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Author Holly Powell of GUTz Marketing Academy!

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## **GUTz Marketing Academy Services**

Eric Green and Holly Powell of North Carolina, Social Media Marketers started GUTz Marketing Academy in the Spring of 2008. Both Eric and Holly have 36 years of combined experience in the customer-service oriented fields. While Eric's emphasis is on the Sales and Marketing; Holly concentrates on the Customer Service side of GUTz Marketing Academy.

<http://www.gutzmarketingacademy.com>

We recognize that most business owners need assistance in balancing the many tasks involved in their Online Marketing Campaigns using Social Media Marketing. It is important to note that hiring the experts is a key strategy for most small business owners to establish and maintain an online presence.

## **What is Social Media Marketing?**

Social media marketing (SMM) is the practice of promoting your business/site through the use of Social Media sites; i.e., You Tube, My Space, Facebook, Twitter, Forums, Blogs, and much, much more.



Using SMM is a powerful strategy that will get you links, attention and massive amounts of traffic. There is no other low-cost promotional method that easily gives the small business owner the large numbers of visitors, some of whom may come back to your website again and again.

Simply put...if you are selling products/services or just publishing content for ad revenue, SMM is an effective method of online marketing.

Those who ignore the value of social media usually fall into three categories; the ones who don't know much or anything about social media, the ones who are interested but don't know how to use it and those who don't believe in the value that a social media strategy can bring to any site or business.

Let's put some of this into prospective...

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## MySpace

- ♠ 110 Million Monthly Active Users Around The World
- ♠ 85% of MySpace users are of voting age (18 or older)
- ♠ 1 in 4 Americans is on MySpace
- ♠ In the UK it's as common to have a MySpace as it is to own a dog
- ♠ On average 300,000 new people sign up to MySpace every day
- ♠ 100 Billion rows of data
- ♠ 14 Billion comments on the site
- ♠ 20 Billion mails on the site total
- ♠ 50 Million mails per day (more than Yahoo, Hotmail, or Google)
- ♠ 10 Billion friend relationships
- ♠ 1.5 Billion images
- ♠ 8 Million images being uploaded per day
- ♠ 60,000 new videos being upload to MySpace TV each day
- ♠ More than 8 million artists and bands on MySpace Music





## Facebook

- ♠ More than 60 million active users
- ♠ An average of 250,000 new registrations per day since Jan. 2007
- ♠ An average of 3% weekly growth since Jan. 2007
- ♠ Active users doubling every 6 months
- ♠ Over 55,000 regional, work-related, collegiate, and high school networks
- ♠ More than half of Facebook users are outside of college
- ♠ The fastest growing demographic is those 25 years old and older
- ♠ Maintain 85 percent market share of 4-year U.S. universities
- ♠ Sixth-most trafficked site in the United States (comScore)
- ♠ More than 65 billion page views per month
- ♠ More than half of active users return daily
- ♠ People spend an average of 20 minutes on the site daily (comScore)
- ♠ More than 14 million photos uploaded daily
- ♠ More than 6 million active user groups on the site



## YouTube

- ♠ According to comScor almost 70% of the population has watched online video
- ♠ The average consumer will watch 73 minutes of video each month
- ♠ YouTube grew from 58,000 monthly visitors in August 2005 to more than 20 million in August 2006
- ♠ 123 million Americans will view online video once a month in 2007
- ♠ 26% watch funny videos at least once a week
- ♠ 66% of video viewers have watched online video ads and 44% have taken action on what they have watched
- ♠ 76% will tell a friend about a video they have watched

The most recent from a public company comScore July 2007

(NASDAQ:SCOR)

- ♠ Nearly 75% of U.S. Internet users watched an average of 3 hours of online video during the month
- ♠ Americans viewed 9 billion videos online



- Google sites once again ranking at the top U.S. video property with nearly 2.5 billion videos views (27% share of videos), 2.4 billion of which occurred at YouTube.com
- Yahoo! Sites ranked second with 390 million (4.3%)
- Fox Interactive Media came in 3rd with 298 million (3.3%)
- Viacom Digital came in fourth with 281 million (3.1%)
- ♠ Online viewers watched an average of more than 3 hours of online video during the month (181 minutes)
- ♠ The average online video duration was 2.7 minutes
- ♠ Nearly three out of four (74.2%) U.S. Internet users viewed video online
- ♠ The average online video viewer consumed 68 videos, or more than two per day

Above source: Rich Schrefen's "The Attention Age Doctrine Web Marketing Web 2.0"





## Top Global Sites on the Internet (Alexa.com)

Top Global Sites On The Internet	Top U.S. Sites On The Internet
<b>Yahoo</b>	Google
Google	<b>Yahoo</b>
<b>YouTube</b>	<b>MySpace</b>
Windows Live	<b>YouTube</b>
MSN	<b>Facebook</b>
<b>MySpace</b>	Windows Live
Wikipedia	MSN
<b>Facebook</b>	Wikipedia
Blogger	Ebay
Yahoo—Japan	AOL



## Who's Who On MySpace

### Are You Oprah's Friend?

<http://profile.myspace.com/index.cfm?fuseaction=user.viewprofile&friendid=144788060>

A screenshot of a web browser displaying Oprah Winfrey's MySpace profile. The browser window title is 'MySpace.com - Oprah Winfrey - Chicago, Illinois - www.myspace.com/officialoprahwinfrey'. The address bar shows the URL 'http://profile.myspace.com/index.cfm?fuseaction=user.viewprofile&amp;friendid=144788060'. The page features a large profile picture of Oprah and a smaller one of her with a man. Text on the page includes 'Oprah Winfrey', 'The Official Oprah Winfrey MySpace', 'Chicago, Illinois', 'United States', 'Profile Views: 527298', and 'Last Login: 7/12/2008'. There are links for 'View My: Pics | Videos', 'Send Message', 'Forward to Friend', 'Add to Friends', 'Add to Favorites', 'IM / Call', 'Block User', 'Add to Group', and 'Rank User'. A section titled 'Oprah on YouTube' shows a video of her. The bottom of the page shows the Windows taskbar with the start button, open applications (MySpace.com, Matt Garcia Seminars, Eric and Holly's z2...), and the system clock (4:46 PM).



## Robert Kiyosaki

<http://profile.myspace.com/index.cfm?fuseaction=user.viewprofile&friendid=125796884>

**MySpace.com - Robert Kiyosaki - Scottsdale, Arizona - Other - www.myspace.com/robertkiyosakimy...**

<http://profile.myspace.com/index.cfm?fuseaction=user.viewprofile&friendid=125796884>

File Edit View Favorites Tools Help

MySpace.com - Holly - ... MySpace.com - Robe...

Norton™ Fraud monitoring is on Options

**MYSpace MUSIC** Music Videos | Directory | Search | Top Artists | Shows | Music Forums | Music Classifieds | Artist Signup

**Robert Kiyosaki**  
Other

Scottsdale, Arizona  
United States

Profile Views:  
180674

Last Login:  
6/27/2008

View My: [Pics](#) | [Videos](#)

**Contacting Robert Kiyosaki**

- Send Message
- Forward to Friend
- Add to Friends
- Add to Favorites
- IM / Call
- Block User
- Add to Group
- Rank User

**MySpace URL:**  
<http://www.myspace.com/robertkiyosakimyspace>

**Robert Kiyosaki: General Info**

Member Since	11/3/2006
Band Website	<a href="http://richdad.com">richdad.com</a>

**Robert Kiyosaki's Latest Blog Entry** [[Subscribe to this Blog](#)]

Employee vs. Entrepreneur: What's the Difference? ([view more](#))

[[View All Blog Entries](#)]

**About Robert Kiyosaki**

Robert Kiyosaki, author of Rich Dad Poor Dad — USA Today's 1 Money Book for two years running and the international runaway bestseller — is an investor, entrepreneur, and educator whose perspectives on money and investing fly in the face of conventional wisdom. He has, virtually single-handedly, challenged and changed the way tens of millions, around the world, think about money.

**Robert Kiyosaki's Friend Space (Top 20)**

Robert Kiyosaki has 23041 friends.

- Rich Dad Poor Dad**
- Peter Schiff**
- Rich Dad's Guide to Investing**
- Alex Jones**

**Pauline** **Chuck Baldwin for President** **Dr. Dan - Eye Doc with** **The Secret: The Law of**

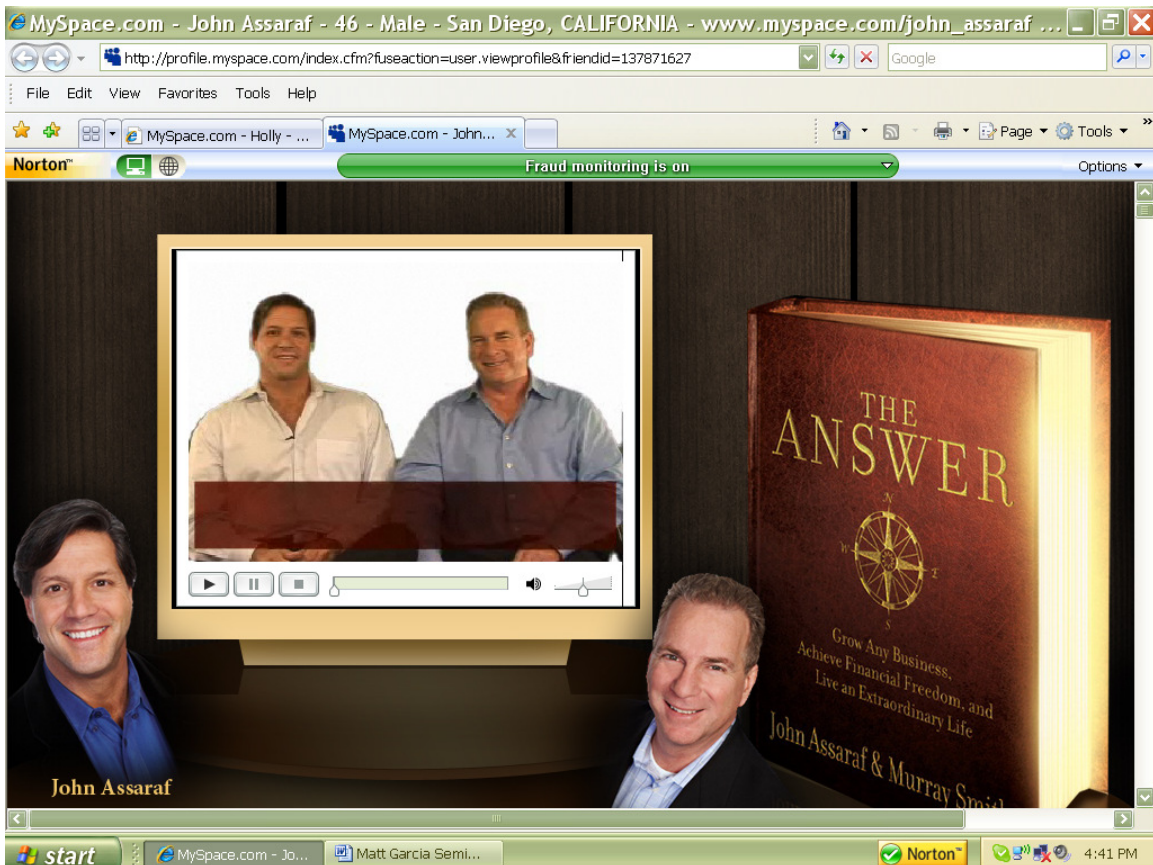
start Matt Garcia Semi... MySpace.com - R... Norton™ 6:10 PM





