




Jermaine Griggs'

"Hold You By The Hand"
4-Week Online Training
Program (Week 3)

StickyMarketer.com
NittyGrittyMarketing.com



Web 2.0 Strategies to
Grow Your Site!



NittyGrittyMarketing.com

Tim O'Reilly's (O'Reilly Media)
Definition of

"Web 2.0"

A perceived **second-generation**
of Web based communities and
hosted services that facilitate
collaboration and sharing
between users.

<http://www.oreillynet.com/lpt/a/6228>

NittyGrittyMarketing.com

Web 2.0 *(continued)*

- Improved version of the web
- Changes in the way we use the web as a platform.
- Actually using the web as we'd use a computer.
- Emergence of:
 - **Social networking sites** (connecting people; myspace, facebook)
 - **Wikis** (websites that allow users to add, edit, change content)
 - **Folksonomies / tagging** (categorizing/organizing web content using tags.
E.g. – "Flickr" "del.icio.us") --- **piano lessons music theory by ear**
 - **Web-hosted applications** (basecamp, "ruby on rails" applications)
 - **Weblogs** ("blogs") – blogger.com (technorati has indexed over 71 million blogs)

NittyGrittyMarketing.com

Web 2.0 *(continued)*

- **Social bookmarking** (ways for internet users to store, classify, and share internet bookmarks) --- del.icio.us, reddit, digg ... social news/social bookmarking hybrids.
- **Podcasting** (syndication of digital media files)
- **RSS feeds** (family of web feed formats; used to publish frequently updated digital content).
- **Ajax** (Asynchronous JavaScript and XML; development technique for creating web applications... make web pages feel more responsive.)
- **Easy audio/video** (youtube, google video, myspace video)

NittyGrittyMarketing.com

Markus Angermeier : Web 2.0 Mindmap

NittyGrittyMarketing.com

Evolution from web 1.0 to “web 2.0”

Web 1.0	Web 2.0
DoubleClick	-> Google AdSense
Ofoto	-> Flickr
mp3.com	-> Napster
Britannica Online	-> Wikipedia
personal websites	-> blogging
evite	-> upcoming.org
page views	-> cost per click
publishing	-> participation
directories (taxonomy)	-> tagging (“folksonomy”)


Web 2.0 =
Stickiness

NittyGrittyMarketing.com

Web 1.0 = Webmasters had control


Web 2.0 = User has taken over

Using each other to search for information *(is this the future)?*

 NittyGrittyMarketing.com


Using Social Bookmarking

- Social bookmarking is a way for users to store, classify, search, and share bookmarks online.
- When tons of people get together, bookmark their favorite pages, and apply descriptive tags (so that they can remember them) to each bookmark, certain websites will rise to the top as being more popular (more “used” by people and therefore perceived to be more valuable).
- Tagging allows users to see what sites are popular using the “terminology” of real people.

 NittyGrittyMarketing.com

Using Social Bookmarking

- Some think social bookmarking could soon be better than search engines since it adds a “human touch” (allows users to find websites through the recommendation of people who have the same interests and are viewing the same kinds of sites) --- way faster and more accurately than a bot can index a site!
- Approximately 28% of internet users have tagged online content.
- On a daily basis, 7% of users tag/categorize content (Pew Internet and American Life Project).


 NittyGrittyMarketing.com

How you can take advantage of social bookmarking?

- Have unique, relevant, and valuable content (or some kind of tool that is extremely helpful to your users) --- something, they’d naturally bookmark.
- Use widgets/services like www.addthis.com to make it easy for users to bookmark your site.
 - Use their wordpress plug-in: <http://blog.addthis.com/?p=24>
- The more that bookmark you, the more popular you get!

NittyGrittyMarketing.com

Use AddThis.com's widget to make it easy for people to bookmark you!



NittyGrittyMarketing.com

AddThis.com



NittyGrittyMarketing.com

AddThis.com



NittyGrittyMarketing.com

Dynamically place this widget on EVERY PAGE of your community in 5 seconds using global headers/footers!

