

Social Media Traffic Avalanche

SOCIAL MEDIA **Traffic Avalanche**

**Get Unlimited Traffic
From High Traffic Social Media Sites!**



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Introduction

The Internet has been around for some time now, but only in recent years has its presence become strongly felt to all people all over the world. News from all over the world reaches our computers in the blink of an eye, international communication is free and instant, globally-competitive education can be accessed by anyone, anywhere – even decades-old regimes have been toppled by those coordinating from the Internet!

And then there is, of course, a *massive* potential for profit.

Most entities that either establish their business *on* the Internet or bring their business *to* the Internet usually learn one very important thing about the ‘net: more traffic, more profit. This is why everyone and their mothers are tinkering with everything on the Internet in order to increase the number of “eyeballs” that float over their products and services.

One particularly interesting aspect of the Internet has proven to be a very useful and profitable tool for any kind of business. It has been growing rapidly over the years, and has become part and parcel of any netizen’s life. Millions upon millions of unique people access its varied forms each day; each having his or her own purpose for doing so. And



the best part is that very little money – if any at all – is needed to make use of this aspect of the Internet.

You could say that the buzz has been piling up over the years, and that we are now reaping the full benefits of the “avalanche” that it has created.

And this avalanche is known as social media.



Social Media 101



When people say the word “media,” the first thing that often comes to mind is TV, radio and newspaper. This is the traditional form of mass communication, where one medium sends information to a large number of people. This form of mass communication only transmits information, with little to no interaction from those on the receiving end of the information. It is also an extremely expensive venture to get into and maintain, which is also why it costs a *lot* to advertise in any of these media of mass communication.



With the current Internet speeds and availability, though, these traditional media are slowly being replaced by *social media* – also known as consumer-generated media in the more commercial circles of society.

Social media itself is the epitome of the Internet culture: it is a collection of web-based and mobile technologies that allow users to generate and publish content. This simply means that people create, upload and share a whole lot of “stuff” on the Internet. Everything is fair game with social media – from simple comments and amateur videos to technical manuals and sweeping scientific studies

For an example, you can simply read [this entry about social media on Wikipedia](#). Not only will you learn more about social media, but you will have visited a social media site born from the collective input of experts around the world!

But you are not reading this guide to learn more about social media’s roots and origins. You are reading this to learn how to increase traffic to your own website. Ergo, you are reading this guide to increase your overall profits.

So let’s cut to the chase, shall we?



How Social Media is Relevant to Marketing

The whole point of this guide is to teach you how to increase web traffic to your business by using social media, but it is absolutely essential that you first understand *how* to use the various social media to that end.

Here are a few things to help keep you in the right frame of mind:

Information and Awareness

One of the first things you need to remember about social media is the distribution of information.

If you are launching a program, starting a promotion, offering discounts, looking for employees, opening a new line of products or have anything important to say, then social media will be one of the quickest and cheapest ways for you to get that information out into the Internet. This is also a facet where social media shines, since people can pass along this information on their own social networks.

Engagement and Discussion

One of the main draws of social media is giving the consumer the ability to easily communicate with both the business and other consumers.



A smart consumer of the Internet age no longer takes advertisements at face value. He goes online and starts from there, and social media allows you to communicate with these people on a near real-time basis.

You always have the option to filter or block discussions if they don't go as you'd like them to. Just keep in mind that they can and will discuss an issue on a separate website that you will be unable to monitor. This is why it would be better that you see what frustrates your customers yourself and address the issue in a timely manner.

Support and Assistance

If people have problems, one of the first things they do is look for someone to help them – and social media could be a cheap and accessible tool to let that happen.

Social media is a cheap, easy and convenient tool for people to seek solutions to problems that they may encounter and answers to questions that are nagging them. This is especially useful for small businesses, where the need for expensive customer care services is virtually eliminated by using social media instead. One or two people will be more than enough to handle things until the business grows big enough to need and afford larger customer care services.

Networking and Recruitment



If you are looking for people to help support your business – like partners, suppliers or employees – then social media can help you out there as well.