## John Assaraf

<http://profile.myspace.com/index.cfm?fuseaction=user.viewprofile&friendID=137871627>





## Lou Dobbs

<http://profile.myspace.com/index.cfm?fuseaction=user.viewprofile&friendid=350144907>

MySpace.com - Lou Dobbs - 62 - Male - New York, New York - [www.myspace.com/loudobbsmyspace...](http://www.myspace.com/loudobbsmyspace...)

http://profile.myspace.com/index.cfm?fuseaction=user.viewprofile&friendid=350144907

File Edit View Favorites Tools Help

MySpace.com - Holly - ... MySpace.com - Robert ... MySpace.com - Lou ...

Norton Fraud monitoring is on Options

myspace.com a place for friends User Shortcuts: Search POWERED BY Google

Home Browse Find People Forums Music MySpaceTV More Sign Up

**Lou Dobbs**

Male  
62 years old  
New York, New York  
United States

Last Login: 7/14/2008

View My Pics | Videos

Contacting Lou Dobbs

Send Message Forward to Friend  
Add to Friends Add to Favorites  
IM / Call Block User  
Add to Group Rank User

MySpace URL:  
<http://www.myspace.com/loudobbsmyspace>

Lou Dobbs's Interests

Lou Dobbs is in your extended network

Lou Dobbs's Latest Blog Entry [Subscribe to this Blog]

Dobbs: Our leaders have squandered our wealth (view more)

Dobbs: Campaign a lot of partisan nonsense (view more)

Dobbs: Pundits take it in the teeth (view more)

[View All Blog Entries]

Lou Dobbs's Blurbs

About me:

We Be People





**Matt Garcia**

<http://www.myspace.com/mattgarciaseminars>

MySpace.com - Matt - 41 - Male - Denver, Colorado - [www.myspace.com/mattgarciaseminars](http://www.myspace.com/mattgarciaseminars) - Wi...

<http://www.myspace.com/mattgarciaseminars>

File Edit View Favorites Tools Help

Norton™ Fraud monitoring is on Options

Male  
41 years old  
Denver,  
Colorado  
United States

The Most Powerful House Buying System In The Country  
by Matt Garcia  
Real Estate System - Will Change Your Life

Last Login: 7/16/2008

View My: [Pics](#) | [Videos](#)

Mail Forward  
Friend Favorite  
IM Block  
Group Rate

MySpace URL:  
<http://www.myspace.com/mattgarciaseminars>

About me:  
Hi, my name is Matt Garcia and I'm the creator and author of... "Hidden Fortunes in Foreclosures" and "How I Raised \$2.9 Million in 51 Minutes"

[www.MattGarciaSeminars.com](http://www.MattGarciaSeminars.com)

Thanks for stopping by to check out my MySpace profile.

slide | MORE

TRAFFIC SECRETS 2.0

Page 9 Sec 1 9/27 At 2.6" Ln 4 Col 1 REC TRK EXT OVR

start Matt Garcia Semi... MySpace.com - M... 4 Skype Norton 8:15 PM



You get the picture? Celebrities, Politicians, Authors, Lawyers, Small Business Owners!!!!

## Who's Who On YouTube?

### Oprah

<http://www.youtube.com/user/OPRAH>

**YouTube - OPRAH's Channel - Windows Internet Explorer**

http://youtube.com/user/OPRAH?ob=1

File Edit View Favorites Tools Help

Norton Fraud monitoring is on

**YouTube** Videos | Channels | Community | Upload

soaringaway2 | Account | QuickList | Help | Sign Out | Site

Search

**Oprah on YouTube**

What's on *The Oprah Winfrey Show* This Week?

Go to Oprah.com! »

[Videos](#) | [Groups](#)

**OPRAH** [Subscribe](#)

**OPRAH**  
 Style: Talk Show  
 Joined: November 01, 2007  
 Last Sign In: 1 month ago  
 Videos Watched: 680  
 Subscribers: 37,306  
 Channel Views: 1,348,790

**DIRECTOR**

Welcome to the official Oprah channel on YouTube!  
 Want to see more of what's going on in Oprah's world on TV, on radio, in print and online? Visit Oprah.com for more video and behind the scenes highlights you can't get anywhere else.

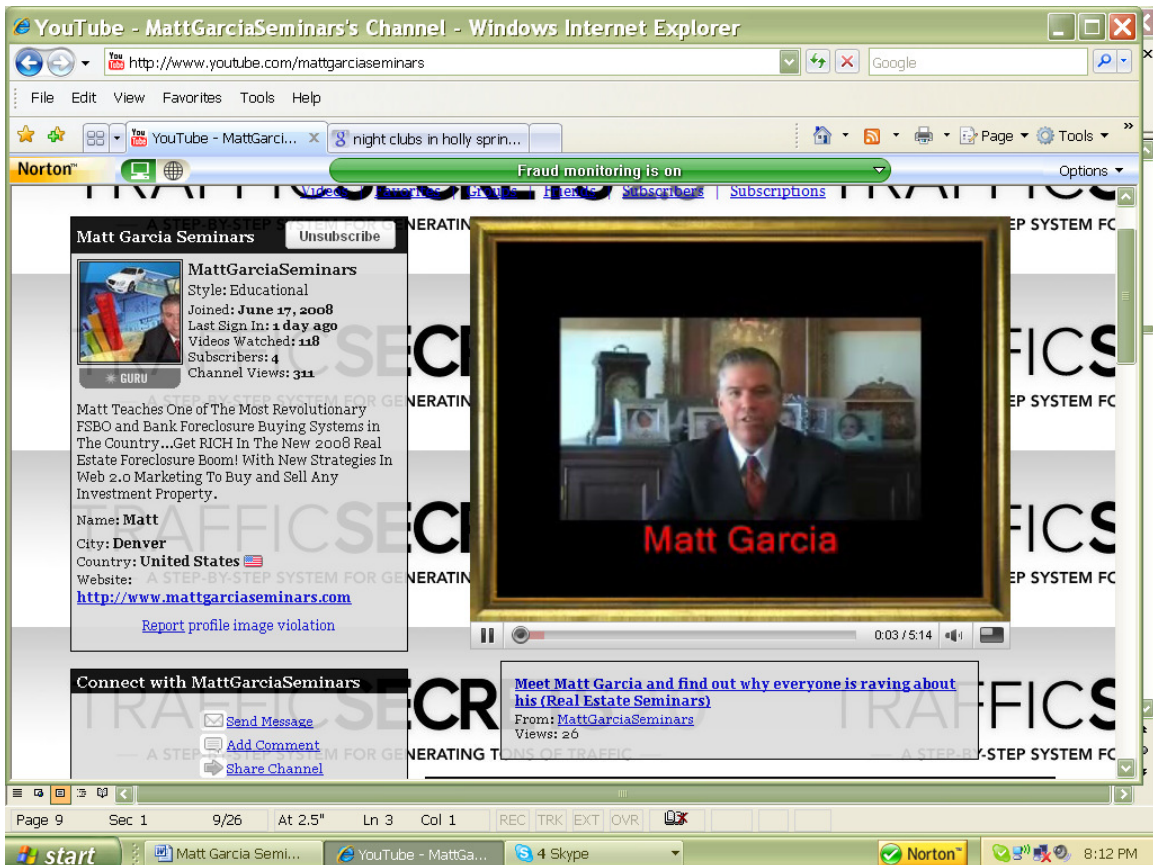
Website: <http://www.oprah.com>

start | Matt Garcia Semi... | YouTube - OPRAH... | Skype™ - soaring... | Norton | 6:27 PM



**Matt Garcia**

<http://www.youtube.com/mattgarciaseminars>



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## Why is Social Media So Important To You?

It's been forecast that the U.S. online video market, which consists of ads that are tied to a growing subset of online music, sports, and entertainment clips, will grow between US \$4 billion and US \$7 billion by 2012. The importance of using online video in your marketing campaigns is no longer a choice! It's a requirement to meet the need of your customers.

### Emarketer Study

**Attitudes of US Internet Users toward Digital Entertainment, by Age, October 2007 (% of respondents\*)**

	Millennials (13-24)	Generation X (25-41)	Boomers (42-60)	Matures (61-75)	Total
My computer has become more of an entertainment device than my TV	80%	74%	64%	51%	69%
I would like to easily connect my TV to the Internet so that I can view videos, downloaded content or anything that I have on my PC	71%	66%	49%	35%	58%
I use my cellphone as an entertainment device	62%	47%	17%	4%	36%
I am increasingly making my own entertainment through editing my own photos, videos and/or music	69%	62%	45%	30%	54%
With all the technology available, I actually consider myself to be a "broadcaster" of my own media	46%	38%	23%	10%	32%

Note: n=2,081; \*those agreeing strongly/somewhat

Source: Deloitte Development and Harrison Group, "The State of the Media Democracy Second Edition," provided to eMarketer, January 2008

091805

www.eMarketer.com



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[Real Estate](#)
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[GET A QUOTE:](#)  [GO](#)

[DJIA](#) 11,659.90 ▲ +43.97

[NASDAQ](#) 2,452.52 ▼ -1.15

# Marketing gold could be found in Web video

Updated 4/4/2008 1:16 PM | Comments [16](#) | Recommend [18](#) | [E-mail](#) | [Save](#) | [Print](#) | [Reprints & Permissions](#) | [RSS](#)



[Enlarge](#) By Garrett Hubbard, USA TODAY

By David Lieberman, USA TODAY

NEW YORK — You don't need a pan and a stream in California to join the next gold rush. A video camera, computer and high-speed Internet connection will do.