NittyGrittyMarketing.com

A user likes a page they come across, presses **BOOKMARK**, and sees this:

NittyGrittyMarketing.com

Del.icio.us (Delicious.com)







NittyGrittyMarketing.com

Other "Folksonomies" (User-Generated Taxonomies)
Digg.com



NittyGrittyMarketing.com

Place [Digg](http://Digg.com) code on Community



<http://digg.com/tools/integrate>

NittyGrittyMarketing.com

Old Way: Add to browser's favorite places.

New Way: Add to your favorite social bookmarking site (can access bookmarks anywhere, share with others, learn and discover new resources thru other's bookmarks).

NittyGrittyMarketing.com

Get simple code from these bookmarking services to place on your sites, articles, and resources...

Delicious	Google Bookmarks
Digg	Furl
Reddit	Newstine
My Browser	Yahoo MyWeb
DumbleUpon	TechnoList
Ask	Live Bookmarks
Dribbble	Blogmarks
Facebook	Narcscape
Slashdot	Fark
Backflip	Winnit
Spurl	LinkGoGo
Mister Wong	Feed Me Links
Metwot	Magkoko
Digo	Bee Cut
Segnato	Talmat
PostTagar	BlinkList
Sheddy	Suggest a Service

Use AddThis.com or choose the codes of the bookmarking services that best fit your audience.

NittyGrittyMarketing.com

Using Video To Get Traffic

- Capture a screencam movie of you navigating your site (main sections). Use video editing software to make fades and large titles for each section. Place upbeat background music behind it.
 - E.g. - <http://youtube.com/watch?v=4pOIFBHp9c0>
 - E.g. - <http://stickymarketer.com/Week1Bonusbig/Week1Bonusbig.html>
- Take files uploaded to your community by members and upload them to youtube, myspace, google, and yahoo video (with their permission or some general terms statement).

NittyGrittyMarketing.com

Using Video To Get Traffic

- Upload your own video content (live videos, camtasia instructionals, audios that have been converted to video with accompanying photos that show as audio plays).
- Use automated video submitter software or pay someone to submit your videos to top 20 video sites (youtube.com, google video, yahoo video, myspace video, blip tv, msn video, aol video, metacafe, revver, ifilm)
 - Automated software:
 - videoblasterpro.com, videotrafficassistant.com

NittyGrittyMarketing.com

Using Video To Get Traffic

- Use video on salespages hosted by one of the top video services (e.g. - Youtube).
 - If you're already sending tons of visitors to a salespage and they play your video, it will increase your stats on the video service.
 - An increase in stats causes it to rise and naturally attract viewers from the service.
 - (Especially if you get a Youtube honor: "top views" or "top subscribers")
 - Example: <http://www.GospelKeysUrban.com>
 - Example: <http://www.homepianocourse.com> (user content)

NittyGrittyMarketing.com

Using Video To Get Traffic

- Post "video responses" to other popular videos.
 - Example (Youtube):
<http://www.youtube.com/watch?v=RtIHBRsy1II>
 - If approved by original video owner, your video will be featured on the top of their video page to attract potential visitors.



NittyGrittyMarketing.com

Podcasting without having to worry about providing audio

- Use Feed2Podcast.com to convert any of your blog posts to audio. A human voice will read your blog post in an mp3 player.
- Submit your new podcast feeds to directories, itunes, etc.
 - <http://www.podcastingnews.com/forum/links.php>
 - <http://www.podcast.net/>
 - <http://podcasts.yahoo.com/>
 - http://www.google.com/Top/Computers/Internet/On_the_Web/Podcasts/Directories/
 - http://www.masternewmedia.org/podcast_directory/ (80 places to submit your podcasts)

NittyGrittyMarketing.com

Submit your content, products, and resources to [Google Base](#) ([Google Screenshots](#))

NittyGrittyMarketing.com

If you have a blog, make sure to use [Google's Blog Search](#) Ping Service

NittyGrittyMarketing.com


Press Releases

- [PRWeb.com](#)
- [MarketWire.com /EasyPR](#)
- [BusinessWire](#)

NittyGrittyMarketing.com

Create and Submit a Widget


- **Widgets** are little online gadgets, tools, and services (weather, sports scores, calculators, games, converters) that can be added to major portals and web 2.0 sites.
- **Submit to:**
 - <http://www.google.com/ig/directory>
 - <http://widgets.yahoo.com/info/>
 - <http://www.widgetbox.com/>



NittyGrittyMarketing.com

Trade Opt-ins: Co-registration

- Go to sites that do not directly compete against you.
- Offer to place added checkbox on your opt in form in exchange for an added opt-in checkbox on their form.