Not only will you be able to bring additional business to your website, but you could also use an established social network to get additional

Competitiveness and Relevance

If you can use social media to get customers your way, then you can bet that your competitors can use it too.

This is why social media can be a very useful tool to spy on the competition. Are they launching a product with new features? What problems are their customers experiencing? How are they setting up their own social media marketing strategies? Keep an eye on your competitors and you will be able to modify and present your own products and services in a more relevant and competitive manner.

Trust and Assurance

Everything that has been discussed earlier will ultimately lead to one thing – the trust of the consumer.



This is perhaps the main reason why social media is so effective in marketing circles. It is also the reason why other businesses just can't see any traffic increase when they use social media.

Remember that you are dealing with intelligent people that have something to say. Learning how to properly engage and communicate with them will mean the difference between a successful social media marketing campaign and a total waste of time and energy.

Now that you have a general idea of how social media works as a marketing tool, it's time we got down and dirty with the first social medium: Facebook.



Facebook: Adding a “Face” to Your Business



Ah, Facebook – one of the few websites with a movie about its origins. While the movie may leave some people red-faced about the roots of Facebook, there is no doubt as to the social impact of Facebook around the world.



Facebook itself is a leading social networking service, with more than 600 million active users as of January 2011. Facebook's simplicity and streamlined features make it easy and attractive for a lot of people to work with.

As for the features, people can add each other as "friends" as they keep tabs on each other's activities. Users can edit and modify their profiles, after which they can start sharing status updates, links, videos and photos to their peers. All these features have become the recognizable trademarks of Facebook; contributing to the success of this particular social networking site.

One of the most interesting features of Facebook for business entities is the creation of a Facebook Page. This will be your main platform for interacting with users, especially since Facebook pages are designed to do three things at once: bring people with a common cause or interest together, allow them to communicate with you and allow them to communicate with each other.

The Big Picture with Facebook

Everything about Facebook encourages users to create their own unique identity and to connect with people. The same goes for businesses: building a unique identity and letting the consumers know more about you is the main objective when using Facebook.



This is especially important to remember, considering that the various features of Facebook are geared to presenting a business in a positive and interactive light. Too many businesses limit themselves to posting simple updates when Facebook offers so much more features for them.

The ability of people to talk and interact with each other is also another valued aspect of Facebook. The website's versatile discussion and comment features opens up a sounding board of feedback, opinions and experiences for visitors, fans and consumers alike.

So remember – the big picture with Facebook is to put a “face” behind your business. Use Facebook to let people know more about your business and you will be able to use Facebook’s unique features to bring in traffic (and profits) to your own website!

What to Do with Facebook

Profile Establishment

One of the first things you need to do on Facebook is to create a profile that will grab people’s attention.

For starters, you should upload an attractive, eye-catching profile picture to represent your Facebook page. This will often be the first thing that



people see if they choose to visit your Facebook page, so give that profile picture some thought.

Adding some background information and links to the home page of your website is the next order of business. Tell people what your business is about, while a good mission-vision or motto can wrap things up quite nicely.

It is not recommended that you create a personal profile for business and marketing purposes. It would be better if you created a Facebook Page designed specifically for a business as it provides a lot more community and consumer-oriented features than a personal profile. And besides, you are less likely to run into problems with the terms and conditions of Facebook when you use a page designed specifically for businesses.

Experiment with your profile a little. Don't be afraid to tinker around with the features, especially when you get more and more followers to your page. New page features get opened up with more followers, so keep on coming back for more.

News and Updates

Once you set up an attractive profile to represent your business, you're all set to start using Facebook as your marketing platform – and you can start by sharing news and updates to your followers.



If you have anything note-worthy for people to know, then all you need to do is post this information in your wall. Got a new product lined up for release? Post it. Offering a Facebook-only discount coupon for customers? Post it. Find a news article that your customers might find useful? Post it. Have a few tips to maximize the customer's experience? Post it.