A vast array of professional and semiprofessional producers are starting to use those tools to create ad-friendly entertainment and news videos expressly for the Web. The goal is to dramatically change people's video-viewing habits — and cash in on a potentially enormous business opportunity.

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 Other ways to share:  
[Yahoo! Buzz](#)  
[Digg](#)  
[Newsvine](#)  
[Reddit](#)  
[Facebook](#)  
[What's this?](#)

Producers have powerful incentive to test the market: Ad spending for Internet videos will rise 455% by 2011 to \$4.3 billion, says research firm eMarketer.

"It's growing faster than any other advertising category," says George Kliavkoff, NBC Universal's chief digital officer. "There's just a sea change." That's one reason his company and other major TV network owners are starting to dip their toes into original Web production. Over the past few weeks:

- Disney ([DIS](#)) formed its first Web-only production house, Stage 9, which forged a deal with Toyota to sponsor its first made-for-Web series, the sitcom *Squeezees*.

Disney's ESPN also said it will dramatically step up its Internet-only sports programming.

- NBC ([GE](#)) created its first network for original online video. Visitors can get an in-depth look at new cars from clips produced by DriverTV; NBC paid \$6 million for a 35% stake in the firm.

- And CBS, ([CBS](#)) which defined mainstream news in the radio and TV eras, launched MobLogic.tv, a website with daily clips that it says provides "a reality check on mainstream news, (Internet) 2.0 style."

[http://www.usatoday.com/money/media/2008-04-03-web-video-advertising\\_N.htm](http://www.usatoday.com/money/media/2008-04-03-web-video-advertising_N.htm)





If the major networks are turning their attention to online video...doesn't it make sense for you to sit up and pay attention?

### **Don't be One Big Commercial!**

You need to get familiar with the "crowd" you're working with and cater your message to that crowd. Don't use the same message in Craigslist that you would use in HubPages. Always remember your audience. Craigslist viewers expect to see ads; but they will NOT tolerate "opportunities" disguised as Job Offers.

Using Social Media Marketing (SMM) is about being social. You wouldn't go to your best friend's social party wearing a sandwich board advertising your business. Would you? Then don't expect to be able to do that when using SMM. If your YouTube Channel is one big commercial for your business people are going to change the channel. SMM users are a funny crowd. You can not come into their world and blast them "buy me" ads. You must learn their "lingo". You must give value AND lots of it. The more value the bigger your audience. Does that mean you can't sell? No, it just means you have to give a lot before your audience will trust that you are not out to "sell them"! So turn off the "sell" mentality! Turn on the "what can I give mindset"!



## **Wait! What About A Capture Page?**

What most folks miss altogether is a capture page or squeeze page!

Most will jump right in and start promoting their affiliate links or their company replicated site! I'm here to say, "WAIT!"

First and foremost in all of your marketing campaigns is to start with a website. Then and only then should you consider using the list we've provided.

One of the free resources we recommend for building a capture page is

<http://www.mygoldfever.biz>

Along with that you'll also need an autoresponder. An autoresponder is a way of communicating with your "list" or folks who opt in to your website.

<http://www.freefollowup.com>

The above are free resources. See Appendix for some excellent paid resources for building your whole marketing campaign.

From here on out you will learn about the mass amount of resources on the web where you give value. The list below is a good start!



## The MUST Do's In Marketing Online!

1. Search Engine Submissions example <http://www.google.com>
2. Link Directories example <http://www.leadinglinksdirectory.com> and <http://www.dmoz.org/>
3. Article Directories example <http://ezinearticles.com/>
4. Press Releases example <http://www.free-press-release.com>
5. Classified ads example <http://www.craigslist.org>
6. Blogs example <http://www.blogger.com>
7. Forums <http://www.wahm.com/>
8. Backlinks from trusted sources on the web example find others in your "niche" and request they put your link on their website
9. RSS Directories example <http://www.rssfeeds.com> directory of feeds <http://www.syndic8.com/feedcat.php>
10. Social Bookmarking Sites example <http://www.digg.com>
11. Social Networking Sites example <http://www.myspace.com>
12. Affiliate Sites example <http://www.clickbank.com> and <http://www.amazon.com>
13. Video Sites example <http://www.youtube.com>
14. Wiki Sites example <http://www.wikipedia.com>
15. Building Communities example <http://www.ning.com>

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<http://www.GUTzMarketingAcademy.com>



For a more extensive list see **Appendix**

In essence you're going to build your online web presence. As you build up your brand you will start to receive recognition as the "go to" person within the community/brand. There is a huge benefit to you when you provide value to your "community."

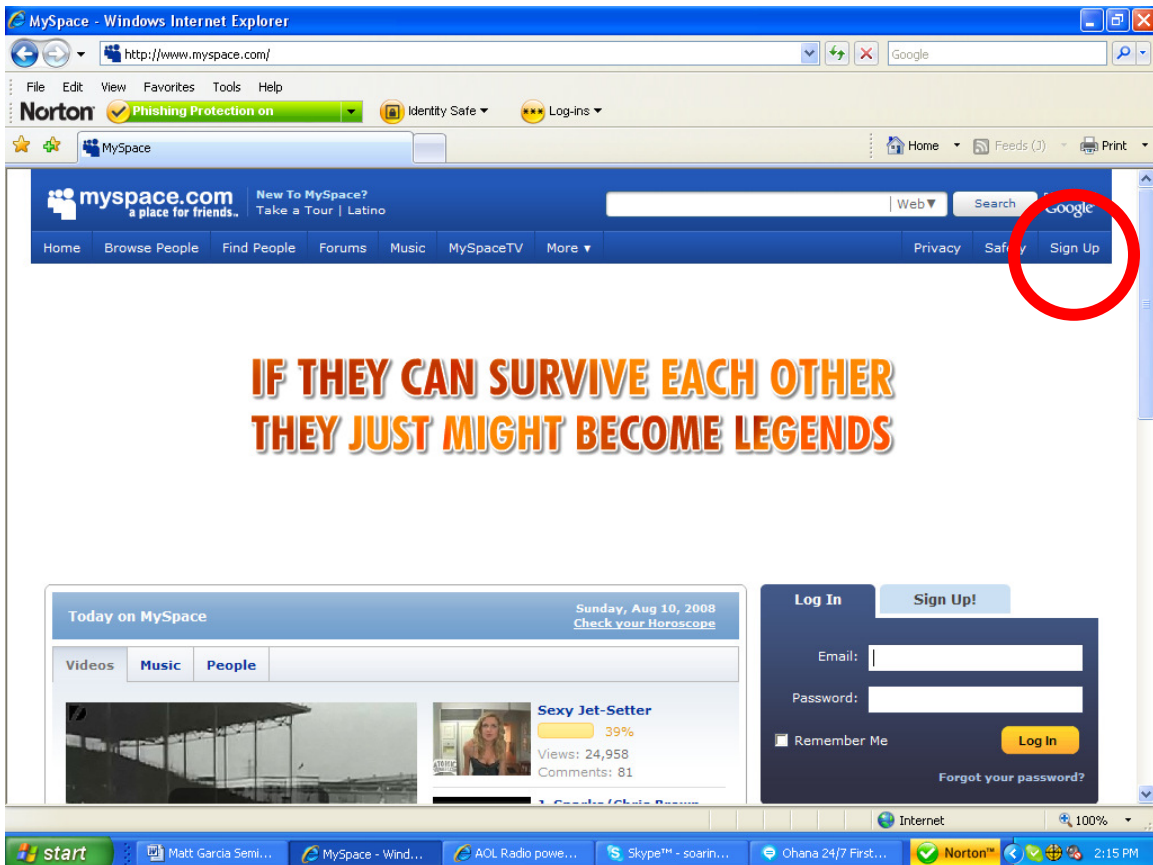
Using Social Media Marketing (SMM) can bring you a torrent of traffic if used consistently; however, this process does NOT happen overnight. It is also very important that you keep your audience in mind when using Social Media Marketing methods of driving traffic. This is what we call "niche marketing". Finding your niche and targeting that niche using SMM can be very rewarding. What is the bare minimum that you should be doing when marketing within your niche?

- Social Marketing—We're use MySpace in this guide
- Video Marketing—We're using YouTube in this guide
- Blogs—We're using blogger in this guide
- Advertising—We're using Craigslist in this guide
- Wikis—We're using Wikipedia's in this guide



## MySpace Directions

Start at <http://www.myspace.com>



Click on Sign Up





 A screenshot of the MySpace sign-up page as it appeared in a Windows Internet Explorer browser. The browser's address bar shows 'http://signups.myspace.com/index.cfm?fuseaction=signup'. The page has a blue header with the MySpace logo and navigation links like 'Home', 'Feeds (1)', and 'Print'. The main content area is divided into two columns. The left column, titled 'Join MySpace Here!', contains a registration form with fields for 'Email Address', 'Confirm Email Address', 'Password', 'Confirm Password', 'First Name', 'Last Name', 'Country' (set to 'United States'), 'State' (a dropdown menu), 'Postal Code', 'Date Of Birth' (with month, day, and year dropdowns), 'Gender' (radio buttons for 'Female' and 'Male'), 'Preferred Site & Language' (set to 'U.S.A.'), and a 'Verification' field. There are also checkboxes for 'Allow others to see when it's my birthday' and a link for 'Already a member? login'. The right column features three categories: 'BAND / MUSICIAN', 'COMEDIAN', and 'FILMMAKER', each with a 'Sign up here' link. Below these is a section titled 'Why Join MySpace?' listing benefits like 'Create a Custom Profile', 'Upload Pictures', 'Share Photo Album', 'Send Mail and IM's', 'Write Blogs & Comments', and 'It's FREE!'. At the bottom of the right column, it states 'MySpace understands that user privacy is the key to our success.' and provides a link to the 'privacy policy'. The Windows taskbar at the bottom shows the Start button and several open applications, including 'Matt Garcia Semi...', 'MySpace - Wind...', 'AOL Radio powe...', 'MySpace - Wind...', 'Skype™ - soarin...', and 'Norton™'. The system clock shows '2:19 PM'.

Complete the form with the required information. Enter verification code and confirm your membership through your email account. You'll be able to add pictures to MySpace profile. You can add videos, create blogs, and so much more. Remember, it's a social network you'll want to make friends and NOT spam folks. Always thinking, "What value can you give to your community?"



