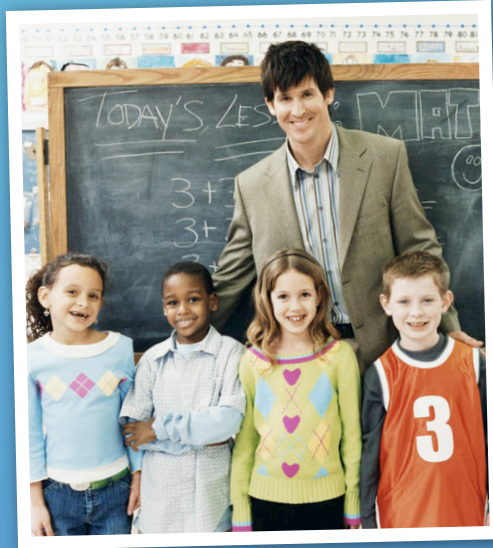


Your customers are calling? Are you ready to answer.



The Power of Designing your
Social Media Strategic plan
is your #1 advantage to be
seen, heard and be ready
answer your clients/
customer calls.

In this book I've covered
How to get started in using Social Media Marketing
How to go about creating a Strategic Plan
Discussed what a HUB and Spokes are
Given you tools & resources
A Comprehensive Glossary & Definitions

♥ Written by Mari-Lyn Harris© of Heart@Work <http://heartatworkonline.org>

Your customers are calling? Are you ready to answer.

Defining Your Clients

A Social Media program fits in your Marketing Plan. One of the things that I find is people truly have a challenge in defining who their clients/ customers are. You may start out with an audience that you want to work with and then you discover they don't want what you want to offer. So, I have found that figuring out the characteristics and qualities works out better than necessarily the audience. However, you picking a niche, which is important.

- a specialized but profitable corner of the market : [adj] important new niche markets.

1. What are the qualities & characteristics that you want your clients to have?

Fill your list with descriptive words that include all the ideas and thoughts that come into your mind regarding the qualities that you want your perfect clients to possess. What are the positive qualities, the characteristic, the attributes, the talents of a client who would be someone you would call an ideal client for you and your business.

2. What make my ideal client tick?

Capture the 1st thought that come to you in your answer in the question that expresses the core of what makes you tick..what it the most important thing in the world to you?

For example:

“To make a contribution to the world that makes a difference in people’s lives.”

or

“To be be profitable by helping each other.”

3. What do I want my ideal clients to expect of me?

It has been said, that in order to have an abundance of customers, we need to give up ourselves. Not true. Only if you allow it. The Emphasis is on the words I WANT, this is not what you think they want you to want - this is - what DO YOU WANT the to want about you! Feel free to take of anything that you chose NOT to provide.

4. What is there for me to improve to Become More Attractive?

Notice that the questions say to ‘BECOME’ instead of ‘to do.’

You must become your own ideal client before you will attract exactly what you want. I'll say it another way this plan is all about being what you want to attract. Let's review what you wrote on the #3 question.. Read aloud and then ask yourself - “Is this happening already for me the way I want it?” Yes? No?

If the answer is No, then put a circle around it and re-frame it:

For example:

You identified that this item was not happening 100% right now. “I want my ideal clients to expect me to earn \$100 K income per year.” You circled this one because your income has not yet reached this goal. You would re-write this sentence to “I want my ideal clients to expect that our relationship is a mutually beneficial exchange of energy.” for question #4.

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Defining your Clients #2

Not all of our relationships embody this 100% right now... so this item would be added to question #4.

Next..to each item write the date of when you will begin to “be” what you have written. This is the day that you agree to consciously open the doors and signal to the universe that you are ready to have these improvements in your life.

Create as many plans as you need - for suppliers, clients, referral partners, friends, strategic partners, vendors whatever kind of relationships it will work for. I have created plans for friends, my life partner and clients. It's a good thing to review your plans to see what has changed in your relationships or re-create new ones.

Once you have figured out who your client and niche is then you can begin to create a Social Media Strategy. The strategy is about your vision, your purpose, goals and objectives you want to achieve. Ask yourself questions like where will I find this niche? where do they hang out? how

can I find out where? Or who does know where they are?

The questions are very similar to the ones you would ask yourself from your marketing plan.

Just because everyone else is doing Ning or FaceBook this doesn't mean you should too. Not unless it's where the people you want to know more about or if your clients hang out there. Each tool or application has a purpose and or a solution for you. You want to reach out and build a community for your business or Association online and offline.

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The Power of a Winning Social Media Strategy. Everyone seems to be talking about all the tactics what's new, keeping us abreast of all the new tools and applications we could be using. How to get started using the tools..except no one wants to talk about your strategy. Without a strategy you can get lost in time and space, and not get really anything done.

Did you know that according to the 2010 Social Media Marketing Report 67% of marketers plan to increase their use of social media channels including blogs, Twitter, and Facebook.?

As more companies integrate social media into their marketing and communications plans, emphasis needs to be on designing a social media strategy. Without a strategy, you'll undoubtedly be sucked into a sink hole...time just floating on by and you wonder what where the time has gone by.. It's happened to me a few times..or at the end of the day I wonder where it go. Do you ever have these kind of days?

The master planner Fred Brooks he learned that failure is always in the design . *"Great design does not come from great processes; it comes from great designers."* This is just like designing your strategy. for Social Media Marketing you then will see a return. When something isn't working you go back to your design of your strategy to see what's working and what's not. He also said, *"You can learn more from failure than success. In failure you're forced to find out what part did not work."*

If you don't have a strategy then how do you know if your plan is working or not? You can't tell with all the tactics and applications you are using. Go back and take a look at the design of your strategy it will give you, your answers.

I thought what lesson Fred Brooks discovered and learned, was very insightful. If we bring it all back to our own challenge of not having a strategy or plan for our marketing then we will fail or get stuck in a sink hole.

