

Using "Forgotten" MySpace and YouTube in Promotion



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WHAT ARE YOUTUBE AND MYSPACE?

You may have heard of these two, very unique types of websites. They do what many other social networking websites do: they help people to connect with each other. With that thought in mind, keep in mind that as an Internet marketer, part of your job is to locate those who will buy from you, regardless of what they are buying. You need to be socially network with people available on every front to get the amount of traffic to your blog or people to your website to make your profit goals.

YouTube and MySpace are two locations you can and should make part of your promotion methods. When you do so, you will end up finding a variety of unique opportunities presenting themselves. Plus, these two websites are free to use, which means you are getting potential consumers without having to pay sizably for them.

YOUTUBE

YouTube is a website where anyone who registers for the website is able to post videos. These videos can be anything from simple, home made films to full length marketing promotion. What makes YouTube unique is that you can use it for virtually any message you may have. Teens use it to make fun videos while some of today's top business owners are using it to help educate people on products and services offered.

The key to using YouTube is to work to develop a strong following of people who want to see what you have to say. Like many of the other websites offering social networking, the only successful YouTube users are those that have the ability to create a strong following that is interested in learning more about what they have to say and offer. Do this, and any message you have can easily be displayed here.

With YouTube, the draw is video. Use video in even the simplest of forms to get your message out.

MYSPACE

MySpace is a bit different. It too is an online social networking website where individuals can come and talk and learn about each other. This is an interactive network where people come to meet others. You friend each other, reading about others and sharing thoughts, ideas and information. Photos are often used to help individuals to communicate with each other and music, videos and every other type of media can be used at MySpace.

MySpace was once one of the social networking websites that were specifically popular amount teens. After all, teens used it to communicate and interact with each other. Over time, though, more people started using it. So many people have used it that it is now one of the best tools for social networking available today.

With millions of visitors a month, there is little doubt that MySpace should be a location you frequent often. Here, you have people from around the world coming to learn something or to find someone to get to know, to read about, and even to work with. It is an ideal location for an Internet marketer because of the leverage it offers.

GETTING STARTED

Before going any further, you will need to set up shop at both YouTube and MySpace. You do not necessarily need to have any information or content to put up at this point, but you do need to have an account set up. The process is simple.

Sign up for YouTube at www.Youtube.com. The website makes setting up easy enough to do and there is no charge for doing so. Do the same at MySpace, at www.Myspace.com.

Once you have opened an account there, you may want to spend some time looking around, prior to actually getting started with filling it in. Both of the websites offer search tools. Look at some of the other Internet marketers online. Consider what they are doing and how it is working for them. Keep in mind that not everyone that signs up for these services really know what they should do with them to make the profitable. Still, it is good to see the information already up there.

USING YOUTUBE FOR MARKETING

YouTube is a fun website and easily pull you in with it. There is plenty to get here and there is really very little to stop you from making a sizable amount of money just using this Web 2.0 marketing tool.

Now that you have an account set up, you may want to know what you can do with it. The good news is that there is a great amount you will do with it to get the promotion you need.

Here are some steps to follow to help you to launch your YouTube promotion methods successfully.

#1: SIGN UP USING THE RIGHT ACCOUNT NAME

This will stay with you for some time and since people usually go to YouTube and type in the name of the individual they are looking for, you want the name to be something that is actually memorable or in some other way relates well to your business. Your name will become the handle that others use to find you, remember you and come back to you. Choose it wisely.

#2: YOUR PROFILE IS STOP ONE

This part of your set up is quite important. But, it is also where many make mistakes. The fact is, the first thing people will do when they see you is click on your profile to find out who you are and why they should care who you are. The process involves some pretty simple steps. Keep a few things in mind through the process.

- Be sure your profile is NOT selling you. This is not the place to sell to your readers, but rather to tell them why they should be buying from you.
- Do inform those that read your profile of who you are. What is it that you are offering and what is it that you want them to do? For example, do you want them to visit your blog or website? Be sure to include this information in a formal, polite way.