## MySpace Guidelines

1. Add some personal pictures of you having fun (use slide.com or rockyou.com)
2. Add some personal background information—this is where people will connect with you. Are you a stay at home mom, a dog lover, a cat lover, a grandmother, a dad, frustrated marketer?
3. Present some of the personal problems you've faced. Do you lack confidence, have a health problem, problems marketing, etc
4. Provide your solution. How did you overcome the above?
5. Invite your reader to send you a message, visit your "capture page", your blog, or to email you—NOT your company replicated site.
6. Explain who you're willing to work with; this eliminate the whiners, complainers, tire kickers, etc.

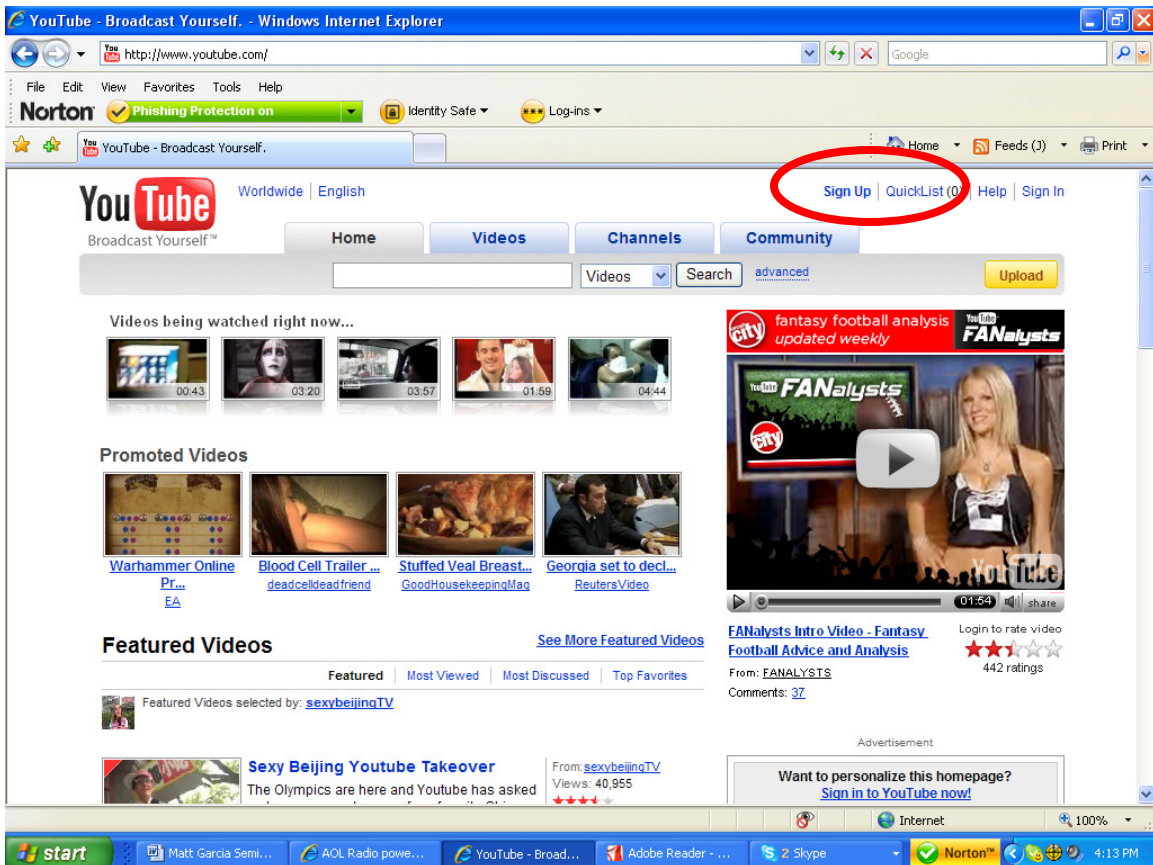
Remember people don't join businesses; they join people they know, like and trust! A great source for MySpace profiles is

<http://ironspider.ca> they are clean and crisp and not busy.



## YouTube Directions

Start at <http://www.youtube.com>



Click on Sign Up

Complete the form with the required information. Enter verification code and confirm your membership through your email account. There are many, many resources on YouTube itself to show you how to add videos, edit your profile, and the like. Again, remember, you'll want to



make friends and NOT spam folks. Always thinking, "What value can you give to your community?"

YouTube is only one of many video sharing channels on the web.

YouTube was purchased by Google in October 2006 for \$1.65 Billion!

When Google takes an interest you should as well. Think about your YouTube channel as your own online TV station...because that's what it is. If you owned your own TV station you would be coming up with fresh, new content. That was the premise behind YouTube all along.

That average everyday people could become Stars! That's what all of you are!

### **Actor, Producer, Director of Your Online TV Channel**

So what type of content can you put on your station? Almost anything you want. For example, you might put together a series of videos where you interview your friends and get their views on well, almost anything.

Here's an idea...if you have several single friends you could ask them if you could video them and while you ask a few questions...

What are the challenges of being single in this day and age? You could do one video of each friend or you could get a group of you together and do a friends discussion' video.





If you're in your 20's you could ask your friends their dreams and goals for the future...they may say, "Huh" but that's o.k.

If you're a Grand Parent you could ask other grand parents about their joys.

If you have an older parent or grand parent you could interview them about their life...make it 2-3 or more part series

If you have teenage children you could ask them about the challenges they face.

If you're a single Mom you could do a series about the challenges you face.

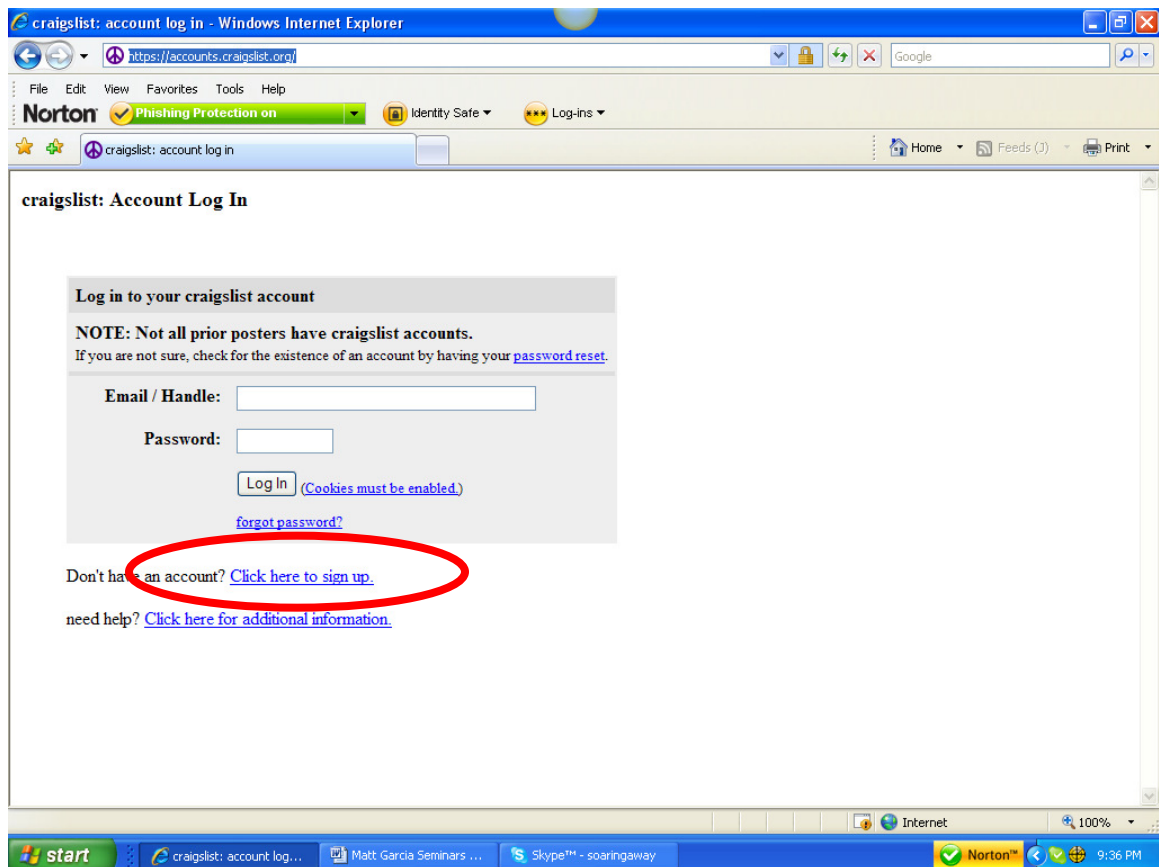
I think you have the idea here...it doesn't matter.

As folks start to subscribe to your videos they'll get notice when you post a new video...whatever the subject.



## Craigslist or Backpage.com Directions

Start at <https://accounts.craigslist.org/>



Enter your email address and verification code. Craigslist now requires phone verification so you will have to enter a valid phone # on the next screen. It is becoming more and more difficult to get ads to “stick” on craigslist. So when posting remember the following guidelines:

Here are some Craigslist Guidelines:



1. Craigslist frowns on posting the same exact ad more than once. You need to change up your Ad Title. Our Video training gives some great tips on that.
2. For best results choose different cities
3. Create at least 5 gmail addresses for posting to Craigslist
4. Use pictures
5. Use hidden text

Another great place to post ads: <http://www.backpage.com>

See Appendix for more places to place your online ads.



## Blogging Directions

Start at <http://www.blogger.com>



If you already have a Gmail account you can use your Gmail log in and start your blogger account. If you're currently not using Gmail follow the directions below to get your account started:

1. Click on Create Your Blog Now
2. On the next screen
3. Enter a valid email address





4. Retype your email
5. Enter your password
6. Re-enter your password
7. Display name
8. Enter the verification code
9. Click the box for Acceptance of Terms
10. Click on Continue

What can you include in a blog and why do you need one? Remember that you are providing value to your readers. BLOG is short for Web log, and are Web pages that work as a journal that are normally updated daily. Blogging sites can provide excellent information on many topics, although content can be subjective. The purpose of a blog is to keep your readers informed. It's also important that you provide value.

Web logs are a form of websites and are usually written in short one or two paragraphs and posted. They are usually written daily or at least 3 times a week at the least.

Blogger guidelines—Source [www.useit.com/alertbox/weblogs.html](http://www.useit.com/alertbox/weblogs.html)

1. Add an about me blog so folks know who they are "reading".



2. Provide a picture. People do not join businesses...they join people they know, like, and trust. It's hard to trust an anonymous "blogger".
3. Use photos
4. Use descriptive headlines
5. When talking about past blogs link to them. Your newer readers will appreciate it.
6. Categorize our postings.
7. Keep blogs consistent in content. Don't mix it up. In other words if you start a blog about small business don't mix blogs about nursing in the same blog. Start another one.