Any bit of information that is relevant to your business and your customers should be posted on your wall – even if doing so will not lead to direct sales. The main objective here is not to aggressively sell stuff to people, but to make them aware of your “presence” on Facebook. The more relevant the information you provide, the more likely that people will visit your website – meaning more traffic in the end.

Product Showcasing

The photo, video and discussion sections of a Facebook page are more than just interesting features – they are some of the most powerful tools at your disposal to help show potential clients what you have to offer.

For example, you can import information from your website to your Facebook page. Photos of your product, its specifications and even video demonstrations of how they work can easily be uploaded in your Facebook page. This will allow potential customers to take a peek at what you're selling.



Another advantage of doing this is that you can ‘tease’ people into visiting your own website. You can just give a very broad description of your products and services on your Facebook page, while providing links to point interested people to your website. This will allow you to bring people to your sales-oriented website without making your own Facebook page appear too commercial for people’s tastes.

Prizes and Contests

People love to win prizes, which is why contests can be so effective when using Facebook’s various features.

Putting up contests of skill or luck will help encourage people to monitor your Facebook page – especially when freebies are offered as prizes. This is something that many businesses often neglect to capitalize on. Not only will people check your page on a regular basis, but they will also become interested to learn more about what you have to offer. Even those who don’t win will become curious as to what they didn’t get.

You can even gain something from the community by asking people to do some of your work for you. Coming up with the best slogan, taking the wackiest product picture, being the first to respond or any similar contests serve to kill two birds with one stone. One, you get people to visit your Facebook page and two, you get your pick of content to use for your website. It’s a simple but effective concept.



Feedback and Discussions

And last but not the least is to reserve a place for people to communicate with one another.

The discussion and comment features of Facebook should not be taken for granted. All marketers that use Facebook need to post and advertise stuff, but it is a rare few that will actually encourage people to discuss and share their thoughts on a Facebook page.

While this may require a lot of time and attention on your part, the potential rewards are definitely worth it. Fostering a community on your Facebook page will give people yet another reason to keep coming back to your page: to keep discussing something.

Don't worry too much about controlling the flow of discussions. Just open up topics and publish them on your wall. Once people realize that you have something going on in the discussions section of your page, they will start to open up topics themselves.

Other Marketing Tips for Facebook

Focus on providing interesting content



One of the biggest mistakes that many businesses make on Facebook is to push the customers too hard, and this is something you have to avoid before you even start a marketing campaign on Facebook.

Remember that Facebook is not a place for you to aggressively market your products. It is a platform for you to bring people closer to you and your products. People do not log on to Facebook in order to be bombarded with advertisements. They log on to communicate with people and discover new, interesting stuff each time they check their news feeds and their favorite pages.

This is why you have to focus on providing that relevant and interesting content instead of trying too hard to sell your products. Somebody will be more likely to “like” and follow your Facebook page if it has funny quotes and experiences about Product X than if it were plastered with blatant and boring advertisements about the said Product X.

Plan out on how you can provide this content in an attractive and interesting manner from the very beginning, and people will actively participate in your Facebook page instead of just leaving it to rot – like how so many other “liked” pages end up after some time.

Give people a reason to “like” your Facebook page

One of the first things you need to do is make people voluntarily subscribe to your page, which is known as “liking” on Facebook.



People first have to be aware of your Facebook page before they can start viewing the content in it. This is why it is important that you focus on an attractive profile picture, relevant company background, regular status updates and a lot of practical information on your page's profile.

While an attractive profile will pique people's curiosity, providing an immediate benefit or reward is one of the most effective ways to get them to "like" your Facebook page. A one-time discount, a trial period for your services, a freebie that can be claimed when buying your products – these are but a handful of viable rewards for somebody to "like" your Facebook page.

Just avoid making rewards the only reason for people to "like" your Facebook page. All those rewards would be a waste of money if you do not actually provide a reason for people to keep on viewing your Facebook page – much less go to your website.

Create a network of relevant "Fan Pages"

Another way you can get more people to "like" your Facebook page is to build a network of fan pages.