NittyGrittyMarketing.com

Toolbar Marketing



<http://www.hearandplaytoolbar.com>

NittyGrittyMarketing.com

Article Marketing



NittyGrittyMarketing.com

Article Marketing

- Ezinearticles.com
- Goarticles.com
- searchwarp.com
- www.a1articles.com
- www.ideamarketers.com
- www.searchwarp.com
- www.isnare.com/
- www.amazines.com
- www.articledepot.co.uk
- www.articledashboard.com
- www.easyarticles.com
- www.articlebin.com
- www.articlebeach.com
- www.articlehub.com
- www.articlegarden.com
- www.articlesphere.com
- www.articlealley.com
- www.articlesfactory.com
- www.articlewise.com
- www.articlegeek.com
- www.writeyourarticles.com
- www.media13.com
- www.submityournewarticle.com
- www.article-hut.com
- www.valuablecontent.com
- www.theallineed.com
- www.articletrader.com
- www.articleworld.net
- www.certificate.net
- www.articlepoint.com
- www.alumbo.com
- www.reprintarticles.com
- www.free-articles-zone.com
- www.articlefinders.com
- www.articlejoe.com
- www.articleson.com
- www.article-hangout.com
- www.linksnoop.com
- www.fresh-articles.com
- www.stickyarticle.com
- www.article-content-king.com
- www.articlematrix.com
- www.publisherscloninghouse.com/
- www.linkgrinder.com
- www.rectonet.com
- www.anyarticles.com

NittyGrittyMarketing.com

Forum Marketing (not spamming)



NittyGrittyMarketing.com

Classified Ads

- UsFreeAds.com (powered by Google)
- <http://www.classifiedads.com/>
- <http://www.classifiedads.com/>
- <http://www.craigslist.com>



NittyGrittyMarketing.com

Get involved in the "Wiki World"



There are ways to mention yourself / site / community in Wikis without it looking like blatant advertising.

One of my community members submitted me to wikipedia.org

NittyGrittyMarketing.com

Serve Others...

- * Answer questions on other forums
- * Become human editors for aboutus.com
- * Become human editors for dmoz.org

NittyGrittyMarketing.com

Get someone to do the work for you!

- AgentsOfValue.com
- WorkaHolics4Hire.com
- RentaCoder.com (this is where I snatched up one of my best programmers over 2 years ago).
- eLance.com

- Take the time to make training videos. Give them a list of forums/article sites to get started with. Show them how to randomize content, how to point users to right direction, how to subtly promote your community without being considered a spammer, using simple camtasia videos.

NittyGrittyMarketing.com

Buying solo blasts from related sites (potential affiliate)

- Find and contact related sites in your niche (if it's a sophisticated niche, you'll probably have a choice of many sites that offer solo blasts to their list --- www.investmenthouse.com, www.learnospelmusic.com, etc).
- Track campaign by making this site an affiliate (whether they know it or not).
- If campaign does, extraordinarily well (sales) or signs up tons of members (leads), go back to the site owner / contact manager and tell them what they would have made if they were an affiliate of yours (just give them the login for the info you already have available).
- Most of their questions are answered because they're logged in to the same system affiliates use. Follow-up to ultimately land this person as a super affiliate of yours.

NittyGrittyMarketing.com

Test banner advertising on highly targeted niche sites...

- It's cheap to test.
- #1 piano site in yahoo "[pianonanny](#)" charges like \$250/month to put a banner on the top of their homepage (...of course you have to track/test to make sure it's converting but that's a NO BRAINER... \$250 bucks for the #1 piano site... no cost per impression, no cost per click, just flat rate.
- There are many sites out there like this. Not all webmasters are savvy.