Source: [www.le.ac.uk/webcentre/help/glossary.html](http://www.le.ac.uk/webcentre/help/glossary.html)

## **Wiki Directions**

Using Wiki's in your marketing" campaigns is a smart move. The content is written by people.

Here are a few of the guidelines taken from Wikipedia:

..."you can't be expected to know all the policies and guidelines immediately, but you should still aim to learn the vital ones (neutral point of view, cite your sources to make articles verifiable, notability



criteria and the manual of style) as soon as possible. Wikipedia is an encyclopedia collaboratively written by many of its readers.”

You can add to pages and or descriptions.

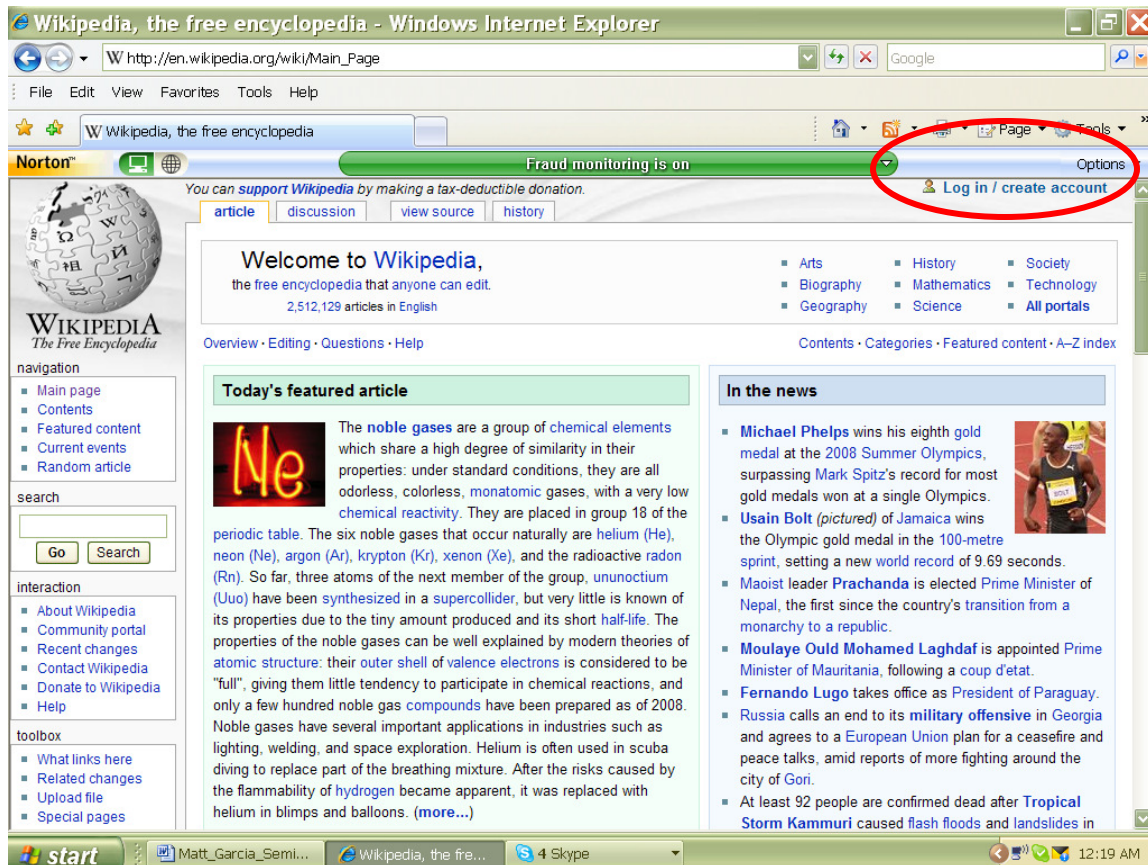
Start at: <http://www.wikipedia.org>

Choose your language.





Click on Log in/create account



Click on Create account

When getting ready to sign up for Wiki please note the following important notice:

*“You should strongly consider choosing a username that is NOT connected to you. All edits to the encyclopedia are permanently recorded, and publicly visible in the history of any page you edit, as well as on discussion pages. If you use your real name, or a username that you go by elsewhere, people looking you up on the internet may see your username and others' comments on your editing. If your editing happens to cause concern, there may be discussion linked to your username.”*





1. Enter the verification code.
2. Enter username
3. Enter your password
4. Re-enter password
5. Enter an email—we suggest a “catch all” email. You’ll need this to recover your password.

Once you complete this you’ll be re-directed to a page that says Welcome to Wikipedia...username--Read the guidelines on this page. Make contributions to Wiki about whatever subject you want to; however, remember that it has to be verifiable. It’s a tool—one that can brand you as a contributor.

### **Is That It?**

Not by a long shot! The above 5 resources are just the beginning of your online Web 2.0 Social Media Marketing experience. The rest of the manual will show you many, many resources for using Web 2.0 in your marketing campaigns.

So to re-cap...your MySpace page links to your YouTube channel, you’re your YouTube can link to your blog, your wiki input adds value to your credibility, your craigslist ads help to drive traffic to your capture page! Use the social networks to your advantage but



remember, "People do NOT join businesses; they join people they know, like, and trust." Learn to use the Social sites. Your content is your "key" to success when using Social Media Marketing. Make friends and have fun.

Resources please!!!

We'll break these up to categories:

## **Social Media Must Have Tools**

The tools listed below are tools that we use on a daily business to help us automate our business. Start out slow; don't think you need to have every single tool in the beginning but eventually unless you decide to outsource you will use every single tool we have listed.

### **Keyword Tool**

Use Google's Keyword Tool

<https://adwords.google.com/select/KeywordToolExternal> for keyword ideas. Keywords are search terms that internet users type in search engines; such as, Google, Yahoo, MSN and 147 more Search Engines. Google now supplies "Approx. Avg Search Volume" for the term you entered. As well, Google's Keyword Tool will list keyword related terms; a must have tool when researching keywords for your blogs, videos, articles, and more.



## **Search Engine Submission**

Use this free tool to submit your website to the 275 search engines.

<http://www.allsitecafe.com/submitter/submit.html>

See Appendix for list of Search Engines

## **Video Submission Tools**

Use these tools to automate your video submissions. Load the video once and then submit to the various videos sites using a "one step" method.

Traffic Geyser <http://www.trafficgeyser.com> (Fee Based)

Tubemogul <http://www.tubemogul.com> (Free Option)

## **RSS Feeds Submit**

RSS or Real Simple Syndication is a simple way to distribute content on the web. When folks subscribe to your feeds they can read updates to your website through an RSS Reader. There are many software sites that you can use to submit your content to RSS Feeds. One such site is: <http://www.extralabs.net/rss-submit.htm>

## **Web 2.0 Submitter**

This is another great piece of software to get your content on your Web 2.0 sites

Web2Submitter <http://www.web2submitter.com>



## **Screen Recording Software**

Another must have for screen recording and sharing training with your team or just for creating online video.

Camstudio <http://camstudio.org/> (Free Option)

Camtasia <http://www.techsmith.com/camtasia.asp> (Fee Based)

## **Social Friend Adders**

Friend adders are great tools for building up your friends list on MySpace and YouTube. Don't use this software to spam folks! Make sure you have a valuable channel and or social site before using this software. Remember, you're in a social environment and folks can see a spammer a mile away. Be social at all times!

Tubeinator <http://www.tubeinator.com> YouTube friend adder

AddNewFriends <http://www.addnewfriends.com> MySpace friend adder

FriendAdder <http://www.friendadder.com/index.html>

## **Press Release Submitters**

Press Release must be a part of your online marketing campaigns.

Following are some "rules of thumb" when submitting your Press Releases. A good press release answers or addresses: Who, What, Where, When, Why and How.





If you answer these basic questions, your press release will provide all the information that the reader will need.

**Who** did the event or **Who** said what

**What** was said and **What** was done

**Where** did the event take place

**When** did or will the event occur

**Why** did this event happen

**How** did this happen

Submit your press releases to over 20,000 sources at one time.

PRWizard <http://www.prwizard.com>

Press Equalizer <http://www.pressequalizer.com>

### **Blog Comments**

Be careful; do not overuse/abuse this software. When commenting on blogs make sure they are relevant to the blog or the blog owner will delete your comments or block you. You do not want to be accused of spamming. You'll want to find relevant blogs that are in your niche to drive backlinks back to you.

Comment Hut <http://www.commenthut.com/prelaunch>



## **Social Bookmarking**

Social bookmarking is as important to your online presence as any of the above steps. Share not only your website but other relevant websites, blogs, videos, etc. you find on the web. Use the following sources for pushing your sites out once to all the sites listed. You'll have to set up accounts in each of the Social sites first.

SocialMarker <http://www.socialmarker.com>

SocialPoster <http://www.socialposter.com>

## **Enough already! Let's put this together shall we?**

You have your website? You've used the keyword tool to find great keywords to use on your site. Your keywords are strategically used in your website content. Now how do you use the tools we've talked about in the previous section?

1. Keyword rich, content website built around your "niche".
2. Submit your site to the search engines
3. Videos announcing your website or niche have been created and pushed out using Traffic Geyser or Tubemogul
4. RSS feed are created for your website so your subscribers can sign up and receive updates
5. Pushing great content out using Web2Submitter



6. Keep your readers happy by providing some great content using your screen recording software; Camstudio or Camtasia
7. Start adding friends to your channels or social sites; YouTube, MySpace, etc.
8. Submit Press Releases announcing your major goings-on's with your business
9. Start blog posting within your "niche" to provide backlinks to your site
10. Submit your site to the many social bookmarking sites available.
11. Track, track, and track some more your Social Media Stats.

<http://www.radian6.com/cms/home>

Now you've got your marketing campaigns started with the "very minimum". We suggest you take each day and add one more marketing method to your now growing business. By the end of the year you'll have a massive presence on the web; we promise.



## Creating Massive Online Presence

Add one a day!

**Join a Webring!** What is a webring? A group of communities or websites that are united by a common interest and are organized to create a ring of mutual links. Google "webrings" to find one that fits your "niche".

<http://dir.webring.com/rw>

**Add your site to AboutUs.** What is AboutUs? AboutUs is a wiki for and about businesses and organizations, containing millions of editable pages about websites as well as other community created topics. As a guide to websites, AboutUs aims to provide consumers with a relevant overview of every domain.