So, how do we design a strategy that will work for us?

When we first created our strategic marketing plan we listed our objectives and goals; where we

wanted to be and how are we going to get there. From there we came up with some tactics. It's no different now.

1. Start with one specific objective -

Before you can get a return on your time, you need to know what you want to get out of it. When you include a clear objective it will boost your overall marketing strategy.

2. Create a HUB -

You can read more in about this on the next page of why a HUB is so important. Your message needs to speak to your audience.

3. Be Present -

What's the soul of your brand. What's the one thing that makes you different? And it's not about features and benefits. Volvo = Safety. Apple = Innovation. Disney = Magic. What's on the other side of your = sign?

4. Stay Focused -

On friending and building your relationship capital. Social media marketing creates stronger relationships with people in your audience/niche. You can use it to build trust and loyalty with more people and in less time than with most other marketing tactics.

5. Hang out where your clients/customers are

Listen and observe what they are saying, You won't be able to be everywhere at once, so you will need to take things slowly. Chris Brogan has 19 tactics you could do every day. <http://www.chrisbrogan.com/19-presence-management-chores-you-could-do-every-day/>

6. Work your plan

Stay focused, once you create your profiles keep working them. The time you spend on this aspect alone will add more value than you can imagine.

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Social Media Marketing

To create a Social Media Marketing presence means to begin with a HUB. The Hub is what you will use to build your community.

Through this book I will give you the steps and resources to help you get started.

The HUB is what you promote and direct traffic too. Think of it as a wheel, every wheel has a hub and spokes. All the spokes of your wheel are the tools, applications that will help you create a online presence. The goal is to be found and be an Authority of your audience or niche. I use these terms interchangeably.

How can you create a HUB? These days a blog is what you start with. Why? Because it is dynamic, interactive and engaging. A static website is not. Static websites is the old way of having an online presence. It's where you have to ask your website designer or webmaster to go in and make changes for you. People overall want to be able to go in and make changes, edits themselves. It's not to say you can't have a webmaster or mistress to do this for you. It's that Social Media or Web 3.0 is meant to be social..it's your #1

advantage to reach the global marketplace.

I use Thesis a DIY template it's built on Wordpress software. Let me share with you why you want a blog or your HUB to be hosted. Self-hosted means that you can customize your site however you would like to, it gets searched by the search engines, the way Google does it now, the instant you post content on your blog, it is posted on the Internet. Therefore it gets listed. All your work that you put into your site is yours along with all your content.

FREE services like Blogger, Wordpress.com, Typepad etc..the content you post on their servers is theirs. You would be optimizing their services not yours. You are limited in customizing your HUB.

The more fresh content you add the more google and other search bots will return to your site, and keep you listed higher and will refresh it, on the Internet. If they don't find new content they will not come back for a couple of weeks. This is Not Good!



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Spokes

You can however choose not to pay for a theme and select a FREE one at Wordpress.com has available and host your Blog or HUB using it. Just remember paid sites have an advantage of having a support when you have a problem, they update their software often.

I personally used a template that was free and of course the person who created it, didn't upgrade it..I ended up getting hacked because of old code. BEWARE. It took me only an afternoon to discover this hack, but 3 months to get it back on Google, because Google found the spam on my site. Over time it has resolved itself.

Save yourself the aggravation, you don't have the time for it.

Here are some of my favorite Plugins and Widgets I use for my Blogs..they are all a Thesis theme and hosted. By the way I highly recommend BlueHost - they have great customer service. Dream Host is very good too! There are other service providers, I can only speak for the ones that I have worked with.

Most sites are now moving to chat or e-mail services rather than offering telephone calls. Do some research before signing up with a service provider as it is a real challenge to move.

So, now you know that you need to create a HUB. Social Networking services and Tools that will help you do reach out to connect to friends, colleagues, business colleagues, and customers. I call them spokes that will direct traffic to your HUB.

However, you need to use and work them, the tools & applications do not send customers to you. The secret is Paying it Forward. This means sharing information, making introductions, adding connections, inviting people to join you. All this takes time and effort. The Internet is a very useful resource, however it does not give you anything, unfortunately some people may tell you something different.

“A social network is a web made up of individuals (or organizations) called "nodes," which are tied together with friends, common interests, groups, likes, dislikes, or relationships of beliefs, knowledge or power.

In its simplest form, a social network is a map of all of the relevant ties between all the nodes being studied. The network can also be used to measure your social capital the value that an individual gets from the social network. These concepts are often displayed in a social network of lines and circles connected to each other.”

There is quite an extensive Social Networking sites list in Wiki. [Networking websites. Some popular and some not so.](http://en.wikipedia.org/wiki/List_of_social_networking_websites) http://en.wikipedia.org/wiki/List_of_social_networking_websites

Profiles

Your profiles are the foundation to any of the social networking you choose to belong to. You need to have them filled out with a consistent message as you are branding U and your organization.

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Linkedin



LinkedIn is the world's largest professional network with over 70 million members and growing rapidly. LinkedIn connects you to your trusted contacts and helps you exchange knowledge, ideas, and opportunities with a broader network of professionals. They now have a Users Guide <http://learn.linkedin.com/new-users/>

To set up an account - just go to <http://www.linkedin.com> and fill out your profile completely. Lori Ruff and Mike O'Neil have written a thorough book on "***Your ticket to a Multi-Platinum LinkedIn Profile.***" If you would like to get it ISBN: 978-0-9841948-3-4 It's an Excellent book.

Recently LinkedIn has updated the feel and look in how you can use the site. Lori Ruff suggests that you upgrade to their premium level when you have over 2,000 connections, there are some additional features with the upgrade. Currently, the premium level is between \$24 - \$29. per month. As I write this there is talk that the job search will be a premium..Fair enough.