- Be honest and don't be too wordy. People only take a few seconds to read a profile. If it takes longer than that to get the message, they will likely move on without thinking twice about you.
- Keep it professional but personable. You want to be sure that people get the message about your business, not about your dog and your son's soccer team. You can always create another account that is for personal use if you wish to.

#3: GET A CAMERA

There are some great products on the market to enable you to do this. A cheaper camera is fine, so long as you know how to use it. You can purchase a used camera or even use a web cam that may already be installed on your laptop. A good inexpensive product is the Flip Cam which is readily available and under \$150. Learn how to use it. That is the most important consideration.

#4: DO AN INTRODUCTION VIDEO

The introduction video has several benefits for you. First, it allows you to determine how the process works, both using your camera and using YouTube. It is an ideal choice since it also allows you to introduce yourself online. There is no reason to be shy about it, but you should invest some time in making this video high quality. Ask yourself, "If I was watching this video, would I really want to visit this guy's blog?" If not, it may need some polishing. Keep some points in mind here:

- Use this first video as merely an introduction to who you are.
- Let others in on what you do. Are you a blogger? Are you an Internet guru?
- Introduce your business, if you have one.
- Don't sell your business here. Instead, keep it all about you.
- Make it exciting and unique. That is what people are looking for in those they find on YouTube.
- Keep the video under 5 minutes in length. As often as possible, do this. People are not willing to invest much more of their time in the process than this.

This introduction video gets uploaded right onto the YouTube website. It is actually a very easy process that does not require any HTML experience. Once uploaded, watch it to ensure it is working properly.

#5: KEEP GOING WITH VIDEOS

Every video has the goal of giving the viewer something interesting to learn. You can do this in various ways, but the goal is to the same: offer them value and then suggest your business to them. This is not a sales pitch, but an educational video. That is what people are hoping to learn more about.

This process should be repeated often, even as often as three or more times per week. Each video should be unique and it should offer something interesting to those who are watching it.

WHAT WILL YOU SAY?

You may be wondering, what will you talk about on your videos? How can you put up videos that teach if you do not know what to teach about?

Here are some ideas to help you with this process.

- Talk about Internet marketing. If you are selling an informational product, talk about the process of creating it and how it works.
- Do a video on the topic you are promoting, a demonstration of how a product works, for example.
- Provide an information lesson on how to write a blog post, if you are pointing the user to a blog.
- Teach about affiliate marketing, if that is your niche, or teach about your niche regardless.
- Use charts to demonstrate a point you make within your blog posts or to show sales information.

You will want to make each of the videos indirectly related to what you are selling at your website or blog. For example, your blog is selling an informational product on affiliate marketing. In order to get people from YouTube to visit your website to make a purchase, perhaps your first videos

will introduce what the topic of affiliate marketing is and how the process works. Some snazzy graphics from your Power Point Presentation can show them how the process works.

You are not telling them everything that is in your book, but you are telling them a few of the details that will get them interested in it. You want the viewers of your videos to say, "This lady knows what she is talking about. I'm going to go check out what her book has to say."

That is all there is to the process. It is important to be consistent, though.

USING MYSPACE FOR PROMOTION AND MARKETING

The process of using MySpace is quite similar to that of YouTube, which is why you can easily use the information already available to get started on the process. With MySpace, it will be key to do a fantastic job setting up your profile so that you get people to become your friends there. You do not want just anybody, but those who are most likely to invest in your product or service.

In fact, this is the process you want to follow.

- Set up an account at MySpace and keep in mind the name you choose. Again, this will identify you from then on out.
- Utilize the same methods for setting up a profile on MySpace as you did for YouTube. Keep in mind the importance of a quality, no sales like MySpace.
- With MySpace, you will have a page dedicated to you. You can upload a variety of things here, including a great deal of information on you, your business and even photos. Keep in mind that you will want to have as much information here as possible pertain to your business, itself.
- MySpace allows you to interact with others, so do so. Get out there and network with others who are indirectly or potentially related to your business.

- Use videos to enable you to better communicate your messages. Here, you may want to direct readers to the additional information available at your blog or website.