<http://www.aboutus.org>

**Add your "online" Web 2.0 Resume to Pownce!** What is Pownce?

Pownce is a way to keep in touch with and share stuff with your friends.

<http://www.pownce.com>

**Sign up for your Twitter Account!** What is Twitter? It's where all the greats hang out! Want to know what's going on in the online





world? Twitter? Follow the leaders. Don't spam. SHARE!

<http://www.twitter.com>

**Use SocialMarker and SocialPoster!** Submit your fav's. Your one stop source for submitting favorite websites, blogs, videos, and more to all the Social Bookmarking sites. Remember to share not just yours but your fav's as well.

<http://www.socialmarker.com>

<http://www.socialposter.com>

See forum for a list of Social Bookmarking sites

**Increase your credibility!** Leave tips. Have a hot tip? Post your valuable tip on just about anything here.

<http://daytipper.com>

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

**Video Marketing!** The fun stuff. At the very minimum start a YouTube Channel. YouTube along with the other Video sites is one of the easiest ways to "get your name" out there and to market you online. It is also one of the hardest things for folks to do. For whatever reason some folks just do NOT want to put their face on a video.

Believe us when we say your first video will be the "worst it ever gets".

For those of you who are not ready to post a video with YOU in it use



Camtasia or Camstudio and create a "screen capture" video showing a valuable how-to. Submit your video to multiple sites. See Appendix for a list of Video Sites.

<http://www.trafficgeyser.net>

<http://www.tubemogul.com>

Ultimate Guide to Online Video

[http://www.blogtechguy.com/video\\_ebook/video\\_comparison\\_matrix.html](http://www.blogtechguy.com/video_ebook/video_comparison_matrix.html)

Got a "niche"? Here is a list of 600 Video Sharing Sites

<http://www.ilikesharingvideos.com/video-sharing-sites/en/>

**Start a Social Network!** Yup, you can start your own social network in your "niche" and it's free. Imagine having 100's of people join you and your social network. Have your members add the "user-generated" content; videos, blogs, forums, groups, and more.

<http://www.ning.com>



**Ask Questions Get Answers** Need some questions answered and don't know where to go? No question is too trivial. For example, here are a couple of recent questions:

Can i drive my car with a faulty catalytic converter? Or What are the main difference between email marketing and social media marketing? O.K. so your next question is how will help my marketing efforts? Well, let's see start asking questions within your "niche" to find out what people are asking? You might be able to solve a problem with an ebook or a product! We think of it as market research.

<http://www.wondir.com/wondir/jsp/index.jsp>

<http://answers.yahoo.com>

<http://yedda.com/explore>

<http://dearinter.net/?gclid=COuJ17HbnZUCFQS7sgodZzjPjw>

See Appendix for more "market research" got questions websites.



**Be a Social Butterly** Start out with a MySpace account. See the above guidelines when creating your social profiles; whether it's a social ning site, facebook, MySpace, yuwie and the many, many more Social Sites on the net.

<http://www.myspace.com>

<http://www.facebook.com>

<http://www.directmatches.com>

<http://www.linkedin.com>

<http://www.hi5.com>

<http://www.apsense.com>

For a more extensive list of social networks check out—350+

<http://mashable.com/2007/10/23/social-networking-god>





**Strike the Pose** Add your favorite pictures to Rockyou.com or Slide.com. Remember to tag your videos; for example, if you just got back from a conference or a vacation put those tags on your pictures. Always pointing back to YOU—your website.

<http://www.rockyou.com>

<http://www.slide.com>

<http://www.flickr.com>

<http://www.photobucket.com>



**Blog Away** Get started with your own blog. For a blog to be affective in your marketing campaign be prepared to blog no less than 3 days a week. Many of the social networks include a blog section within the network.

<http://www.hubpages.com> (Must be original material)

<http://www.squidoo.com>

<http://www.apsense.com>

**Press Release It** Get the word out about you and your “niche”! See above for Press Release guidelines.

<http://www.free-press-release.com>

<http://www.prweb.com>

<http://www.express-press-release.com>

<http://www.pressabout.com>

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

<http://www.prfree.com>



**Paid Ads, Ads, and More Ads** Place ads across the web to get the word out. Some of are free to place while others may charge a nominal fee.

List of Ezine Ads—Online “magazines”. See the appendix for an extensive list of ezines to advertise in.

Directory of E-zines <http://www.directoryofezines.com>

<http://www.adlandpro.com>

<http://www.bizweb2000.com/ads.htm>

See Appendix for a more extensive list for using E-zine advertising.

**Free or Mostly Free Advertising** When placing ads online be creative. Add pictures stored at <http://www.slide.com> or <http://www.photobucket.com> Some ad sites allow you to add video!

Take advantage of that and reference your YouTube videos. See above for advertising online. See appendix for an extensive list of online advertising resources.

<http://www.craigslist.com>

<http://www.freeads.com>

<http://www.backpage.com>



## International

[United Kingdom Classifieds](#)

[Canada Classifieds](#)

[Australia Classifieds](#)

[New Zealand Classifieds](#)

[Singapore Classifieds](#)

[Malaysia Classifieds](#)

[Hong Kong Classifieds](#)

[Hong Kong Ads](#)

**Forum Posting** O.K. Word of caution here! Never, ever, ever post your business directly in your forum topics; unless it's a forum that allows it. Always use a signature line. Using forums to drive traffic takes time. You have to be trusted. Forum readers are very critical of what they want to see in "their" forums. We suggest that you read the forums for several days before deciding to post and always make it a valuable post. Giving feedback or answering questions is an awesome way to get started with forums.

### [Mike's Marketing Forum](#)

This is Mike Filsaime's popular forum. It will link from many of his sites in the future. <http://www.1sitemanager.com/forum>

### [Conquer Your Niche](#)

This is Russell Brunson's brand new forum that is extremely popular and active. Not only are there tons of targeted people in this forum, but you actually can post your ads here **and** get rewarded for making posts in the forum. <http://www.conqueryourniche.com>





### [ABlake Forum](#)

One of the most prestigious marketing forums where many of the "big dogs" hang out.

### [The Warriors Forum](#)

There are many respected marketers in this forum. If you decide to join here, be sure to contribute quality posts. That is **VERY** important.

### [Free Advertising Forum](#)

This is Michael Rasmussen's, forum. Here you're able to actually post your own ads, so you can go there. Join — and then post your affiliate link!

### [Michael Green's How-To Forum](#)

Probably the most under-rated marketing forum online. It's visited by a ton of online marketers, but isn't one that many talk about. It's one of the best kept secrets out there. I highly suggest posting there.

See Appendix for a more extensive list of popular forums.



## **Let's wrap this up shall we?**

There is so much data on this report that it would take you weeks to get through it all! Don't get overwhelmed. Take one day at a time and learn the Web 2.0 strategies gradually.

Get your free report

<http://www.GUTzMarketingAcademy.com>



## Appendix

### Search Engines List

**By content/topic** Source <http://www.wikipedia.com>

General	Business
<a href="#">Alexa Internet</a> <a href="#">Ask.com</a> (formerly Ask Jeeves) <a href="#">Baidu</a> (Chinese) <a href="#">Cuil</a> <a href="#">Exalead</a> (French) <a href="#">Google</a> <a href="#">Live Search</a> (formerly MSN Search) <a href="#">Sogou</a> (Chinese) <a href="#">Sohu</a> (Chinese) <a href="#">Wikia Search</a> <a href="#">Yahoo! Search</a>	<a href="#">Business.com</a> <a href="#">Nexis (Lexis Nexis)</a> <a href="#">Thomasnet</a> (United States)
<b>Enterprise</b> <a href="#">AskMeNow</a> : S3 - Semantic Search Solution <a href="#">Dieselpoint</a> : Search & Navigation <a href="#">dtSearch</a> : dtSearch Engine(SDK), dtSearch Web <a href="#">Endeca</a> : Information Access Platform <a href="#">Exalead</a> : exalead one:enterprise <a href="#">Expert System S.p.A.</a> : Cogito <a href="#">Fast Search &amp; Transfer</a> : Enterprise Search Platform (ESP), RetrievalWare (formerly <a href="#">Convera</a> ) <a href="#">Funnelback</a> : Funnelback Search <a href="#">ISYS Search Software</a> : ISYS:web, ISYS:sdk <a href="#">Microsoft</a> : SharePoint Search Services <a href="#">Northern Light</a> <a href="#">Open Text</a> : <a href="#">Hummingbird</a> Search Server, Livelink Search <a href="#">Oracle Corporation</a> : Secure Enterprise Search 10g <a href="#">SAP</a> : TREX <a href="#">TeraText</a> : TeraText Suite <a href="#">Vivisimo</a> : Vivisimo Clustering Engine <a href="#">ZyLAB Technologies</a> : ZyIMAGE	<b>Geographical limited scope</b> <a href="#">Accoona</a> , <a href="#">China/US</a> <a href="#">Alleba</a> , <a href="#">Philippines</a> <a href="#">Ansearch</a> , <a href="#">Australia/US/UK/NZ</a> <a href="#">Araby</a> , <a href="#">Middle East</a> <a href="#">Baidu</a> , <a href="#">China</a> <a href="#">Daum</a> , <a href="#">Korea</a> <a href="#">Guruji.com</a> , <a href="#">India</a> <a href="#">Goo (search engine)</a> , <a href="#">Japan</a> <a href="#">Leit.is</a> , <a href="#">Iceland</a> <a href="#">Miner.hu</a> , <a href="#">Hungary</a> <a href="#">Najdi.si</a> , <a href="#">Slovenia</a> <a href="#">Naver</a> , <a href="#">Korea</a> <a href="#">Onkosh</a> , <a href="#">Middle East</a> <a href="#">Rambler</a> , <a href="#">Russia</a> <a href="#">Rediff</a> , <a href="#">India</a> <a href="#">SAPO</a> , <a href="#">Portugal</a> <a href="#">Search.ch</a> , <a href="#">Switzerland</a> <a href="#">Sesam</a> , <a href="#">Norway</a> , <a href="#">Sweden</a> <a href="#">Walla!</a> , <a href="#">Israel</a> <a href="#">Yandex</a> , <a href="#">Russia</a> <a href="#">ZipLocal</a> , <a href="#">Canada/US</a>
<b>Accountancy</b> <a href="#">IFACnet</a>	<b>Search Appliances</b> <a href="#">Google</a> : Google Search Appliance