These fan pages should revolve around concepts related to your own products and services. For example, an entrepreneur that sells custom-made chocolates could create fan pages like "Weird and Wacky



Chocolates”, “Creative Valentine’s Day Chocolates” or “Chocoholics Anonymous.” Be creative with the fan pages you come up with, and you should come up with similar if not more interesting concepts as well.

The goal here is twofold: to get an idea of who your potential clients are and to get them together in one place. Not only will you gain an understanding of the demographic you work with, but you will also have the opportunity to subtly plug in your own Facebook page now and again.

Just remember the golden rule of social media marketing: do not push your products and services too aggressively. Just leave a link on the main information page and provide relevant content on a regular basis. This should be enough to bring people to your page without getting turned off by the excessive marketing.

Encourage sharing and re-posting

One powerful marketing feature of Facebook is the ability of users to share pages that they like. This is something that you should encourage people to do, especially since doing so will allow you to tap into the social networks of your followers.

Relevant and interesting content is one of the most useful ways to do this, although the specific that will most likely be shared will depend on



the personality of your followers. Bored young teens will prefer content that is fun and interesting, while older professionals may be keener on sharing useful and work-related content instead.

This is why it is important for you to narrow down and work with your demographic. The more you understand the people you are selling your products and services to, the more effective your Facebook marketing campaign will be. After all, social media is about communicating and sharing interesting content to one another.



Twitter: Achieving Success One “Tweet” at a Time

People like their news, but people like it even better when they get their news *fast* – even when they’re on the go and have little time to spend poring over the minor details.

This is where Twitter comes in. This “microblogging” service is a cross between traditional social networks like Facebook and SMS messages. People build their social networks on Twitter, where they keep tabs on each other’s activities. The catch here is that all messages are limited to 140 characters – more or less the length of a standard SMS message.

You would be surprised at how effective this apparent limitation is in making Twitter so popular. At least 105 million registered users as of April 2010, with 55 million tweets being sent on a daily basis, it is easy to see just how many people actively use this microblogging service.

The Big Picture with Twitter

If Facebook is chock-full of features for maximizing user experience, then Twitter is all about streamlining information. Providing bite-sized “tweets” that are easy to digest in a quick and convenient manner is the



main objective with Twitter, which is something that you must remember if you want to make a successful Twitter marketing campaign.

While the ability to discuss stuff is not as powerful as in Facebook, there is still the need to maintain a sense of community on Twitter. Every tweet you publish and every response you write must come across as genuinely human. Connecting and communicating with other people is, after all, one of the main draws of Twitter.

Too many marketers on Twitter forget this as they use it for mindless self-promotion. This is something many users frown upon, especially when they start to feel like they're being bombarded with spam instead of news.

This is why the big picture with Twitter is to keep people aware and informed of the relevant events in your business on a real time basis. This has to be done while directing your tweets and responses to establish and maintain a sense of community. This will allow you to keep people aware of you and your services while you keep them engaged in conversation and feedback.



What You Should Do with Twitter

The functions of Twitter are pretty limited. Tweeting, re-tweeting, messaging and commenting are all you have to work with, so all you need to do is focus your efforts around these four primary functions of Twitter.

Plan out your tweets

Good content is always the first and foremost consideration when using any social medium, and Twitter is no exception. Product announcements, coupons, contests, viral videos, market updates and anything else that is news-worthy should always be tweeted as soon as possible. Everything else comes *after* you provide this content.

This is exactly why you have to make a long-term plan on how to provide this content. Sure, you may have an announcement to make once in a while, but only those who know what to tweet, when to tweet and how to tweet will find Twitter to be a profitable marketing venture. Running out of steam is one way for people to stop paying attention to your Twitter feeds or to remove you from their lists for good.

Make your profile worth viewing

A good profile picture and the ability to edit the background of your Twitter profile is well and good, but this is not the only way to get people interested in your profile.



Aesthetics aside, it is important that you give your own company some history to present on Twitter. A good story about the founding of your company or a quick run-through of its objectives always makes for an engaging read.

