

DELIVERING ON THE PROMISE OF SOCIAL MEDIA

by Mike Mann

Presumably one engages in social media like Facebook, Twitter, Digg or LinkedIn to create a following for business and/or personal reasons, and to follow others with whom you want to associate.

So, now that we have been experimenting with it for awhile one asks, “Can it work as promised? Is it relevant?” Answers from this encampment are a resounding “Yes,” but it requires some thought, strategy, and a permanent effort to make it happen. For me, I am going to stick with Facebook, which also automatically updates my Twitter which is even easier via Ping.fm, so I will skip all efforts at Twitter independently.

I used to love LinkedIn, but it’s harder to add people and less user-friendly than Facebook. Plus, it’s too late, Facebook has already won the battle and Ping will update it anyway. Most of the people I once communicated with on LinkedIn are more active on Facebook, so goodbye LinkedIn.

MySpace seems a bit juvenile and has older technologies; and again all those folks are already on Facebook and there are only so many hours in the day. I haven’t had the time to work with the other social media platforms yet, but in reading about them, I think Facebook, in addition to social media networks that are focused, niche,

and affinity-type groups, are the only relevant platforms at this time. As far as a broad general communications mechanism is concerned, you can already e-mail, profile, chat, view pics and

itself is just a new way of communicating that works great and is free. Who cares about the competitors right now?

As for me, I have added many excellent people to my Facebook page, including my own people, technology and investing leaders, and press leaders. Posting lots of personal and business stuff on Facebook, which has been cheap and easy, has indeed helped me capture attention, sell product, garner investors, and get press. Obviously, I’m a big fan ♦



vids and do all sort of other free activities on Facebook. So essentially your Facebook page or any other social media profile you prefer is really just about you and your people. Facebook

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by Ari Rabban

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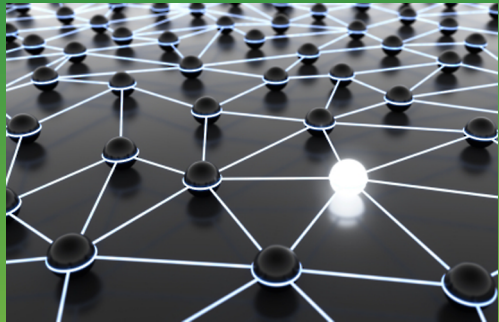
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In general, I will send out less e-mail and snail mail and do more of everything from Facebook and MikeMann.com, so please look for updates there; and you can

You may recall a Web Street

Journal article from the Spring stating that WashingtonVC is alive and well.

by Mike Mann

WHAT ELSE IS NEW?

read about the companies mentioned above from their respective websites or Google searches. Also, my book, Make Millions and Make Change! (<http://makemillions.com/>), has Hankin’s leadership, is an incredible world

send you a fresh hard copy. We also finished an audio version that you should listen to finishing the new website, pdf, Kindle, and whatever other media is available. Spread the word and the wealth. There is a lot of other great stuff to discuss but not enough space or time. The main message

from a business standpoint is that you can’t

beat Phone.com, DomainMarket.com, or SEO.com; and Grassroots.org, under Shane

Change! (<http://makemillions.com/>), has Hankin’s leadership, is an incredible world

changing charity and model, and we are very proud of its continued extensive accomplishment

ments and growth. Contact me any time you have some good info or opportunities. Cheers ♦

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MAKE CHANGE!
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SEO.com launched the Ultimate Web Marketing Makeover and plans to award a six-month contract worth more than \$60,000 to a small business.

SEO.com wants to give back to the business community that has helped it succeed during the recession. This is our way of doing just that. In the past, we've helped out with the Red Cross and Grassroots.org. Now we're on to something new. We want to give a deserving company the opportunity to not only come out of the recession, but to thrive well into the future. But that's only the beginning. What we're offering will increase revenue, publicity, and website traffic for now and in the future. It will give the winning company a foundation to keep their business flourishing for years to come. It's more than just a makeover. It's the Ultimate Web Marketing Makeover.



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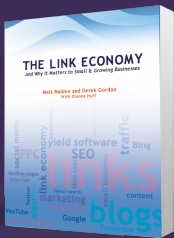
the Yield Web Marketing Suite for Agencies at ad:tech

by Matt Malden

By combining and automating the three key elements of search marketing - paid search, natural search, and landing page optimization - within a single, secure system, the Yield Web Marketing Suite for Agencies enables agencies to lower costs, increase efficiency, and improve margins. If you're an agency, you should definitely give our new offering a look. If you employ an agency to manage your search marketing initiatives for you, have them give us a call.

In addition, Yield Software announced the introduction of a full range of services. These services include Yield JumpStart and Yield Managed Services packages designed to meet both the one-time and longer-term needs of businesses and agencies short on time or resources ♦

Please check it all out on-line at www.yieldsoftware.com



THE LINK ECONOMY EXPLAINED

By Matt Malden and Derek Gordon

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8 STEP GUIDE

Using Facebook to Generate Links & Business

by Dave Bascom

The inspiration for this post came from a conversation I had with a friend who was very confused as to how he could get any meaningful profit from using Facebook.

Let's first talk about what Facebook is and what it isn't. Facebook is an easy way to stay connected with friends, family, business associates, and even famous people or companies that you consider important. There is literally something for everyone on Facebook.

Facebook is not a way to advertise to a certain demographic of users and convince them to buy what you've have to sell. Sorry, all you Facebook advertisers, but not many people are going to buy a car or sign up for a credit card offer through any type of advertising on Facebook. People aren't there to buy. They are there to get away from life's little stresses and connect with friends.

So after having said all that, how can it be possible to make money from Facebook? (Unless you're a widget developer and have a wide user base, this next part is for you.)

Remember how I talked about the fact that people on Facebook want to connect with other people (what we will call networking) and relax a little bit? Well, we are going to use that to our advantage. There is no secret widget or App that you're going to install. All this will take is your time. And if you can't spend the time, pay someone else to do what I'm about to tell you. Ready? Here we go.

Step 1 Add all the people you know and have ever met as your friend on Facebook.

Step 2 Update your profile with real photos of yourself (nothing from your last drinking party or late night criminal activity).

Step 3 Search for at least 10 groups to join that are relevant to your business. (I don't care how niche your business is, there is at least 1 group for it.) If you have to choose between groups, go after the ones that are active and have at least 50 members.

Step 4 Contribute useful information to these groups. Answer and ask questions. Get into conversations with people.

Step 5 Add as many people in the group as your friend who you've had even a tiny bit of contact with in the past.

Step 6 Find out which of your friends who you've just acquired from these groups has a website or blog about your industry. They usually put a link to their blog or site in their 'Info' tab on their profile.

Step 7 Ask your new friends if they would allow you to contribute some content to their site or blog in return for a link back to your site.



Step 8 Write this content and send one unique article to each person that accepts your offer.

Facebook is not a way to advertise to a certain demographic of users what you have to sell.

Those are the eight steps to get you started down the path to success with Facebook. Like all the best things in life, it will take time to really develop Facebook into a useful and profitable channel for building links, but the more you put into it, the more you will get out of it.



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