<p><b>Legal</b>  <a href="#">WestLaw</a>  <a href="#">Lexis (Lexis Nexis)</a>  <a href="#">Quicklaw</a></p> <p><b>Medical</b>  <a href="#">Bioinformatic Harvester</a>  <a href="#">Entrez</a> (includes <a href="#">Pubmed</a>)  <a href="#">EB-eye EBI's Search Engine</a> EMBL-EBI's  Search engine  <a href="#">GenieKnows</a>  <a href="#">GoPubMed</a> (knowledge-based: GO -  GeneOntology and MeSH - Medical Subject  Headings)  <a href="#">Healia</a>  <a href="#">Searchmedica</a>  <a href="#">WebMD</a>  <a href="#">PubGene</a>  <a href="#">Nextbio</a> (Life Science Search Engine)</p>	<p><b>Job</b>  <a href="#">Bixee.com</a> (India)  <a href="#">CareerBuilder.com</a> (USA)  <a href="#">Craigslist</a> (by city)  <a href="#">Eluta.ca</a> (Canada)  <a href="#">Hotjobs.com</a> (USA)  <a href="#">Incrut</a> (Korea)  <a href="#">Indeed.com</a> (USA)  <a href="#">Monster.com</a> (USA)  <a href="#">Recruit.net</a> (International)  <a href="#">SimplyHired.com</a> (USA)  <a href="#">TheLadders.com</a> (USA)</p>
<p><b>News</b>  <a href="#">Google News</a>  <a href="#">Daylife</a>  <a href="#">MagPortal</a>  <a href="#">Newslookup</a>  <a href="#">Nexis (Lexis Nexis)</a>  <a href="#">Topix.net</a>  <a href="#">Yahoo! News</a></p>	<p><b>People</b>  <a href="#">PeekYou</a>  <a href="#">Ex.plode.us</a>  <a href="#">InfoSpace</a>  <a href="#">Spock (website)</a>  <a href="#">Spokeo</a>  <a href="#">Wink</a>  <a href="#">Zabasearch.com</a>  <a href="#">ZoomInfo</a></p>





## By information type

Search engines dedicated to a specific kind of information

<b>Forum</b> <a href="#">Omgili</a>  <b>Email</b> <a href="#">Nicado</a> <a href="#">TEK</a>	<b>Blog</b> <a href="#">Amatomu</a> <a href="#">Bloglines</a> <a href="#">BlogScope</a> <a href="#">IceRocket</a> <a href="#">Sphere</a> <a href="#">Technorati</a>
<b>Multimedia</b> <a href="#">blinkx</a> <a href="#">FindSounds</a> <a href="#">Picsearch</a> <a href="#">Podscope</a> <a href="#">SeeqPod</a> <a href="#">Veveo</a> <a href="#">YouTube</a> <a href="#">Pixsta</a>	<b>Source code</b> <a href="#">Google Code Search</a> <a href="#">JExamples</a> <a href="#">Koders</a> <a href="#">Krugle</a>
<b>BitTorrent</b>  These search engines work across the <a href="#">BitTorrent protocol</a> .  <a href="#">Btjunkie</a> <a href="#">Demonoid</a> <a href="#">FlixFlux</a> <a href="#">Isohunt</a> <a href="#">Mininova</a> <a href="#">The Pirate Bay</a> <a href="#">TorrentSpy</a>	<b>Question and answer</b> <a href="#">Answers.com</a> <a href="#">AskMeNow</a> <a href="#">BrainBoost</a> <a href="#">eHow</a> <a href="#">hakia</a> <a href="#">Lexxe</a> <a href="#">Lycos iQ</a> <a href="#">Powerset</a> <a href="#">Live Search QnA</a> <a href="#">Uclue</a> <a href="#">Yahoo! Answers</a>
<b>Maps</b> <a href="#">Géoportail</a> <a href="#">Google Maps</a> <a href="#">MapQuest</a> <a href="#">Live Search Maps</a> <a href="#">Yahoo! Maps</a>	<b>Price</b> <a href="#">Google Product Search</a> (formerly Froogle) <a href="#">Kelkoo</a> <a href="#">MSN Shopping</a> <a href="#">MySimon</a> <a href="#">PriceGrabber</a> <a href="#">PriceRunner</a> <a href="#">Shopping.com</a> <a href="#">ShopWiki</a> <a href="#">Shopzilla</a> (also operates <a href="#">Bizrate</a> ) <a href="#">TheFind.com</a>



## By model

<b>Open source search engines</b> <a href="#">DataparkSearch</a> <a href="#">Egothor</a> <a href="#">Gonzui</a> <a href="#">Grub</a> <a href="#">Ht://dig</a> <a href="#">Isearch</a> <a href="#">Lucene</a> <a href="#">Lemur Toolkit &amp; Indri Search Engine</a> <a href="#">mnoGoSearch</a> <a href="#">Namazu</a> <a href="#">Nutch</a> <a href="#">OpenFTS</a> <a href="#">Sciencenet</a> (for scientific knowledge, based on <a href="#">YaCy</a> technology) <a href="#">Sphinx</a> <a href="#">SWISH-E</a> <a href="#">Terrier Search Engine</a> <a href="#">Wikia Search</a> <a href="#">Xapian</a> <a href="#">YaCy</a> <a href="#">Zettair</a>	<b>Social search engines</b> <a href="#">ChaCha Search</a> <a href="#">Eurekster</a> <a href="#">Mahalo.com</a> <a href="#">Rollyo</a> <a href="#">Trexy</a> <a href="#">Wink</a> provides web search by analyzing user contributions such as bookmarks and and feedback
<b>Metasearch engines</b> <a href="#">Brainboost</a> <a href="#">ChunkIt!</a> <a href="#">Clusty</a> <a href="#">Dogpile</a> <a href="#">Excite</a> <a href="#">HotBot</a> <a href="#">Info.com</a> <a href="#">Ixquick</a> <a href="#">Kayak</a> <a href="#">Mamma</a> <a href="#">Metacrawler</a> <a href="#">MetaLib</a> <a href="#">Mobissimo</a> <a href="#">Myriad Search</a> <a href="#">SideStep</a> <a href="#">Turbo10</a> <a href="#">WebCrawler</a>	<b>Visual search engines</b> <a href="#">ChunkIt!</a> <a href="#">Grokker</a> <a href="#">Kartoo</a> <a href="#">Pixsta</a> <a href="#">PubGene</a>



Wiki Sites index <http://wikindex.com>

## Social Bookmarking Sites (Source SocialPoster)

A1-webmarks.com	Folkd.com	Postonfire.com
Actualtopics.com	Fritterware.com	Propeller.com
Backflip.com	Furl.net	Reddit.com
Bibsonomy.org	Getigadget.com	Searchallinone.com
Blinkbits.com	Google.com/Bookmarks	Searchles.com
Blinklist.com	Hugg.com	Shoutwire.com
Blogger.com	Indianpad.com	Simpy.com
Blogmarks.net	Jumptags.com	Sk-rt.com
Blogmemes.net	Linkagogo.com	Slashdot.org
Bluedot.us	Lipstick.com	Socialogs.com
Bmaccess.net	Ma.gnolia.com	Spurl.net
Bookmarktracker.com	Marktd.com	Squidoo.com
Bringr.com	Megite.com/discover/	Stumbleupon.com
Buddymarks.com	Millionsofgames.com	Swik.net
Business-planet.net	Mister-wong.com	Taggly.com
Connectedy.com	Mixx.com	Tagza.com
Connotea.org	Multiply.com	Technorati.com
Corank.com	Myjeeves.ask.com	Teenwag.com
Del.icio.us	Mylinkvault.com	Theseotree.com/social/
Digg.com	Myspace.com	Thisnext.com
Diigo.com	Myvmarks.com	Thoof.com
Dropjack.com	Myweb.yahoo.com	Tumblr.com
Dzone.com	Netvouz.com	Twitter.com
Emodrama.com	Newsvine.com	Upchuckr.com
Facebook.com	Pixelmo.com	Wirefan.com
Fark.com	Plugim.com	Yample.com



## List of 600 Video Sharing Sites

<http://www.ilikesharingvideos.com/video-sharing-sites/en/>

## Market Research Got Questions Websites

<http://www.wondir.com/wondir/jsp/index.jsp>

<http://answers.yahoo.com>

<http://yedda.com/explore>

<http://dearinter.net/?gclid=COuJ17HbnZUCFQS7sgodZzjPjw>

<http://www.questionstream.com/?src=google>

<http://www.ask.com>

<http://www.wikihow.com>

<http://www.ehow.com>

## Ezine Advertising

Directory of E-zines – <http://www.directoryofezines.com>

Almost all of the places listed below will allow Top Sponsor and Solo ads.

2Bucks an Ad – <http://www.partenon.com/paa/orderpage.shtml>

24 Karat Marketer – <http://www.24karatmarketer.com/5sbuy.html>

AdlandPro – <http://www.adlandpro.com>

Admistress Advertising – <http://www.flashyads.com/advertise.html>

Advertise To Millions – <http://advertisetomillions.com>

Associate Programs Advertising (Auto Response) –

<http://www.associateprograms.com>

BizSiteBiz E-zine – <http://www.bizsitebiz.com/bizsitead.html>

BizWeb E-Gazette – <http://www.bizweb2000.com/ads.htm>

Bravenet Anna Love – <http://www.bravenet.com>

CAMMNET – <http://www.cammnet.com>

Cash From Home – <http://www.cashfromhome.com/solo.html>

Christian Times Newsletter –

<http://www.christiantimesnewsletter.com/advertising>

Circle Ad Exchange – <http://www.successful-marketing.com/adexchange.html>

ClickBank Login Page Ad – <http://www.clickbank.com/login.html>

Complete Results – <http://www.completeresults.com/orderform.html>

Damn Smart Ads –

<http://www.damnsmartads.com/soloads2/packages.html>





Dee-s Helpful Info –

<http://www.homebizandmore.biz/advertising.html>

DEMC E-Magazine – <http://www.demc.com/Advertise/advertise.html>

Direct Profits E-zine – <http://www.directprofit.net>

Dollarmines – <http://www.dollarmines.com/payloads.asp>

e4u Newsletter – <http://www.starterkithaven.com/gateway.htm>

Ebiz Experience – <http://www.ebizexperience.com/placeyourad.html>

E-commerce Resources E-zine – <http://www.ecommerce-resources.org/rates.html>

Evieb E-zine – <http://www.evieb.com>

E-zine Ad Helper – <http://www.ezineadhelper.com/ezine>

FREE Business Classifieds Newsletter –

<http://www.emailexchange.org/adrates.html>

Get Massive Hits Newsletter – <http://www.gmhnewsletter.com>

GetResponse Smart Ads –

<http://www.getresponse.com/advertising.html>

Guaranteed Money E-zine – <http://www.guaranteedmoney.net>

Higher Ground Marketing –

[http://www.ebizinfo2003.com/money/hgm\\_ezine.html](http://www.ebizinfo2003.com/money/hgm_ezine.html)