This is especially important to do, considering that visitors to your Twitter profile will want to snoop around your page before they even consider liking you or not. If all they see is a blank page, then they will think your profile is just another “empty” marketing profile that offers them nothing but sales advertisements.

Use proper spelling and grammar

You are representing a business, not an individual person, so it is always better to use proper spelling and grammar – even if there is a 140-character limit on Twitter.

You also need to learn how to type tweets in a short but concise manner. If you absolutely need more than 140 characters to properly express yourself, then the best course of action is to link to an external site.

By the way, links do eat up a lot of characters so it would be best to use link shorteners (like <http://is.gd/> or <http://bit.ly/>). These free online services are great tools to help shorten those character-consuming links; making them feasible for tweeting.



Participate in the discussion

If anybody replies to any of your announcements, then by all means respond! People will be more likely to open up discussions and visit your Twitter feed if they see that someone is actually talking to them. Keeping the discussions alive and you will slowly but surely gain the trust of your followers.

But what if nobody is making a comment on your tweets and there's no actual discussion to participate in? This is often a problem with new Twitter profiles, as they are still in the process of getting new followers.

No discussion will spring up if nobody's following your profile, so you have to get more people to follow your Twitter profile if that's your problem. More time and more content will get people your way, so just keep working on your Twitter profile.

If you do have a decent number of followers but can't seem to get anyone to say anything, then you can start things off by opening the discussion yourself. Ask a question. This simple act is often enough to get people involved in your Twitter profile, especially if the question is one of opinion. Those kinds of questions usually get a lot of discussion going.

Tweet regularly

Few people will follow a feed with updates that are few and far between. Fewer people will maintain such a feed on their follow list. Even fewer



people will bother to read what you tweet when you do decide to update your profile.

This is exactly why you should make it a habit to tweet something relevant at least thrice a day. Doing so will provide your followers with their much-needed fixes of news and information; letting them know that you are still around for business. This is also why it is important that you make a long-term plan for your Twitter profile. You will eventually run out of things to say unless you prepare beforehand.

It would also be better if you tweet at certain times of the day. This will let your followers know when to check your feed at regular times of the day. You can also randomize the time you tweet as this encourages people to check on your feed more often, but the security of knowing when you release news often makes up for the fewer clicks on your feed.

Follow relevant feeds

Twitter isn't just a place for you to market your products. It's also a goldmine of relevant news and information for you to work with.

Following relevant feeds is especially useful, since you can simply share or re-tweet what other people have to say.

“Raid” the clients of competitors



Not only can you check your competitor's Twitter feeds to keep tabs on what they are up to, but you will also be able to raid them for customers as well.

This is especially applicable when there are a lot of discontent people storming your competitor's Twitter feeds. These kinds of people are ripe for the picking, since they are likely to at least inspect your Twitter feed and compare your products and services to those of your competitor.

The messaging functions of Twitter are a bit of nuisance, though. The only way you can send a private message to somebody is to have them follow you. The only way you can do this via Twitter is to follow them first. This is why your profile picture and name is important – they will be the first things people see when they spot your profile. You can then begin communicating with each other once a person follows you.

Pre-empt negative feedback

Consumers hate it when unexpected problems arise, which is why it is better to warn your customers than to keep silent about an issue.

Doing so will not completely prevent people from airing out their concerns and frustrations, but their reactions will not be as extreme. Tell them about a problem even before they know there's a problem and the fallout will be less likely to spiral out of control.



Once those negative comments come out, then do your best to reassure your customers that everything is getting ironed out in good time. You can even offer a few acts of good faith, like handing out freebies or offering free replacements. This will definitely help smooth things out when an unexpected problem arises.

Link Twitter to other social media

Twitter is rapidly becoming a ubiquitous tool for people to communicate with each other, which is why other social media like Facebook gives you the option to link your Twitter profile to their profiles.

This is definitely a good addition to your Facebook profile, as it meshes two similar but fundamentally different social medium platforms together. This maximizes the visibility of your Twitter feed and Facebook page, since your followers need visit only one site to get information and updates from two sources.