Go ahead and get the process started. Use other people's MySpace pages to get a good idea of what it is all about and how it works. You may find this is one of the best ways to start you day, too.

TIPS FOR USING MYSPACE SUCCESSFULLY

MySpace is definitely a bit different from other networking websites, but the principles are still the same. Here are a few tips and methods to getting the most out of using MySpace for marketing and promotion, for any type of online business.

First, be sure you are networking with others. People will come to your MySpace page often and may leave comments there. They may be just one person, but acknowledging them and really interacting with them on a one on one basis (online of course) is going to allow you to gain respect as a leader in the community.

If you are unsure how to interact with them, keep in mind the ways you would act with anyone at the office. You would ask them how they are and ask questions about what they are doing on MySpace. If they have a website up and running, be sure to check it out or leave a comment on their blog. This enables your name to get out there and allows you to interact with people are most likely to share your information with others.

At the same time, get to know those who do come to your MySpace page. Remember to remark about their birthday or be sure to mention something about a comment they made that you agree with. This again helps them to get to know you and truly allow you to become their friend.

Over time you will start to use the MySpace blogs that are available readily on your MySpace page. These are a great way to promote your other blogs, too. Be sure to link to your blogs. This will enable you to get a back link to your website from a fairly well ranking website, MySpace.com. It is essential that you consistently uses these blogs or cross promotion since it will enable your ranking to increase (on both blogs) and will allow your traffic to flow better between the two.

Be careful about adding a lot of people to your MySpace accounts at one time. You can "friend" someone on MySpace. This allows you to simply

become this person's friend and read the information at their website. You will need to do this so that you get the viewers you need at your own page. At the same time, keep in mind that you also need to stay within the rules.

MySpace wants you to find people who share interests with you and wants you to connect with others. Yet, they do not tolerate spammers and they will be monitoring your action, at least somewhat, to ensure that you are not spamming others. Individuals often make the mistake of simply throwing out a lot of friend requests at one time. This signals to MySpace that you are not actually meeting these people but just grabbing friends so you can promote to them.

Do engage others. You will want to make part of your daily marketing plans with MySpace to be getting more friends. The more people that you friend, the more potential people you have coming to your website, too.

Remember these aspects of using MySpace:

- Don't make your MySpace age a sales page: MySpace may even delete it for you and since you won't get the traffic you want from it, it won't matter.
- Do invest time in a thorough profile. Choose a fun picture and let everyone know who you are, what you like and what your passions are. This does matter to them.
- Network: find, talk to and friend as many people as you can, especially those you would consider to be prime individuals to work with you or to buy your product or service.
- Use MySpace videos to help you educate the masses. As with YouTube, you want to use these videos for education, not sales oriented information.
- Do encourage others to view your website or your blog on a regular basis. This also adds a lot of cross traffic between them both and will increase the sales you make if you have done well.
- Do give people your MySpace website link. It is an educational tool for you and a promotional tool. Give it to those who you meet or get to know. If you meet someone using any other social marketing tool, use your MySpace (and YouTube) sites to help you to get them to your blog.
- Remember that you are defined by your MySpace page. Anything you do and say there is going to affect what you do. In other words, since people will use this to get to know you, be sure that you are putting out a fantastic first impression.

The only way to get the most out of MySpace is to network. But, since the best Internet marketers are doing fabulously with social networking in terms of converting this traffic to sales, you can see the same rewards. MySpace gives you the forum to make things happen.

WHAT DO THESE WEB 2.0 MARKETING METHODS DO?

Know that you have some idea about what MySpace and YouTube are like and how to use them. The question you may have is how do you use these tools to enable your business to grow?

There are actually many ways that these two services can do for you. It does not matter what type of Internet marketing business you have. Rather, it only matters how you use these tools to enable you to get visitors to your website, to share who you are and what you have to offer.

Using Web 2.0 tools like these in your Internet marketing business is just like using a billboard at the local train stop. As your billboard is erected, people drive by it and read what it has to say. If they like what the billboard says, and they learn something about who you are and what your business is offering, they are then more likely to visit your website and get an even better bit of information.

