

Social Media Marketing System

Messages need to be repeated through these various platforms, you can come into this through any of the platforms and then move out into the others

Home Base



Build an Email List
Communicate with readers, builds the connections, brings in the sales, ties in with your publications or video products

Posterous for distributing to various platforms

Research, Analysis, Market Watching



- Gmail, opens you to all the Google products and gives you all kinds of feedback.
- Google Alerts, keep up with competition, market awareness
- Google Analytics, track everything
- Blogger, an easy blog platform to start your web presence
- Google Reader, pull together all your stuff, newsfeeds
- Google Trends, what is hot, what is going on
- Google Images make sure your images are here, great for ideas
- Google Places, making sure your business is found, list it here
- Google Keyword Tool External for research
- Google AdSense

Additional Keyword Research Tools



MarketSamurai.com, tools.seo.com

Promotion (Active)

Status updates, lead generation, research, connecting with your fans and followers



Professional info, resume, status box, Slideshare



Fan Pages, develop followers, news, events, coupons, feedback, ecommerce.

Host Photos, Videos



Google's social media platform, develop followers, host photos, videos, links



Twitter is also a great research tool to take the pulse of a market or figure out who to pay attention to.

Other Social Media sites like Stumbleupon.com, del.icious digg.com, reddit.com and ForeSquare are also important

Promotion (Passive)



2 Billion searches a day, second largest search engine, the main host for your videos, all videos should be set up with live links and contacts back to the hub, descriptions and keywords and calls to action. Link to all other web platforms.

Other video sites; Vimeo, Daily Motion, MetaCafe, Blip.tv



Story images, product images use keywords in titles and descriptions, add live links, pdf, videos

Additional social media/blog sites Squidoo, Hubpages, Tumblr, set up and visit occasionally .

Products/Services \$\$\$\$

Look for opportunities to turn your content into a product or service.

DVDs/CDs Distribution

Short videos can be turned into a series, once you have built enough they can be turned into DVDs and distributed through CreateSpace/ Amazon, Kunaki, e-junkie.com

Books/Print on Demand

Lulu, CreateSpace, Kindle, Google Books

Photo Books, Posters

Blurb, Lulu, Apple, SnapFish, Shortrun Posters

Apparel and Gifts

Zazzle, CafePress, Spreadshirt

Affiliate Marketing

Products and Ads relating to your subject

Resource List

Resource list on your niche, build affiliate links around this for added income

Webinars

GotoMeeting.com, FreeConferenceCall.com

OnLine Video Courses

Hosted by Amazon S3

Additional Broadcasting Channels

UStream.TV, Qik, Pay per view iTunes/Podcast, BlogTalkRadio.com