Squidoo: Focusing with the Right “Lenses”



Facebook and Twitter are two very popular social media platforms, where the focus is on networking and the constant exchange of information. These websites are great for keeping people “in the know” about things; feeding bits and pieces of information now and again.

Squidoo, however, works differently. It is a community website where people contribute to pools of knowledge or “lenses.” These Squidoo lenses are collections of information about a very specific topic, where people write down what they know about that topic. Squidoo thus functions very much like a depository of information. People search for this information by typing keywords in search engines and retrieving the results.

This is a very, very useful tool for marketers. People can find themselves looking at a Squidoo page for answers to a query they might have. Impress them enough and they may even wind up going to your website. They may even sign up to your Facebook and Twitter profiles to get a continuous flow of information and updates on your end.

In short, Squidoo functions like a gateway between people, your website and your other social media platforms.



The Big Picture with Squidoo

Squidoo lenses do three things at once: connect you to people that use search engines, gain their trust and then connect these people to your website and other social media platforms.

The best part is that Squidoo lenses need very little maintaining, unlike other social media platforms like Facebook and Twitter. Once you finish typing up your Squidoo lens and polishing them up, you can practically leave them alone. You can then concentrate on your other marketing and entrepreneurial activities as Squidoo passively generates traffic to your website for you.

You do, however, have to *really* know your stuff – especially if you are in a business niche that is highly competitive. If you are operating a business wherein you have stiff competition, chances are that the said competition will have a presence on Squidoo.

So the big picture with Squidoo is to create your own repository of information to prove your knowledge and expertise on a topic – all the while optimizing the said information to make it easy for people to find your lenses.



How to Maximize Your Squidoo Lenses

You can be pretty creative with how you write your Squidoo articles, especially when you become comfortable with the tools and features of Squidoo. In the meantime, though, these tips will help you with the basics of constructing a Squidoo lens:

Know your stuff

The first thing you need to even before you *think* of writing a Squidoo lens is to do learn everything you can about your particular niche.

If you have a very general and obscure knowledge of your particular niche, then you have to spend much more time reading and familiarizing yourself with its finer and more technical aspects.

While you are not necessarily compelled to produce thesis or doctorate-level pieces on Squidoo, it does help if you are at least familiar with the more advanced concepts that you will talk about.

It also helps if you can refine your lenses to talk about a very specific topic instead of duking it out with the competition in the general concepts of your niche. You would be surprised at how much room there is in the even the most crowded niches if you know where to look.

[Read the Squidoo FAQ](#)



If you are new to Squidoo, then you will definitely want to [take a peek at their FAQ section](#). There is a lot of *extremely* useful information there, especially when it comes to the more complicated issues like empty lenses and spamming.

Even if you are already familiar with the concept of writing articles and press-releases for marketing purposes, give it a once-over read. You may find extra resources to help you along, like [SquidU](#) and earning a commission from your Squidoo lenses should they contribute to a product sale.

If you have any other questions or clarifications, you can head over to the [SquidU forums](#) and ask for some help from the community. You can even learn how to become a “Giant Squid” to get more attention to your lenses!

Answer a question with your lenses

This is the part where you start building your lenses, and the first thing you need to do is come up with a question to answer.

People use search engines and browse Squidoo to learn more about something. It is your job to match this “something” to your Squidoo lens, which is why you have to put yourself in the shoes of a potential reader. Think from his or her point of view and ask yourself a question that is related to your niche. This is a good place to start when it comes to



constructing your lens as it will give you a specific theme for your lenses to revolve around.

Don't be afraid to ask yourself hard questions.

While these harder, longer questions may not gather as many views as you would like, it would at least put you away from the head-on ranking battles for lenses that talk about the more general topics.

Such lenses gather a lot of traffic, but it will take a lot of time and effort for you to climb up the rankings – especially if the competition is keen on keeping their top positions for themselves.

You can even tweak these more difficult questions around to accommodate the keywords and you already have a unique but solid title to work with. We'll talk more about those keywords in the next tip.

Work with a set of keywords in mind

Most people find information on Squidoo primarily by search engines, which is why you have to make sure that your own lenses are easy to spot by search engines.