Hit Overload – <http://www.hitoverload.com/advertising.html>

HT Mail – <http://www.htmail.com>

Internet Marketing News –

<http://www.internetmarketingnews.org/solo-ad.htm>

JPE Advertising – <http://www.jpeadvertising.com>

M.S.I. Newsletter – <http://www.magicscenes.com/advertise.php>

My Wizard Ads – <http://www.mywizardads.com>

Net Income Site –

<http://www.netincomesite.com/Ezineadrates/ezineadrates.htm>

Net Preneur News – <http://www.netpreneurnow.com/advertising.shtml>

Netpreneur's Notebook – <http://www.homebasedwork.com>

Network Marketing Success E-zine –

<http://www.loevenfeldt.dk/ezine.html>

News You Need – <http://www.newsyouneed.us/ads.html>

Nobo\$\$ –

[http://noboss.com/index.php/m\\_FRadvertising.html/advertising.html](http://noboss.com/index.php/m_FRadvertising.html/advertising.html)

Nova News – <http://www.nova-news.com/advertise.html>

Online Exchange – <http://www.online-exchange.com/advertising.htm>

Online Marketers – <http://www.onlinemarketers.net>

OyesUcan E-zine – <http://www.OyesUcan.com/advertising/241solos>



ProBizTips – <http://probiztips.com/advertising.html>  
Promote Links – <http://www.promotelinks.com/advertise.html>  
Promotion Tools – <http://www.promotiontools.net/advertise.html>  
RCL-s Biz Opp Express – <http://www.rclsbizopexpress.com/advertising>  
Response Advertising – <http://www.responsive-advertising.com>  
Rim Digest – <http://www.rimdigest.com/ads.html>  
SCOOP E-zine – <http://www.emailpromotions.net/classifieds.html>  
SDT Advertising – <http://www.sdtadvertising.com>  
Sendfree Advertising – <http://sendfree.com/sponsorsignup>  
Send More Info (Contact Jerome Chapman) –  
<http://www.sendmoreinfo.com>  
Smart List E-zine – <http://www.smart-list.com/adsubmit.html>  
Straight Talkers – <http://www.stf.homestead.com/ads.html>  
STWebFx E-zine – <http://www.stwebfx.com>  
Super Promo – <http://www.superpromo.com/optadorder.html>  
Tele Quest Advertising Page – <http://www.internetmatrix.com>  
Tele Quest Link –  
<http://secure.internetmatrix.com/telequestlink/advertisepaypal.htm>  
Ten Fold Income – <http://www.tfinews.com>  
The Affiliate Review –  
<http://www.theaffiliatereview.com/Advertising.php>  
The BizBarrel Newsletter – <http://bizbarrel.netfirms.com/adrates.html>  
The Guru Marketer –  
<http://www.thegurumarketer.com/advertising.htm>  
The Home Workers' E-Gazette –  
<http://www.jempublishing.com/soloads.htm>  
The Marketing and Success Achievement E-zine –  
<http://www.emarketingparadigm.com>  
The Millennia Web Magazine –  
<http://www.themillennia.com/order.html>  
The Successful Marketing E-zine – <http://www.successful-marketing.com/advertise.html>  
The Work At Home – <http://www.the-work-at-home.com/adorder.htm>  
Traffic Swarm – <http://www.trafficwarm.com/index-b.pl?>  
Ultimate Traffic System –  
<http://www.ultimatetrafficsystem.com/advertise.php>  
Village of Tidbits – <http://www.villageoftidbits.com/ezoneads.htm>  
Wealth Happens – <http://www.wealth-happens.com>



Wealth Funnel – <http://www.wealthfunnel.com>

Web Marketing Today – <http://www.wilsonweb.com/ads/2-line-ad.htm>

Web Stars 2000 – <http://www.webstars2000.com>

Web Success Central – <http://www.websuccesscentral.com>

Work At Home News –

<http://www.workathomenews.com/advertising.php>

Xtreme Marketing Tips – <http://www.ezinehits.com/ad-rates.htm>

E-zine Ad – <http://ezinead.net>

Say It With Solos – <http://www.stwebfx.com/siws/home.asp>

## Free or Mostly Free Advertising

<http://www.freaddepot.com>

<http://www.freadpost.biz>

[http://www.cashmasters.com/html/free\\_ad\\_sites.html](http://www.cashmasters.com/html/free_ad_sites.html)

[#1 One](#)

[1 America Mall](#)

[1st Place Classified Ads](#)

[1st Place To Look Classifieds](#)

[4-1-1.com](#)

[AbleAds](#)

[ADNet](#)

[1st Place Classified Ads](#)

[A World Of Classifieds](#)

[AAHP Classifieds](#)

[Accusubmit Free Classifieds](#)

[Adfront](#)

[Ad Update Free Classifieds](#)

[AdsbyNet \(fee for commercial ads\)](#)

[Adland](#)

[Admatic – Free Classified Ads](#)

[Aernst TDG Classifieds](#)

[Akron Free Classifieds](#)

[AlamoNet Free Classifieds](#)

[Alaskan Explorer Classifieds](#)

[Albany Free Classifieds](#)

[Amcho Classifieds Ads](#)

[America's #1 Free Classifieds](#)

[Barns Sides Free Classifieds](#)



[Best Mall](#)

[Big Support Classifieds](#)

[Black Hills Free Classifieds](#)

[Blue Mountain Internet's Free Ads](#)

[Bob-s Free Ads](#)

[Calcutta Free Classifieds](#)

[California Classified Ads](#)

[Capital Connections](#)

[Carsan TDG Classifieds](#)

[CashQuest Free classifieds](#)

[CG Mall Classifieds](#)

[City Auctions](#)

[Classifieds For Free](#)

[Clockwatcher's Classifieds](#)

[Coastal Visions Classifieds](#)

[Classifieds](#)

[Cash Surf Plus](#)

[Cincinnati Free Classifieds](#)

[Classified Club Classifieds](#)

[Classified Paper](#)

[Classifieds 1000](#)

[Classifieds For Free](#)

[ComCorner Classifieds](#)

[COMFIND](#)

[Denver Online Classifieds](#)

[Derricks Free ads!](#)

[e-Ventures On-line Marketplace](#)

[Earn To Shop Classified Ads](#)

[Everyday Business Online Free Business Ads](#)

[Family Entertainment Network's Free Classified Ads](#)

[Favorite Mall Classifieds](#)

[Feelme7x Free Classifieds](#)

[Food Service Free Classifieds: \(Food Service/Restaurant Only\)](#)

[Freeads.net](#)

[Free Advertising For All Home Businesses](#)

[Full Disclosure Classified Ads](#)

[Find'it Classifieds](#)

[FreeBee Classifieds](#)

[Free Garage Sale](#)





[FreePromotion 1000+](#)  
[General Bazaar](#)  
[Get Real Productions Free Classifieds](#)  
[Global Health Trax Classifieds](#)  
[Global-HomeBiz.com](#)  
[Great Bend Classifieds](#)  
[Headland Advantage Free Classifieds](#)  
[Healthcare Mall Classifieds](#)  
[Hong Kong Ads](#)  
[In Vancouver – Classified Listings](#)  
[Internet Business And Opportunity Directory](#)  
[In The World Classifieds](#)  
[IVCS Classified Ads](#)  
[IIAS Free Classifieds](#)  
[InfoPoint Free Classified Ads](#)  
[JEM Classifieds](#)  
[KIS Group, Inc. Free Classifieds](#)  
[Lynx Direct Classifieds](#)  
[LookSmart Classifieds](#)  
[Magic Mirror Free Ads](#)  
[Maine Classified Ad](#)  
[Metro Online](#)  
[Murrin Publishing Classified Ads](#)  
[MelaJohn Classifieds](#)  
[NMB's WWW Classifieds](#)  
[NS Online – Nova Scotia, Canada](#)  
[Nelson Publications Online Classifieds](#)  
[Net Nickel](#)  
[New Times Classifieds](#)  
[One Stop Mall](#)  
[One Classifieds](#)  
[Pros Ads Free Classifieds](#)  
[Quest Classifieds](#)  
[RDO Technologies Free Classifieds](#)  
[RLAJ.COM Free Classifieds Ads](#)  
[RealMarketing Classifieds \(One month free\)](#)  
[Save Easy Classified Ads](#)  
[Sell Or Trade Free Classifieds](#)  
[SubmitAd.com's Free Classifieds](#)



[Santa Clarita Free Classifieds](#)

[Search Mode](#)

[Sunny Side Ads](#)

[The Best Place to Search Classifieds](#)

[The Classified Ad Manager](#)

[The Inet Exchange Free Classifieds](#)

[The Marketing Resource Info Center](#)

[The Natural Connection Classifieds](#)

[Tiger Ads](#)

[Trafficman Classifieds](#)

[The adnet](#)

[The Natural Connection Classifieds](#)

[The Torinfo Classifieds](#)

[Wave3 Tech Classifieds](#)

[WebMasters.CC – Submit FREE Classifieds](#)

[Websitings Free Classifieds](#)

[Weboventions Free Ads](#)

[Western Web](#)

[Working Online](#)

[WorldMarket Global Classifieds](#)

[Web Commerce Virtual Classifieds](#)

[West Essex Free Classifieds](#)

[Where2Go Classifieds](#)

[Yahoo! Classifieds](#)

[Your Business On The Net Free Ads](#)

[Zipmall](#)



## Forums

<http://www.onlinemlm.com>  
<http://www.mlmforums.com>  
<http://www.mlmhelp.com/forum/main.asp>  
<http://www.networkmarketingnews.com/wwwboard/wwwboard.html>  
<http://www.workathomenetwork.com/forum>  
<http://www.mlminsider.com/forum/login.asp?target=default.asp>  
<http://www.mlmad.com>  
<http://netmarketingforum.com/forum/index.php>  
<http://www.womans-net.com/forum.php>  
<http://www.mlmwoman.com/wwwboard>  
<http://members.boardhost.com/mlmempowerment>  
<http://www.ebusinessbonanza.com/forums>  
<http://www.mlmknowhow.com/forum>  
<http://forum.richdad.com/forums/>  
<http://www.marketwaveinc.com/discuss/open.asp>

We hope you enjoy this resource. While not inclusive it's a good start to your online Social Media Marketing Campaign.

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