Be sure to invite your circle of colleagues and friends to LinkedIn. Some of them may already be on this network Complete your profile with your picture. It's the size of a postage stamp. Please do not put up your logo or something else in place of your picture. This is a personal professional network, not a business network. Your personal picture builds instant re-pore, adds creditability, trusting you is easier than a logo and it's just good business.

You are allowed to join up to 50 groups..join groups that you have an interest in, where your clients hang out and even maybe start your own. Ask questions, answer them be active, this is just one way people have an opportunity to get to know you and what expertise you have. Share - it works on a Pay it Forward token. Work it so you can reap the benefits from each group. The goal is to grow your network with relationships, become known to more people thus giving you marketability and sales.

You can also ask questions and answer questions in the keyword or category section on LinkedIn to get to be known as an expert in your field.

If you would like an invite or you can invite me to your network. <http://www.linkedin.com/in/mlhudson>

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Face Book

It has become the best thing since sliced bread. It's really active and it's social, where you'll share more personal things about yourself. They just announced that there are 500,000 users. That's a lot of people..

A personal profile or account is for friends & family. I call it my FaceBook Family and Circle of Friends. You can only have 5000 friends and then you need to switch over to a fan page. It is not optimized in the Google listings. Don't use it strictly for business otherwise they will close your personal account. If you have a personal account you can get a business page. If you only have a business account you cannot get a personal profile page/ account.

Business Pages are for business - I would recommend setting one up, it's pretty easy. However you can get your page to be customize to look similar to your website. Keep the branding flowing. There are several applications to add to give your page a blog feel to it and of course the business

pages are optimize on search engines.

Use your business pages to promote contests, events, get your customers or fans to add comments, just like the personal account. They'll send you a report on a weekly basis of how many engagements or people to have commented or interacted with you.

There are a few people who offer to help you set it up and add HTML to pretty it up for you. The main thing is you don't want to have the same content on it as your blog your website. Keep it dynamic and interactive. If you leave it static or like a landing page then it's not going to work that well for you. Some people use it strictly as a list building tool.

Some really good applications I like to use for Twitter are:

Networkedblogs - it's a reader and will pull your feeds from your blogs onto your personal or business pages - you can tell it where you want everything to be posted.

MyLinkedin Profile button
Hootsuite

Memorable Web Address - it will give you a cleaner URL for your Facebook Business Address

HTML app, you can this way add content to pretty up your page or to insert a call to action subscribe form. Post Videos, pictures etc.

Profile App you will be able to add a signup badge or call to action on your page it could be for your newsletter or RSS or Special offer. Always be growing your list. Some call it building your list.

Twitter and Friend Feed you can add them into your Facebook account as well, however I find the Tweets too much. If you add one of your profiles to your dashboard like Hootsuite them you can tweet once in a while to your Facebook account.

Ashala Garen helps small business owners to have a presence on Facebook. <http://www.facebook.com/ashala.garen> (she did my Sedona Pie page) <http://companies.to/sedonapies>

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Twitter

Twitter has become a search engine of people if you will, to keep track of your customers - offer service, field complaints and able to respond to them immediately.

Journalists, and the media share their breaking news and for you to get the message out about your news, tips and information. Twitter continue to add new features to help you use it. I have written an e-book about the various tools and applications that you can use to your benefit. Twitter is one of my favorite tools to use. It's important for you to decide on who you want to follow or follow you as an audience or niche. It will make it much easier.

One of Twitter's key benefits is that it gives you the chance to communicate casually with customers on their terms, creating friendly relationships along the way—tough for corporations to do in most other mediums.

Begin by going to <http://www.twitter.com> and sign up for an account. You should get one for your personal name and

your company of who you will be tweeting. It's brand recognition. And it will keep you focused.

Twitter lets you write and read messages of up to 140 characters, or the very length of this sentence, including all punctuation and spaces. The messages are public and you decide what sort of messages you want to receive—Twitter being a recipient driven information network. In addition, you can send and receive Twitter messages, or tweets, equally well from your desktop or your mobile phone.

When you combine messages that are quick to write, easy to read, public, controlled by the recipient and exchangeable anywhere, you've got a powerful, real-time way to communicate. And real-time communication is turning out to be ground-breaking for users and businesses alike.

They now have a whole section so you can learn how to use Twitter for businesses.

<http://business.twitter.com/twitter101/learning>



Software to use to manage your Tweeting are: TweetDeck, and Hootsuite. <http://hootsuite.com> I like Hootsuite. These two dashboards are FREE to use. You just need to sign-up for your free account.

This is my definition of Twitter - *“For men, it helps to expand their words to 140 characters and for Women it helps us get to the point.”*

Mari-Lyn Harris

Your customers are calling? Are you ready to answer.

Book Markers

Let's talk about BookMarking services that can help you get your story or content out in the marketplace..They are a great place in getting information to write content with and giving a Thumbs up if you like someone else's page. **Check out the definition of what a Social Book Mark is in the Glossary.

Here are my favorite ones:

StumpleUpon - I love this service - once you open an account it's FREE, add your sites or blogs and whenever you post something new add it onto StumpleUpon. For me, if people have liked it..a lot then I know I should keep writing about that topic. You also can give thumbs up on things you read online. Just add a button on your tool bar. ie FireFox, Safari, MSN, Microsoft or whatever you use.

[Download StumbleUpon >](#)
[Login and Password >](#)
[How to Use the Toolbar](#)
[Set up a Profile >](#)
[Your Profile >](#)
[Account Settings >](#)
[Inbox](#)
[Following >](#)

[Sharing](#)
[Search and Tagging](#)
[Privacy and Security](#)
[Trademarks and Copyright](#)
[Issues](#)
[Report Spam](#)
[Report Disputes](#)
[Groups](#)
<http://www.stumbleupon.com/help/>

Delicious -Keep, share, and discover the best of the Web using Delicious, the world's leading social bookmarking service. You can book mark sites that you like as you cruise along online, sort in tags, sites, topics etc.