The easiest, least technical and least risky way to do this is to simply “seed” your lens with keywords.



These keywords are the most likely phrases that people will type into search engines in order to find results related to what you have to say or sell. For example, a Squidoo lens that talks about designer scarves could have “silk designer scarves,” “designer cashmere scarf,” or “eco friendly designer scarf” as keywords for their lenses.

Choosing the right keywords, however, can be a bit tricky. Make them too short and broad and you could end up competing with more folks than you want. Make them too long and you may not get enough people that use those particular set of keywords. This is why three, four or five words in a keyword phrase are good balances between breadth and specificity.

Write an article that's easy to read

The next thing you need to do is to learn *how* to write a decent Squidoo lens – which often follows the format of a standard magazine article.

Here are a few general tips to get you started: Observe proper spelling, grammar and punctuation. Long sentences are fine for books and manuals, but casual Internet readers prefer shorter sentences. Break continuous sentences into paragraphs with around two to four short sentences each. Use words that are simple and easily understood by most people.



And for the love of God, don't plaster your Squidoo lens with a ton of ads. This is a sickness that is rather prevalent in many top-ranking Squidoo lenses – especially those geared more towards marketing and money-making. Many readers are turned off by heavy ad-saturation, so keep your ads minimal.

Better yet, keep them in your resource box instead.

Place links and useful information in the resource box

Each Squidoo lens has a spot where authors can put a little information about themselves, as well as a few links of their choosing.

Make the most of this resource box, as this is what most people will inspect if they want to learn more information about the lens you wrote. A little background information about you, the author, and your company will add a little meat to this box. One sentence each is plenty enough. Links to your website, Facebook page and Twitter profile would fit in nicely here.

Consider outsourcing multiple lenses

One good thing about Squidoo is that you can write as many lenses as you want about as many topics as you want. This does not mean, however, that you have to write them yourselves.



There are a lot of skilled ghost writers on the Internet. The best part is that many of them will work for a very low price, especially since many of these writers can be found in third-world countries. You could get a single lens done for as low as two to three U.S. dollars.

There is the problem with quality, of course. A lot of these third-world writers don't speak or write English as a primary language, so you have to take it upon yourself to review each piece before they get uploaded to Squidoo. You will still save a lot of time and energy by outsourcing this work, so try experimenting until you find a set of ghost writers that you are comfortable working with.

Social Bookmarks: Finding and Sharing New Experiences

Social media is fast becoming one that centers on the creating and sharing of content. The Internet, however, is already *chock-full* of content, with billions upon billions of sites just sitting there – waiting to be opened.

This is why we are going to cover one last (but definitely not the least) social media platform for marketing purposes: social bookmarking.



The whole concept of social bookmarking works this way involves the finding, classification and sharing of websites. These websites are saved or “bookmarked” on online servers, unlike regular bookmarking which saves the address of a website on a single computer. These social bookmarks are then accessible by other people, who are often connected in one way or another to the person who originally bookmarked the site – thus introducing the “social” aspect of social bookmarking.

The Big Picture with Social Bookmarks

Unlike other social media platforms where people use them primarily to network with other people, the communities that comprise social bookmark sites are interested in finding websites that appeal to them.

The simple process of sharing websites is what makes social bookmarking such a powerful tool in a marketer’s arsenal. As long as a marketer’s website provides useful content, an interested visitor could bookmark that site and bring people with similar interests to the same website.

The ability of users to “tag” certain websites also adds search engine value to social bookmarking. These tags will help make your website more attractive to search engines if enough people bookmark it; helping raise your ranks on the search engines.



So the big picture with social bookmarking is to connect with people that share similarities with your existing followers and customers. The added visibility on search engines are a side effect of being bookmarked by people, but it is still a welcome side effect.

