

This Report Brought To You By:

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How To Use Social Media To Connect With Customers and Get More Sales

academy

MeettheBoss.com

LinkedIn

digg

YouTube
Broadcast Yourself

Scribd



myspace.com
a place for friends

facebook

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Table of Contents

The Growing Importance of Social Media.....	4
Social Networking Sites.....	6
Video Submission Sites and Live Video.....	9
Blogs and Social Bookmarking.....	11
Squidoo and Hubpages.....	13
Recommended Resources:.....	14

The Growing Importance of Social Media

How people connect and communicate is changing. No longer are we connected to the outside world only through newspapers, television, radio, or other mass media. Rather, social media is taking over.

What exactly is social media?

Through the internet, countless sites have arisen that make it easy for us to communicate. Three of the best known examples are Facebook.com, Twitter.com, and YouTube.com. However, there are hundreds more noteworthy sites.

These sites are giving the opportunity for average people to have a voice. Anybody can create a following.

As a business owner, you can use this voice to connect with your prospects and customers on a daily basis. You can become a “Thought leader” in your market and a part of your followers lives.

This then allows you a way to:

- Announce new products and services and have a market ready to buy it. Just post on a social networking site to your followers you've built relationships over time with and your product or service gets off to a profitable start.
- Recruit new partners, affiliates to market your products, or just gain advice from successful colleagues. Those otherwise not accessible can more easily be reached.
- Drive traffic to any site you want. It's a great way to promote a friend and have them reciprocate later on.

But, tapping into the network is far from the only benefit social media offers. These sites also can help you claim prized search engine positions in Google, Yahoo and MSN.

Google, where a majority of searches take place on the internet, likes to give

prime search positions to listings on social media sites.

For instance, you may submit a video to YouTube. Then, by submitting it the right way, you can get a prime search position for the keyword of your choice. This means social media is a shortcut to dominate the search engines.

Inside this guide, we're going to discuss how you can use social media to not only cultivate a following, but also generate sales. Too often marketers use social media and focus on the amount of "friends" or "followers" they have and forget about why they're using social media in the first place. You need to have a strategy in place to get something from it.

Social Networking Sites

One of the first social networking sites was MySpace.com. It connected people through profiles and popularized the concept of “Friends.”

However, over time, MySpace decreased in popularity. Spam became a problem, it failed to innovate, and new, more appealing competitors appeared.

And, while MySpace is not dead, it's far from the “hot” site where many users choose to spend their time.

This decline in popularity has led to the rise of Facebook.com. Facebook seems to have a better handle on growth than MySpace. They're continually innovating, though, there has been some criticism that they're not listening to their users enough. The future of Facebook is unclear.

Twitter.com, on the other hand, is still in its infancy compared to Facebook, but it has loads of buzz. It has received far more media attention than MySpace or Facebook ever did. It could potentially be the “New” Facebook or even get bought-out by Google or Facebook.

So, what does this mean for you?

Well, it seems like there's always a new up-and-coming popular social networking site. However, this does not mean that you should ignore them altogether. You should go where your customers are or will likely soon be. The social networking site you use is less important than connecting with your followers through social networks.

Social networks are just a means to an end.

At this time, Facebook and Twitter are two great ways to reach your customers. Let's talk about how to use each one.

First, Facebook is beginning to reach just about everybody in the United States. Even older users who haven't used social networking in the past are creating accounts.

Facebook is especially useful in connecting with those you already know or with those that know you. They allow you to create “Groups” and “Fan Pages” to connect to with customers and attract new prospects to you. Groups allow you to establish a discussion board and announce new events, such as teleseminars or new offers. Fan pages are like profiles, except that they allow unlimited amounts of followers. Profiles have a 5,000 friend limit, which isn't especially helpful when you're using your account for business.

The downside of Facebook or, really of any social networking site, is that your users have to actually use their Facebook accounts. If they're not on Facebook, then you're not able to easily connect with them.

Of course, you can do things to encourage use like providing value inside your account and groups. For instance, you may offer valuable content that can't be found elsewhere.

For more advanced secrets to profit from Facebook, head on over to:

→ [Facebook Strategies Guide](#)

Now, Facebook is great to connect with users because many will already have accounts. You can tell your customers to add you on Facebook and they instantly know what to do. However, an important up-and-coming social networking site is Twitter.com.

Recently, Oprah featured it on her show and Ashton Kutcher beat CNN to have over 1,000,000 followers – to Twitter users, this was a symbolic event that shows the growing importance of the individual over established media.

Twitter can best be described as a “Mini-blog.” Your posts can only be 140 characters long or a couple of sentences. You can post articles, links to products you recommend, or share important information about your life others will be interested in.

When used right, it can deliver short-bursts of targeted traffic to any page you want in a matter of minutes. When used wrong, it can feel like a waste of time.

To make sure you do it right, check-out a resource guide with interviews from

Twitter experts at:

→ **Twitter Success Stories**

An important point about using social networking sites is that quality of followers is more important than quantity. You can quickly accumulate thousands of “Friends” or “Followers,” but it doesn't mean anything if those people aren't interested in hearing from you.

Moreover, you can have a lot of people interested in hearing from you, but you won't make a dime if you don't have something that they want to offer them.

To establish a presence on these sites and cultivate a following, you need to provide value. You might do this by helping to connect others (in a group on Facebook, for instance), providing articles, tips, answering questions of others, and adding other interesting information.

Other noteworthy social networking sites, include LinkedIn.com (primarily a business networking site), Ning.com (allows you to create your own social network), and there are countless more social networks that are designed just for certain markets (such as social networking sites just for golfers or internet marketers).