Start with these two, you'll discover more as you go along. Everyone on the Internet is a teacher and will show you some more tools they like to use. There are thousands of them.

I found 54 different book marketing sites provided by Web 2 eConsultant. [ded by http://web2.econsultant.com/social-bookmarking-services.html](http://web2.econsultant.com/social-bookmarking-services.html)

Sites that allow storing, researching, sharing bookmarks, web snippets, browsing archive etc. One the next page is a full list of other book marking services.



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Check them out here:

- [Ambedo](#) : tag search engines)
- [BlinkList](#) : social bookmarking
- [Blogmarks](#) : social bookmarking
- [Blummy](#) : multiple bookmarklet tool
- [Bmaccess](#) : social bookmarking service
- [BuddyMarks](#) : social bookmarking
- [Clipmarks](#) : web clipping sharing
- [Cloudalicious](#) : del.icio.us cloud tag history for links/sites
- [cluebacca](#) : social text clips sharing
- [CommonTimes](#) : social bookmarking for news
- [Connotea](#) : social bookmarking for researchers and clinicians
- [del.icio.us](#) : social bookmarking
- [Diigo](#) : social bookmarking with annotation
- [Dogear](#) : bookmarking tool
- [eSnips](#) : online content sharing
- [FeedButler](#) : web-based feed reader; bookmarking
- [feedmarker](#) : rss aggregator and bookmarks manager
- [Furl](#) : social bookmarking
- [goowy](#) : web-based mail, contacts, calendar, games etc
- [Hanzo](#) : social bookmarking and archiving (
- [Hyperlinkomatic](#) : social bookmark manager
- [Icio](#) : social bookmarking
- [IndiaGram](#) : social bookmarking
- [Jeteye](#) : social info sharing
- [Jots](#) : social bookmarking
- [Kaboodle](#) : social info sharing
- [KopiKol](#) : social bookmarking
- [ListMixer](#) : bookmarking that automatically expires in 30 days
- [LiveMarks](#) : live del.icio.us additions
- [LookLater](#) : private bookmarking and archiving
- [Lookmarks](#) : social bookmarking service
- [ma.gnolia](#) : social bookmarking service
- [MyLinkVault](#) : social bookmarking
- [Mystickies](#) : add sticky informational notes on web pages
- [NewHots](#) : chinese portal for rss, bookmarks
- [Nextaris](#) : social bookmarking, networking, blogging
- [OnlyWire](#) : simultaneous bookmarking tool
- [Philoj](#) : social bookmarking service
- [RawSugar](#) : online bookmarking
- [RecommendIt](#) : social bookmarks recommendations
- [Segnalo](#) : social bookmarking (italian)
- [Shadows](#) : social Simpy : social bookmarking
- [Simpy](#) : social bookmarking
- [Spurl](#) : social bookmarking
- [StumbleUpon](#) : social bookmarking / web discovery tool
- [Taggle](#) : social bookmarking (german)
- [Tagground](#) : social bookmarking search
- [Tagsy](#) : social bookmarking and feed management; coming soon!
- [thumblicio.us](#) : screenshots of the most popular del.icio.us sites
- [ToRead](#) : email-based bookmarking service
- [Unalog](#) : social bookmarking
- [Wists](#) : social bookmarking; shopping
- [Yahoo! My Web 2.0](#) : social bookmarking
- [Yoono](#) : social bookmarking software

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About Blogs

There are many different types of blogs, differing not only in the type of content, but also in the way that content is delivered or written.

Personal blogs

The personal blog, an ongoing diary or commentary by an individual, is the traditional, most common blog. Personal bloggers usually take pride in their blog posts, even if their blog is never read. Blogs often become more than a way to just communicate; they become a way to reflect on life, or works of art. Blogging can have a sentimental quality. Few personal blogs rise to fame and the mainstream, but some personal blogs quickly garner an extensive following. One type of personal blog, referred to as a microblog, is extremely detailed and seeks to capture a moment in time. Some sites, such as [Twitter](#), allow bloggers to share thoughts and feelings instantaneously with friends and family, and are much faster than emailing or writing. Corporate and organizational blogs.

A blog can be private, as in most cases, or it can be for [business](#) purposes. Blogs used internally to enhance the communication and culture in a [corporation](#) or externally for [marketing](#), [branding](#) or [public relations](#) purposes are called [corporate blogs](#). Similar blogs

for clubs and societies are called club blogs, group blogs, or by similar names; typical use is to inform members and other interested parties of club and member activities.

By Genre

Some blogs focus on a particular subject, such as [political blogs](#), [travel blogs](#) (also known as travelogs), [house blogs](#), [fashion blogs](#), [project blogs](#), [education blogs](#), [niche blogs](#), [classical music blogs](#), [quizzing blogs](#) and [legal blogs](#) (often referred to as a blawgs) or [dreamlogs](#). Two common types of genre blogs are [art blogs](#) and [music blogs](#). A blog featuring discussions especially about [home](#) and [family](#) is not uncommonly called a [mom blog](#). While not a legitimate type of blog, one used for the sole purpose of spamming is known as a [Splog](#).

Media type.

A blog comprising videos is called a [vlog](#), one comprising links is called a [linklog](#), a site containing a portfolio of sketches is called a [sketchblog](#) or one comprising photos is called a [photoblog](#). Blogs with shorter posts and mixed media types are called [tumblelogs](#). Blogs that are written on typewriters and then scanned are called typecast or typecast blogs; see [typecasting \(blogging\)](#).

A rare type of blog hosted on the [Gopher Protocol](#) is known as a [Phlog](#).