There are several ways that these methods of marketing can benefit you. Take a look at these methods and determine if these re items that you could benefit from.

GET TRAFFIC

One of the main benefits of using MySpace or YouTube in this way is that you will generate traffic to your website or blog. For example, if you have a blog that promotes your product or affiliate link, you want to get people to that blog.

When you use YouTube, you can do this by simply including your link in your videos or at the page your videos are located at. The same is done with MySpace. Here, you have a regular MySpace blog you can use to direct more

people to your blog. You can also include your blog's link in your profile so that individuals can see it there.

You can get a great amount of traffic from these websites because of their good ranking in the search engines and just because there are so many outstanding potential consumers just using the website on a daily basis.

ESTABLISH YOURSELF AS A LEADER

Yet another reason to use MySpace and YouTube is to help establish you. You want to be known as a leader in this industry, or at least in the industry that you are marketing in. Because you will be doing these videos, you will be educating others which is a direct tool to showing your knowledge.

For example, you may be selling dog collars. When you create a video showing the various types and the proper way to use them, perhaps even how to do training with a dog using them, you are showing that you are not just another person with an affiliate link, but an expert in the subject. Do you have to know a lot about dog collars? You only need to know as much as it takes to show others this information.

CREATE BACKLINKS

Since you will be placing your website link or your blog link on the YouTube and MySpace websites, you also are getting a back link out there. These will greatly help with getting larger amounts of traffic to your website.

For example, you place your blog's website link on your MySpace page. Google tracks through this page and picks up the link. It says, "Hey, this link is on this website so this link must be important." It heads over to your website and searches through it. Of course, the spiders do not work just like that, but they do navigate to your website through that link. This happens over and over and sooner rather than later, your website is ranking better in the search engines for it.

Back links are an important part of developing a successful website online, and YouTube and MySpace really are easy ways to get them. You will want to do this with other social marketing websites and tools you may be using too, such as Twitter, Digg or others.

FIND OTHERS TO WORK WITH YOU

You may not realize it but on the pages of MySpace and YouTube are people who are well off, business owners or other Internet marketers who are looking for others to work with and network with. If you have ever thought that you needed a partner or how great it would be for you to get some sponsorship, these resources may be just what you need to get that help you are seeking.

The process works very simply. You put up great videos that really are some of the best informal products available. You see traffic numbers pop up. Sooner or later, someone sends you an email asking you if you would like to do a guest blog post on their blog. Or, they would like to know if they can purchase ad space on your blog. You are making money by just being there and posting quality information and resources.

TRAINING

Another way that many Internet marketers use YouTube and MySpace is actually to enable training sessions. They use it in various formats. For example, you can use these services to help educate people on your product or your service. It should not be in a "Buy one get one free" type of marketing method. Rather, it should be done educationally.

In addition to this, some individuals use these services to enable them to educate the visitors to their blog and website. For example, perhaps you would like to do a training seminar that you would like your fellow individuals to watch. Or, you may need to help educate your down line. You can do that by posting a link to your YouTube page. Those that find it will in turn learn even more about you.

There are very few limits to using MySpace and YouTube in this manner.

SUMMING UP

YouTube and MySpace seem like tools and toys for youngsters to communicate with and share music on. They are free websites to use but they do have a lot of power behind them.

As an Internet marketer, you have to embrace the world of social marketing and instead of waiting for customers to find you, you need to find them. YouTube allows you to post fantastic videos and in depth trainings that really showcase what you know, who you are and what you have to offer to the

world. MySpace allows you to connect with millions of people daily and allows you to get enough people back to your website to promote to them.

As with any type of social networking and marketing tool, you will only get from it what you put into it. Plan to spend at least an hour a day in total on these websites promoting your product or service or simply stopping in to say hello to all of those who are meeting you there. The more you use them, the better the end results will be for you.

You may see increased profits, higher turnout, and you may see larger numbers of people streaming from these websites to your own. All it takes is opening an account and starting to talk with others you find there.