Video Submission Sites and Live Video

The most popular video submission site is YouTube.com. However, there are dozens more. Ideally, you should be submitting your videos to all of the major submission sites for maximum results.

At the same time, YouTube is by far is the best well-known and has the most traffic. When it comes to page views (not actual unique visitors), YouTube rivals Google.com.

On top of this, Google loves to give YouTube videos prominent rankings in their search results. An important reason for this is because they like to offer video content options and not just text web pages. Google also owns YouTube.

In addition to capturing search positions, YouTube videos also allow your readers an opportunity to get to know you. You might post videos of special events, places you visit, interviews, and any other interesting content that can only be captured with video.

YouTube is considered social media because viewers have the option to respond to your videos. They can rate your videos, post comments, or create a video of their own that responds to yours.

To use YouTube, follow these 5 steps:

1. Create the video. You can do this with screen recording software, such as “Camtasia” found at TechSmith.com (you might record a PowerPoint presentation with this software) or you can pick-up a video camera or even just a web cam. Video cameras, such as the Sony Flip provide excellent quality considering their very low price. Your video will probably only be a few minutes and it must be under ten for YouTube submission.
2. Create your free account at YouTube.com
3. Pick-out the keywords that you want to get ranked for in Google. Avoid general terms where competition in Google is high, such as the term “Marketing” and get more specific, with terms such as, “Strategies on how to market your video on YouTube.”

4. Upload your video and include the terms you want to get ranked for inside your YouTube video submission. For instance, you might include the term you want to get ranked for inside your video's title and description.
5. Promote your video by embedding it into your blog or linking to it in your Facebook or Twitter accounts. You can use your other social media accounts to promote each other.

And that's it. You just wait until Google picks-up and ranks your videos.

For more tactics to claim search engine positions with Google, check-out:

→ [**YouTube Traffic System**](#)

Currently, YouTube only shows pre-recorded videos. However, there are also live video streaming sites. The two most popular are Ustream.TV and Justin.TV.

The advantage of live video is that you can interact with your viewers. A popular format is to do question and answer shows. You allow your prospects or customers to ask you questions and you answer. You also might do a live presentation or handle customer support through live video.

This allows your customers to see you as a real person and establishes you as an expert.

Blogs and Social Bookmarking

Probably the most important type of social media sites are blogs. The reason they're so important is because they're search engine friendly.

They are designed to encourage search engines to easily find, index, and rank your posts on them.

This means that if you're going after free search engine traffic, blogs are an important asset. With consistent posting, over time, they quickly accumulate a large number of profitable search positions.

The other benefit of blogs is that you can own it. The following you build is your own. This isn't necessarily the case if you're on Facebook. If Facebook goes down hill in a couple of years, then your following likely declines. It becomes harder to reach your followers.

In other words, blogs are a nice permanent complement to all of your social media marketing efforts. It's a place where you can send your social media followers to.

Then, on your blog, you can more freely focus on transforming your followers into customers.

To create a blog, the most flexible platform is at WordPress.org. WordPress allows you to install their blog on your site for free. It then can easily be customized. Alternatively, if you're not very technically savvy and you don't want to hire somebody to do it for you at this time, you can get a blog in a few minutes using Blogger.com or WordPress.com. There's also the paid TypePad.com.

For step-by-step secrets on how to create a successful blog, check-out:

→ [**WordPress Foundations**](#)

Related to blogs, another important type of site is social bookmarking. The most well-known one is Digg.com. These sites let users submit links to web pages. The rest of the users then can comment and vote on the best links. The highest

rated links, then move to the top of the Digg rankings.

Social bookmarking sites go together with blogs or other social networking content, such as YouTube because after you've posted a video or new blog post, you or users can list it on sites like Digg.

Google often likes to rank and index in their results submissions to Digg often in minutes. It's one of the fastest ways to get into the search engines.

For more on how to profit from Digg, check-out:

→ [**Digg Traffic Goldmine**](#)

Squidoo and Hubpages

Last, but not least, Squidoo.com and Hubpages.com are two remaining sites that should be talked about when discussing social media.

These sites allow you to create “information centers” or pages on any topic you want. On Squidoo, these pages are called “Lenses” and Hubpages, these pages are called “Hubs.”

An example of how you might use these pages is that you're selling an e-book on dog training. You might then create a series of lenses and hubs giving tips on how to train each particular type of dog.

The lens or hub then might promote the product that you're selling.

The advantage hubs and lenses offer over just a normal web page on your own site is that they make it easy for you to create in-depth pages fast. You can pop-in existing YouTube videos, links to products on Amazon or eBay, and you can pop-in your own articles if you choose.

You essentially get to use existing content to create a comprehensive page on your topic.

The main benefit of using these sites is that Google likes to index and rank them into their search results quickly. You also might use them by linking to them on your blog, in your Twitter account, or in your Facebook account.

For more step-by-step secrets to profiting from Squidoo, check-out a complete guide over at:

→ [Ultimate Squidoo](#)

Recommended Resources:

- [Facebook Strategies Guide](#) – Advanced strategies to cash-in on the social networking site Facebook.com.
- [Twitter Success Stories](#) – 17 case-studies of how you can use Twitter to profit and grow your business.
- [YouTube Traffic System](#) – Capture prized search positions on Google and other major search engines.
- [Digg Traffic Goldmine](#) – Cash-in on the leading social bookmarking site, Digg.com.
- [WordPress Foundations](#) – Quickly create and customize a WordPress blog.
- [Ultimate Squidoo](#) – Use Squidoo to get on the first page of Google for money-making keywords.