Blogs can also be defined by which type of device is used to compose it. A blog written by a [mobile device](#) like a [mobile phone](#) or [PDA](#) could be called a [moblog](#). One early blog was Wearable Wireless Webcam, an online shared diary of a person's personal life combining text, video, and pictures transmitted live from a wearable computer and [EyeTap](#) device to a web site. This practice of semi-automated blogging with live video together with text was referred to as [sousveillance](#). Such journals have been used as evidence in legal matters.

Now you'll find more Blogs that have become used a website. Some people call them Blogsites.

However you look at it, a Blog or Static Website is your HUB. This is where you want to work from.

Many "Authority Bloggers" who have a speciality niche have become very popular. And because of Web 2.0 has given many of us the opportunity to write and be heard.

**Check out the Glossary for Blogging.

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Tools & Resources

There are several kinds of tools and resources that you will want to access. I am going to give you a few places and things to access. As you move along your social media marketing you'll be ready to move into social media networking places as well.

On my website <http://heartatworkonline.org> you'll find many articles and how to's for you to read over. Take your time, as you will need some patience as you embark on the Social Media Marketing path.

Michael says you need to have F.A.T. - Faith and Trust to keep moving along. Be Aware that there are people who are willing to sell you get rich tools, or quick list building help. These don't necessarily work - I will leave it up to your discretion.

Once you got the basics down you'll want to get people to your HUB, check out 30 ways you can do this. <http://heartatworkonline.org/inbound-marketin/30-ways-to-get-visitors-fans/>

Here are 101 Facebook Tips to will help you. <http://payspree.com/131/heartatwork>

My friend Michael Hartzell created some tools Push Button Tool Box, that will save you time in your business. <http://payspree.com/617/heartatwork>

I also have a Twitter e-book available for download it's FREE. Just go to <http://heartatworkonline.org> on the right had side download a copy. There are 60+ tips and apps to make your Twittering more effective.

The next few pages, you'll find a glossary of terms. I have found once I knew what things meant it was easier for me to understand everything. I am sure you will too.

The other lesson I can share with you is that, if you are stuck or need information about something, simply Google it. Answers will pop up.

Article Marketing is a great way to expand your knowledge and share your wisdom. Here's an list of Articles sites to submit to:

<http://tinyurl.com/25xgobo> A guy on Hubpages put this list together, it's quite extensive.

Your customers are calling? Are you ready to answer.

Glossary



A

An API is a documented interface that allows one software application to interact with another application. An example of this is Twitter.

An Avatar is an image or username that represents a person online within forums and social networks. Could be your picture or symbol.

Analytics shows you the statical data or happenings on your sites, pages etc.

B

BackType is a social media analytics company that helps companies measure their social engagement. Previously the service started as a blog comment search engine.

Bit.ly is a free URL shortening service that provides statistics for the links users share online. Bit.ly is popularly used to condense long URLs to make them easier to share on social networks such as Twitter.

Blip.TV is a online video sharing site that provides a free and paid platform for individuals and companies who host an online video show.

Blog is a word that was created from two words: "web log". Blogs are usually maintained by an individual with regular entries of commentary, descriptions of events, or other material such as graphics or video. Entries are commonly displayed in reverse-chronological order. "Blog" can also be used

as a verb, meaning to maintain or add content to a blog.

Blogger is a free blogging platform owned by Google that allows individuals and companies to host and publish a blog typically on a subdomain. Example: yourblogname.blogspot.com

Blog Catalog Is a directory for Blogs..it also becomes a social network.

Blog Directories A web directory or link directory is a directory on the Web. It specializes in linking to other websites and categorizing those links.

A web directory is not a search engine and does not display lists of web pages based on keywords instead, it lists web sites by category and subcategory. Most web directory entries are also not found by webcrawlers but by humans. The categorization is usually based on the whole web site rather than one page or a set of keywords, and sites are often limited to inclusion in only a few categories. Web directories often allow site owners to directly submit their site for inclusion, and have editors review submissions for fitness. http://en.wikipedia.org/wiki/Blog_directory - Top Listed Blog Directories <http://www.toprankblog.com/rss-blog-directories/>

BoardReader is a free search engine that allows users to search for keywords only in posts and titles of online forums, a popular forum of social networking.

Your customers are calling? Are you ready to answer.

Blog Talk Radio is an internet radio platform, that allows you to download your audio calls. It's a paid service.

Bookmarks are services to use to mark, to publish to give a thumbs up on sites that you come across; to save; to come back to re-visit at a later time. Social bookmarking is a method for Internet users to share, organize, search, and manage bookmarks of web resources. Unlike files-sharing the resources themselves aren't shared, merely bookmarks that reference them.

Descriptions may be added to these bookmarks in the form of meta tags so that other users may understand the content of the resource without first needing to download it for themselves. Such descriptions may be free text comments, votes in favor of or against its quality, of tags that collectively or collaboratively become a folksonomy. Folksonomy is also called social tagging, "the process by which many users add metadata in the form of keywords to shared content"

In a social bookmarking system, users save links to web pages that they want to remember and/or share. These bookmarks are usually public, and can be saved privately, shared only with specified people or groups, shared only inside certain networks or another combination of public and private domains. The allowed people can usually view these bookmarks chronologically, by category or tags, or via a search engine.

Most social bookmark services encourage users to organize their bookmarks with informal tags instead of the traditional browser-based system of folders, although some services feature categories/folders or a combination of folders and tags. They also enable viewing bookmarks associated with a chosen tag, and include information about the number of users who have bookmarked them. Some social bookmarking services also draw inferences from the relationship of tags to create clusters of tags or bookmarks. Many social bookmarking services provides web feeds or

content for their lists of bookmarks, including lists organized by tags. This allows subscribers to become aware of new bookmarks as they are saved, shared, and tagged by other users.

As these services have matured and grown more popular, they have added extra features such as ratings and comments on bookmarks, the ability to import and export bookmarks from browsers.

Boxee is a social video application that allows users to watch online videos on their TVs and computers. Users can share and watch videos from a variety of online videos sources for free.

