labels and tabs to feature relevant keywords relating to your niche market, you will be able to quickly optimize your Linkedin account and boost your search engine ranking!

Linkedin is also helpful in promoting your blog's RSS feed by connecting your Linkedin account with external blog sites, including Bloglink, Blogger, Live Journal, Movable Type, Vox and Wordpress.com

***Other Social Networks:***

Friendster: <http://www.Friendster.com>

Orkut: <http://www.Orkut.com>

Zorpia: <http://www.Zorpia.com>

Bebo: <http://www.Bebo.com>

Flixster: <http://www.Flixster.com>

Tagged <http://www.Tagged.com>

hi5 <http://www.hi5.com>

Fubar <http://www.Fubar.com>

## Marketing With Social Community Sites

Social marketing is all about *passively* promoting your brand and products, while focusing on offering value with every post or update. You want to grow (and maintain) a following of loyal customers who see you as an “*authority figure*” in the market. This is the easiest way to build credibility and establish a presence online, even if you are just starting out!

Since you can easily search for contacts and build a following quickly, and with powerful “automation tools” available to you, you can even set up the majority of your social marketing campaigns on complete autopilot!

For example, with Twitter you can use third party automation tools and resources to communicate with your following base even if you aren’t at your computer!

From automatically welcoming and thanking new followers who add you as a contact to creating “automated scheduled tweets” that you can plug into your campaign, you can minimize your workload significantly, while continuously building brand awareness within the hottest social communities online!

*Here are a few ways to automate your marketing campaigns:*

**Automate Your Twitter Marketing** >> <http://www.SocialOomph.com>

Social Oomph will not only give you the opportunity to set up a direct messaging system that will automatically greet everyone who chooses to follow you, but you’ll also be able to create a schedule of future tweets in the event you want

your messages to appear at ***specific times***.

*In other words, they AUTOMATE the entire process of both building a list with Twitter and keeping your followers up to date!*

### **Important Tip:**

An effective method of finding targeted leads within the twitter community is by taking advantage of the free directory available at <http://www.Twellow.com>

From <http://www.Twellow.com> click on the search box from the top navigation system and enter in a primary keyword phrase that describes prospects within your target market (example: work at home, weight loss, etc)

Another great way to maximize your exposure within the twitter community is by adding your own profile to multiple twitter directories and networks.

One of these is available at <http://www.WeFollow.com> where you can assign yourself into existing categories where people can easily find you based on keyword searches.

### **Automate Your Facebook Marketing**

When marketing your business with Facebook, there are many different applications available to help you maximize your exposure and maintain your account, including:

#### **Social RSS**

Download: <http://www.facebook.com/apps/application.php?id=23798139265>

## **Facebook Video**

Download: <http://www.facebook.com/VideoApp>