



Social Networking Marketing Etiquette – What You Need to Know and Why!

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FULL ARTICLE ON PAGE **2**

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FULL ARTICLE ON PAGE **3**

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FULL ARTICLE ON PAGE **4**

“Advertising on the Web is less about just hitting someone with a message. It’s about engagement with that user.”

– Mark Zuckerber, *Founder of Facebook*



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everything else he/she has to say and find my nearest escape route. Even if what he/she had to offer really could benefit me, I would not be interested. Because it comes across as someone who has “their” best interest at heart and not mine.

But let’s say that person took the approach of getting to know me first ... taking time to understand who I am and what I am lacking. Offering me helpful tips and suggestions along the way of building a relationship. Taking the approach as a leader and as someone of “value.” Now I’m more likely to be ready to hear all about his/her business or service.

This is the same approach one must take when establishing their presence on social media sites. Coming across as someone who offers value and is willing to give before taking. Once people recognize you and your approach as someone who is contributing to their well-being they will listen to what you have to say and take into strong consideration whatever it is you are now offering.

Social Networking Marketing Etiquette ... What is it?

For many people the whole concept of Social Networking is new and definitely misunderstood. If a person were to take a look and study those that have been successful using social media and the approach that they take in building a large following of people, I’m sure they would typically see a common theme. Those that are successful always introduce themselves as a leader and someone who offers value first.


What do I mean by that?

If you were to meet someone new in your personal life, whether it is at church, at the park, or even on the sidewalk, and you both introduce yourselves to one another, and the next thing out of their mouth is “I’m a business owner and I can help you accomplish your financial goals.” What would you think?

I personally would immediately go on the defensive, and more than likely from that point forward disregard

Be a person of “value” to your followers first, and show them your product, service, opportunity second. This is what I call “Social Networking Marketing Etiquette.” Take this approach and you will see a dramatic increase in response to your offer, which ultimately leads to an increase in profits and personal success.

Be sure to live by this principal and never break it ...

Always be “giving” way more than you are “taking.” People will respect that and in return will respect your opinion when the time comes to get them to take action and look at what you are offering. 

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10 Commandments of Social Networking

Businesses need a cost-effective way to stay afloat in the recession, to stay in the forefront of customers' minds. The easiest way? Social media marketing. To some business owners, this seems like an impossible maze. Read below for 10 commandments of social media marketing.

People were talking about your company last month—on Facebook, Twitter, Linked In, Digg, Technorati, and the list goes on. Social media is here to stay. Make a plan, or better yet—work with someone who can help you with this plan, and put it into action. Professional marketers and virtual assistants are trained to work with this type of ever-changing medium. Your customers are expecting a social media presence from you—give it to them!

10 Commandments of Social Networking

1) **Use It!** Top companies such as Starbucks, Dell, and Ford use social media to communicate and market to their customers. Creating stellar content for your marketing materials is great. But great content doesn't distribute itself. It needs vehicles for people to pass it along, discuss it, blog it, and tweet it which is where social media comes in.

2) **Find Them!** Locate the exact people you want to talk to. Companies can select specifics—moms of teenagers, young professionals, those looking to buy a new car. Learn how to search for people based on their age, location, and preferences. For example, a wedding planner could look up everyone in the area that is engaged!

3) **Foster the Trust!** You know your customers have choices when it comes to where they do business. You also know customers buy from people they like and trust. Social media marketing is the way to build relationships.

4) **Hear What They Are Saying!** People are talking about your brand and your company. Be a part of the conversation. Keep a close eye on the ongoing online conversations about your dealership—blogs, posts, tweets, and more. It's important to enter the conversation to listen and participate. You make your customers feel connected to you and your business.

5) **Blog Like Crazy!** Blog about your new employee. Blog about next month's special. Even blog about the company's history. Lots of business owners think that they cannot blog, but they are wrong. Existing blogger sites—Blogger.com, GoingOn.com or WordPress.com—offer customized templates, to get you started.



6) **Make it Easier!** Use programs like Tweet Deck to set up Twitter messages in advance, just one time a month. Use PingFM or SocialPoster to distribute a message that you only have to type in once. Use WordPress to create a customized blog with the same design as your website.

7) **Let Them See You!** Photos, videos, and podcasts. They are free to create and upload; they only cost you time. Try BlogTalk Radio to create your own free radio show which can be archived into a podcast. Set yourself apart from the competition by making your pages active and engaging; include MP3s of your top customers talking about their favorite parts of the company.

8) **Know When It's Happening!** Set a Google Alert for your name or your company. Google will then automatically send you an email every time something gets indexed with your name. It is vital to know what people are saying about you on the web so that you can participate in the conversations.

9) **Do It Often!** The social profiles that come up highest on the search engines are the ones who are most active. Spend time three times a week sending updates, making creative posts, and sharing news. Schedule it into your calendar. Jot down ideas throughout the week of various posts that you can make.

10) **Know the benefits!** Social media is cost-effective marketing! You can use LinkedIn to send the message that you are hiring new employees and use Twitter to send out quick messages about short specials. By staying involved in social, you show your customers that you are transparent, authentic, up-to-date and most of all, you are a real person! 

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Eight Tips to Create a Blog Post That Gets Your Reader's Attention

The biggest challenges facing most bloggers is not only creating content on a regular basis, but also writing posts that will actually get read by your target audience.

Have you ever landed on a blog and found yourself looking at a huge amount of text that looked like one big sentence? My guess is that you didn't bother to read that post.

1. Perform keyword research but don't overuse your keywords.

Make a list of the keyword phrases that have the most search volume in your niche and write posts relevant to those keywords.

Include the keyword phrase you have selected in your headline and in the first sentence. Use variations of the keyword in the rest of the post and write naturally, avoiding repetition.

2. Use headlines that are catchy and arouse curiosity.

Your headline is the most important part of your post and is the most crucial single factor that will determine whether your post will get read.

It is a good idea to copy headlines that catch your eye and create a swipe file that you can use as a reference.

Your headline should appeal to the emotions of your reader, which leads us to the next point:

3. Know your reader.

This point is illustrated wonderfully by internet marketing expert Eben Pagan who said that when you write, try to picture your reader at home alone, sitting in front of their computer.

- What is this person thinking about?
- What are their problems, frustrations, fears, and needs?
- What solutions can you offer them?

There is a conversation already going on inside your readers' mind, try to enter into it by:

4. Writing to your reader as an individual.

Imagine that the person is sitting beside you and you are having a conversation. Simply record this conversation.

Or, think about how you would address a good friend if you were sending them an email offering advice or telling them about something that you thought was really cool.

5. Be clear and concise.

Most people read posts by quickly scanning so it is important to cut all unnecessary words and get to the point as fast and obviously as you can.

The important issue here is to proofread your posts with a fine-tooth comb. Always try to look for the briefest and most direct way to get your message across.

6. Make your posts easy to read with formatting techniques.

- Make your sentences and paragraphs shorter
- Use bullet points and numbered lists
- Break up the text with graphics
- Bold important points

7. Check your spelling and grammar.

Your credibility is at stake and nothing makes a poorer impression than spelling mistakes and poor grammar.

Remember that your writing is a reflection of you and this will directly affect your readers' opinion of you.

8. Use lots of links.

Providing your readers with additional resources will add to your credibility and authority in your niche.

Linking to other sites will also help you build a network within your niche as these sites will often end up linking to you as well.

The whole purpose of blogging is to have your posts read.

I hope that you find these tips helpful and I invite you to share any tips that you have found effective. 

By Mark McCullagh

Do you find it hard to create content for your blog everyday? Find out how you can get more traffic in less time with this new blog software by visiting this website.