Four of the Top Social Bookmarking Sites

Now before we get into the meat of getting your site bookmarked, you first have to understand that there are a *lot* of social bookmarking sites out there. It's enough, though, that you understand four of the more commonly-used social bookmarking sites and what sets them apart from each other:

Digg.com

This is perhaps one of the most popular social bookmarking sites on the Internet. Not only does the site cater to the core functions of social bookmarking sites, but makes classifying and accessing information a lot more accessible as well – which could be the secret to its current popularity.

The community of Digg, however, prefers buzz and excitement. This means that a website that deals in popular, exciting and late-breaking news about a particular topic will get the most positive reaction from “Diggers.”



[Reddit.com](#)

The population of Reddit is around half that of Digg, but the simplicity and streamlined nature of Reddit makes it popular with the more practical and insightful people around the Internet.

This is reflected by the community at Reddit, which leave comments that reflect an in-depth understanding of the content presented to them. This is not true for all Reddit users, but this does represent the majority of the users – which could be a good or bad thing depending on the content you provide on your website.

[StumbleUpon.com](#)

This particular site puts a unique twist on social bookmarking by adding a feature where people can “stumble upon” websites recommended to them by StumbleUpon’s automated processes.

This means that getting bookmarked on StumbleUpon will increase the chances that people will actually see and visit your website. Most users of StumbleUpon, though, like to flip through websites like they’re surfing cable TV. This is why it is imperative that your website have an attractive design and noticeable headlines that can catch a person’s attention within the span of two to three seconds.



[Delicious.com](#)

Delicious may have the lowest user base in this list, but this is offset by the fact that many of its users bookmark content that is geared more towards all things web-based.

Don't be fooled by this "geeky" appearance. This simply means that the users of Delicious are much more conscious of what happens on the Internet. This makes them a very attractive consumer-base for any business that operates on the Internet – which is about everyone who has a website to bookmark anyway.

Do remember that even if a social bookmarking site does not fit your website's content a hundred percent, it is still worth devoting a small space of your website to their bookmark links. Web traffic is still good traffic, no matter where it comes from.

3 Steps to Make the Most of Social Bookmarking

Now you have a basic understanding of social bookmarking, how it works and the unique cultures that each fosters. It's time we got down to learning how to make social bookmarks for you:

Tap your existing traffic to "lure" others in



If Facebook, Twitter and Squidoo are social media platforms to bring in and keep customers, then social bookmarks use those customers to bring in new people for you.

Simply encourage your own users, visitors and customers to bookmark your site using the social bookmarks of their choice. You can even design your own website to include hyperlinked images of these social bookmark sites and leave them near the top and bottom of a webpage.

Even something as simple as a big red arrow pointing to the bookmark buttons can make a world of difference in the number of bookmarks you get for your website.

Use attractive titles and pictures to “hook” new users

Once people bookmark your website, their friends and connections will then get a short glimpse of your website. You have about two to ten seconds to convince these friends and connections to spend a precious minute or two reading your webpage.

This is why it is absolutely important for you to spend time fixing up your webpages. Appropriate colors, topic-related pictures and strong headlines will help pique the curiosity of those skimming through the bookmarks of your current followers.



If you don't have the expertise, time or money to spruce up your website, then you might want to consider hiring a website designer to do the dirty work for you. There will be a nominal fee, of course, but it will be worth it when people find your site attractive enough to spend time in.

Provide great content to “reel” them in

Your expertise in providing content will come in once people decide to spend time reading your website in greater detail.

Providing good content is pretty straightforward: be informative, be relevant, be interesting and be exciting. If you want more details on this matter, then simply backtrack to our discussion on Squidoo. Most of what was in that chapter revolves around providing great content, so you can always refer to the information provided there when writing up content.





Conclusion

If there is one thing that you should remember from this guide, it is this: never underestimate the power of sharing.

The impetus of social media is the basic human desire to share what they know and feel to the rest of the world – to express themselves. This guide is but an introductory manual in making use of this interesting turn of events, which is why you must continue to refine your knowledge of social media whenever you can. Mix this with the fact that technology is advancing at a blinding pace and you will understand the need to stay on top of the game.

After all, it takes but a single human voice in the right time and in the right place to trigger an avalanche. The secret is finding that time and place!