Buzzword (also fashion word and vogue word) is a term of art or technical jargon that has begun to see use in the wider society outside of its originally narrow technical context by nonspecialists who use the term vaguely or imprecisely. Labeling a term a "buzzword" often pejoratively implies that it is now used pretentiously and inappropriately by individuals with little understanding of its actual meaning who are most interested in impressing others by making their discourse sound more esoteric, obscure, and technical than it otherwise would be.

Buzzwords differ from jargon in that jargon is language or words from your own industry that the layman won't understand unless they've heard of it before. It reminds me of a time when a very new salesperson comes to sell me a new photocopier. He spills out his spiel of jargon words, of which I could cared less. I just told him I didn't understand at all what he said. He was upset with me. I just told him, to get rid of his jargon it may work out better for him. He said, he was grateful that I shared that with him.

Your customers are calling? Are you ready to answer.

C

Chat can refer to any kind of communication over the Internet, but traditionally refers to one-to-one communication through a text-based chat application commonly referred to as instant messaging applications. Like Skype, Twitter chat, MSN Chat, iChat.

Collective Intelligence is a shared or group intelligence that emerges from the collaboration and competition of many individuals and appears in consensus decision-making in social networks.

Comments is a response that is often provided as an answer of reaction to a blog post or message on a social network. Comments are a primary form of two-way communication on the social web. It helps to start a conversation between the writer and reader.

Content is anything that you publish. Words, articles, podcasts, videos, tweets etc is considered content.

Craigslist is a popular online commerce site in which users sell a variety of goods and services to other users. The service has been credited for causing the reduction of classified advertising in newspapers across the United States.

Creative Commons is a nonprofit corporation dedicated to making it easier for people to share and build upon the work of others, consistent with the rules of copyright. It provides free licenses and other legal tools to mark creative work with the freedom the creator wants it to carry, so others can share, remix, use commercially, or any combination thereof.

D

Delicious is a free online bookmarking service that lets users save website addresses publicly and privately online so that they can be accessed from

any device connected to the Internet and shared with friends.

Digg is a social news website that allows members to submit and vote for articles. Articles with the most votes appear on the homepage of the site and subsequently are seen by the largest portion of the site's membership as well as other visitors.

Disqus is a comment system and moderation tool for your site. This service lets you add next-gen community management and social web integration to any site on any platform. It's a plugin available from Wordpress & other Blogging platforms.

E

Eventbrite is a provider of online event management and ticketing services. Eventbrite is free if your event is free. If you sell tickets to your event, they collect a fee per ticket. Like TicketMaster..inexpensive.

E-Bay classifieds, is for the USA market and Kijiji.ca is for Canada. Similar to Craigslist. You can post ads for FREE.

F

Facebook is a social utility that connects people with friends and others who work, study and live around them. Facebook is the largest social network in the world with more than 500 million users.

Firefox is an open-source web browser. It has emerged as one of the most popular web browsers on the Internet and allows users to customize their browser through the use of third party extensions

A flash mob is a large group of people who assemble suddenly in a public place, perform an unusual and pointless act for a brief time, then quickly disperse. The term flash mob is generally applied only to gatherings organized via telecommunications, social media, or viral emails.

Your customers are calling? Are you ready to answer.

Flickr is a social network based around online picture sharing. The service allows users to store photos online and then share them with others through profiles, groups, sets and other methods.

A forum or message board, is an online discussion site. It originated as the modern equivalent of a traditional bulletin board and a technological evolution of the dialup.

Foursquare is a social network in which friends share their locations and connect with others in close physical proximity to each other. The service uses a system of digital badges to reward players who "checkin" to different types of locations.

G

Google Buzz is a social networking and messaging tool from Google, designed to integrate into the company's web-based email program. Users can share links, photos, videos, status messages and comments organized in "conversations" and visible in the user's inbox.

H

A Hashtag is a tag used on the social network Twitter as a way to annotate a message. A hashtag is a word or phrase preceded by a "#". Example: #yourhashtag. Hashtags are commonly used to show that a tweet, a Twitter message, is related to an event or conference. #FF Follow Friday

hi5 is a social network focused on the youth market. It is a social entertainment destination, with a focus on delivering a fun and entertainment-driven social experience online to users around the world.

HootSuite is a web-based Twitter client. With HootSuite, you can manage multiple Twitter profiles, pre-schedule tweets, and view metrics.

HyperText Markup Language (HTML) is a programming language for web pages. Think of HTML as the brick-and-mortar of pages on the web -- it provides content and structure while CSS supplies style. HTML has changed over the years and it is on the cusp of its next version: HTML5.

I

Inbound marketing is a style that essentially focuses on getting found by customers. This sense is related to relationship marketing in contrast to outbound marketing where they used to have to "buy, beg, or bug their way in" (via paid advertisements, issuing press releases in the hope they get picked up by the trade press, or paying commissioned sales people, respectively).

Instant messaging (IM) is a form of real-time direct text-based communication between two or more people. More advanced instant messaging software clients also allow enhanced modes of communication, such as live voice or video calling. Like Skype.

iTunes a Podcast directory, a music store, iTunes is a free application for your Mac or PC. It organizes and plays your digital music and video on your computer. It syncs all your media with your iPod, iPhone, and Apple TV. And it's a store on your computer, iPod touch, iPhone, and Apple TV that has everything you need to be entertained. Anywhere. Anytime. <http://www.apple.com/itunes/how-to/>

J

Joomla is an content management system (CMS) which enables users to build websites and online applications.

K

Kyte is an online and mobile video application that provides video hosting and stream for both recorded and live video feeds.

Your customers are calling? Are you ready to answer.



L

A “Like” is an action that can be made by a Facebook user. Instead of writing a comment for a message or a status update, a Facebook user can click the "Like" button as a quick way to show approval and share the message.

Link building is an aspect of search engine optimization in which website owners develop strategies to generate links to their site from other websites with the hopes of improving their search engine ranking. Blogging has emerged as a popular method of link building.

LinkedIn is a business-oriented Professional Social Networking site. Founded in December 2002 and launched in May 2003. As of June 2010, LinkedIn had more than 70 million registered users, spanning more than 200 countries and territories worldwide

Lurker online is a person who reads discussions on a message board, newsgroup, social network, or other interactive system, but rarely or never participates in the discussion.

M

MeetUp’s a online service that you can subscribe to and find out what local networking events are happening.

MySpace is a social networking website owned by [News Corporation](#). MySpace became the most popular social networking site in the United States in June 2006 and was overtaken internationally by its competitor, in April 2008.

MyPunchbowl.com is a social network that facilitates party planning and provides members with ideas, invitations, favors, gift registries, photo/video sharing, and more.

N

A news reader allows users to aggregate articles from multiple websites into one place using RSS feeds. The purpose of these aggregators is to allow for a faster and more efficient consumption of information. Like FeedBlitz & Feedburner are the most popular ones.

Newsvine is a social news site similar to Digg in which users submit and vote for stories to be shared and read by other members of the community.

Ning is the leading online platform for the world’s organizers, activists and influencers to create their own social network. Design a custom social experience in under 60 seconds giving you the power to mobilize, organize and inspire.

O

Opera is an open-source web browser. While not as popular as Firefox, Opera is used as the default browser on some gaming systems and mobile devices.

Orkut is a social networking website that is owned and operated by Google. The website is named after its creator, Google employee [Orkut Büyükkökten](#). Although Orkut is less popular in the United States than competitors Facebook and MySpace, it is one of the most visited websites in India and Brazil.

P

Pandora is a social online radio station that allows users to create stations based on their favorite artists and types of music.

Permalink is an address or URL of a particular post within a blog or website.

Plugins allow you to customize your blog to have more functionality to your site

Your customers are calling? Are you ready to answer.



Podcast, or non-streamed webcast, is a series of digital media files, either audio or video, that are released episodically and often downloaded through an RSS feed..like iTunes or posted on web/blogsites

Posterous is a blogging and content syndication platform that allows users to post content from any computer or mobile device by sending an e-mail. Quite often people will upload video's.

PostRank monitors and collects social engagement related to content around the web. Essentially it helps publishers understand which type of content promotes sharing on the social web.

Q

Qik is an online video streaming service that lets users to stream video live from their mobile phones to the web.

Quantcast provides website traffic and demographics for websites. The tool is primarily used by online advertisers looking to target specific demographics. It's another keyword search tool.

R

Real-time search is the method of indexing content being published online into search engine results with virtually no delay. The way Google is today.

Reddit is similar to Digg and Newsvine. It is a social news site that is built upon a community of users who share and comment on stories.

RSS (Rich Site Summary) is a format for delivering regularly changing web content. Many news-related sites, blogs and other online publishers syndicate their content as an RSS Feed to whoever wants it.

RSS directories are similar to web directories, but contain collections of RSS, instead of links to web sites.

S

Scribd turns document formats such as PDF, Word and PowerPoint into a web document for viewing and sharing online.

Search Engine Optimization - S.E.O. is the process of improving the volume or quality of traffic to a website from search engines via unpaid or organic search traffic.

Second Life is an online virtual world developed by Linden Lab that was launched on June 23, 2003. Users are called "residents" and they interact with each other through avatars. Residents can explore, meet other residents, socialize, participate in individual and group activities, create and trade virtual property and services with one another, and travel throughout the world.

Seismic is a popular desktop and mobile social application. Using APIs, Seismic allows users to share content on social networks such as Twitter and Google Buzz from the same application.

Sentiment is normally referred to as the attitude of user comments related to a brand online. Some social media monitoring tools measure sentiment.

SlideShare is an online social network for sharing presentations and documents. Users can favorite and embed presentations as well as share them on other social networks such as Twitter, Facebook & LinkedIn. Great Tool!

Skype is a free VOIP program that allows for text, audio and video chats between users. Additionally, users can purchase plans to receive phone calls through their Skype account. Voice over the Internet.

Your customers are calling? Are you ready to answer.



Social media is media designed to be disseminated through social interaction, created using highly accessible and scalable publishing techniques.

Social media monitoring is a process of monitoring and responding to mentions related to a business that occur in social media. It's based on what Google says about you, not people you network with.

Stacking is when you make multiple comments of your own on forums. ie LinkedIn groups

T

A tag cloud is a visual depiction of user-generated, tags or simply the word content of a site, typically used to describe the content of web sites.

Technorati is a popular blog search engine that also provides categories and authority rankings for blogs. It's one of the directories for Blogs.

Tele-seminars are workshops, chats or discussions by using the telephone and will create a podcast.

Tiny Url - is taking your long URL and making it tiny. TweetDeck is an application that connects users with contacts across Twitter, Facebook, MySpace, LinkedIn and more.

A Tweetup is an organized or impromptu gathering of people that use Twitter. Many are scheduled on Twtvite.com

Twitter is a platform that allows users to share 140-character-long messages publicly. User can "follow" each other as a way of subscribing to each others' messages. Additionally, users can use the @username command to direct a message towards another Twitter user.

Twitter Search is a search engine operated by Twitter to search for Twitter messages and users in real-time.

Tumblr lets users share content in the form of a blog. Users can post text, photos, quotes, links, music, and videos from your browser, phone, desktop, or email.

U

USTREAM is a live interactive broadcast platform that enables anyone with an Internet connection and a camera to engage to stream video online.

URL is most popularly known as the "address" of a web page on the World Wide Web

V

Video blog is a blog the produces regular video content often around the same theme on a daily or weekly basis. An example of a successful video blog.

Vimeo is a popular video sharing service in which users can upload videos to be hosted online and shared and watched by others. Vimeo user videos are often more artistic and the service does not allow commercial video content. It is a paid service.

Viral marketing refers to marketing techniques that use pre-existing social networks to produce increases in brand awareness or to achieve other marketing objectives through self-replicating viral processes.

W

Web analytics is the measurement, collection, analysis and reporting of Internet data for purposes of understanding and optimizing web usage. Like Google or HubSpot.

Webinars are used to conduct live meetings, training, or presentations via the Internet. with video, computer, audio and slideshare applications or services.

Your customers are calling? Are you ready to answer



Websites are pages, a listing of your business on the World Wide Web. They started out as brochures online, now they are either static or interactive. Static meaning they really don't interact with you, they provide information to you. An interactive website engages you in conversations, via comments, chats, calls to action. Currently, there are several software companies like Wordpress are now being used as websites. They aren't used for just blogs anymore.

Widgets are an element of a graphical user interface that displays an information arrangement changeable by the user, such as a a window or text file.

Wiki's are websites that allows the easy creation and editing of any number of interlinked web pages via a web browser, allowing for collaboration between users.

Wikipedia is a free, web-based, collaborative, multilingual encyclopedia project supported by the non-profit Wikimedia Foundation. Its 15 million articles (over 3.3 million in English) have been written collaboratively by volunteers around the world, and almost all of its articles can be edited by anyone with access to the site.

WordPress is a content management system and contains blog publishing tools that allow users to host and publish blogs. Very popular.

Y

Yelp is a social network and local search website that provides users with a platform to review, rate and discuss local businesses. Over 31 million people access Yelp's website each month, putting it in the top 150 U.S. Internet websites.

YouTube is a video-sharing website on which users can upload, share, and view videos. Three former PayPal employees created YouTube in February 2005. In November 2006, YouTube, LLC was bought by

Google Inc. for \$1.65 billion, and is now operated as a subsidiary of Google. YouTube is the largest video sharing site in the world.

Z

Zoho is a suite of online web applications geared towards business productivity and collaboration.

Your customers are calling? Are you ready to answer



Blogging Glossary

A

Atom

Another popular feed format developed as an alternative to RSS.

Autocasting

Automated form of podcasting that allows bloggers and blog readers to generate audio versions of text blogs from RSS feeds.

Audioblog

A blog where the posts consist mainly of voice recordings sent by mobile phone, sometimes with some short text message added for metadata purposes.

Blog Carnival

An entry in a blog requesting information or contributions.

A Blogarticle that contains links to other articles covering a specific topic. Most blog carnivals are hosted by a rotating list of frequent contributors to the carnival, and serve to both generate new posts by contributors and highlight new bloggers posting matter in that subject area.

Blog client

Is software to manage (post, edit) blogs from operating system with no need to launch a web browser. A typical blog client has an editor, a spell-checker and a few more options that simplify content creation and editing.

Blogger

Person who runs a blog. Also blogger.com, a popular blog hosting web site. Rarely: weblogger.

Bloggies

One of the most popular blog awards.

Blogroll

A list of other blogs that a blogger might recommend by providing links to them (usually in a sidebar list).

Blogosphere

All blogs, or the blogging community. Also called blogistan or, more rarely, blogspace.

Blogware

A category of software which consists of a specialized form of a Content Management System specifically designed for creating and maintaining

The BOBs

The largest international blog awards.

C

Collaborative blog

A blog (usually focused on a single issue or political stripe) on which multiple users enjoy posting permission. Also known as group blog.

Comment spam

Like e-mail spam. Robot “spambots” flood a blog with advertising in the form of bogus comments. A serious problem that requires bloggers and blog platforms to have tools to exclude some users or ban some addresses in comments.

M

Milblog

Term for blogs written by members or veterans of any branch of military service - Army, Navy, Air Force, or Marines. A contraction of military and blog

Moblog

A portmanteau of “mobile” and “blog”. A blog featuring posts sent mainly by mobile phone, using SMS or MMS messages. They are often photoblogs.

Mommy blog

A blog featuring discussions especially about home and family.

Multiblog

A blog constructed as a conversation between more than two people.

Your customers are calling? Are you ready to answer?



P

Permalink

Permanent link. The unique URL of a single post. Use this when you want to link to a post somewhere.

Photoblog. A portmanteau of "photo" and "blog".

Photoblog

A blog mostly containing photos, posted constantly and chronologically.

Pingback

The alert in the TrackBack system that notifies the original poster of a blog post when someone else writes an entry concerning the original post.

Podcasting

Contraction of "iPod" and "broadcasting" (but not for iPods only). Posting audio and video material on a blog and its RSS feed, for digital players.

Post

An entry written and published to a blog.

Post or Permalink

For blogs with common language URLs, the post slug is the portion of the URL that represents the post.

Example: <http://domain.com/2008/01/this-is-the-post-slug>

T

Templates

Templates, used on the "back end" of a blog that work together to handle information and present it on a blog.

Theme

CSS based code that when applied to the templates will result in visual element changes to the blog. The theme, as a whole, is also referred to as a blog design.

TrackBack

A system that allows a blogger to see who has seen the original post and has written another entry concerning it. The system works by sending a 'ping' between the blogs, and therefore providing the alert.

W

Warblog

Devoted mostly or wholly to covering news events concerning an ongoing war.

Weblog

The un-shortened version of 'blog'.

The Power of Creating a Winning Social Media Marketing Strategy will prove that once you get started, it will become a very valuable resource. This book will help you to grow your business on and off line.

If you need a helping hand just ask..**A Bonus** of 30 minutes of my time and a complimentary copy of The Social Media Jam e-news.

PLUS, if you aren't happy about the book, I will give you you money back. That's right it's even got a 100% Money Back Guarantee!

The ideas and tools that are in this book will only work, if you put the ideas in action.



Thank You!

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