NittyGrittyMarketing.com

Pay Per Clicks – Unique Keyword Discovery

- <http://keyworddiscovery.com/start.html>
- <http://www.seomoz.org/>
- <http://tools.seobook.com/general/keyword/>
- <http://tools.seobook.com/>



NittyGrittyMarketing.com

Google Print Ads



NittyGrittyMarketing.com

Google Radio Ads




They even provide free call reporting / tracking

NittyGrittyMarketing.com

Adding web 2.0 “group” hosting ability to your site and attracting organizations to form online groups


- Convey the benefit of having creating and managing a group here in a targeted, passionate arena rather than at Myspace (or somewhere undifferentiated).



NittyGrittyMarketing.com

Incentive-based Contests/Giveaways

- ___x member__ drive.
- Every friend you invite gets you one “virtual” ticket in our online giveaway.
- Free products
- Get paid to promote our site
- Points / Ranks
- If you send an offline newsletter, somehow integrate your community with it (“top members”).
- Create an insert you put in all products that are shipped out (“Community Member Spotlights”)

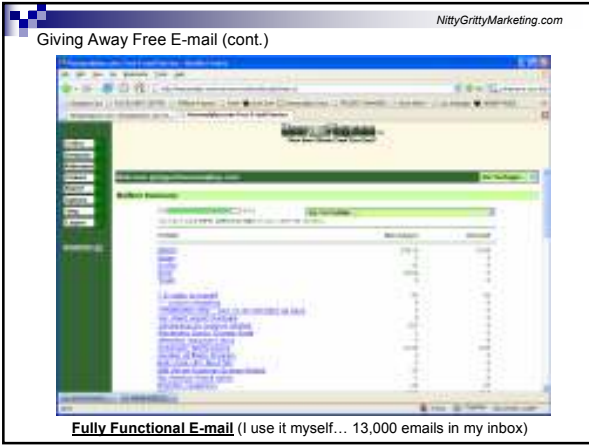


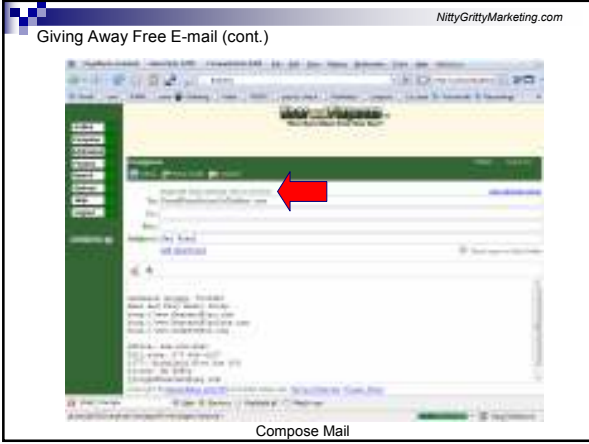
NittyGrittyMarketing.com

Giving Away Free E-mail









NittyGrittyMarketing.com

Giving Away Free E-mail (cont.)
The Viral "Hotmail" Effect

From: "Hoard and Play Trick" <hd15ny@hoardandplay.com>
SpamShield Pro Actions...

Reply-To: <hd15ny@hoardandplay.com>
 To: <jgrigg@hoardandplay.com>
 Subject: Message to you
 Date: Sat 03/17/07 04:10 PM

This is a great e-mail system. Thanks for offering this to us!

All the best,
 Happy User

Sign up for FREE email from hoardandplay.com.
 Learn Plans Online at <http://www.hoardandplay.com>. Free Lessons, Message Boards, Courses and more!

↑


This message is appended to the bottom of every e-mail message

Approximately 12,000 users send an average of 130,000 e-mails per month

NittyGrittyMarketing.com

Apply for this service for FREE at:

www.Everyone.net



NittyGrittyMarketing.com

Recap

- Web 2.0
- Social bookmarking / folksonomies
- Social news sites
- Delicious.com, Furl, Digg.com, etc.
- Video Traffic (youtube, google, msn, etc)
- Podcasting
- Google base
- Google blog ping service
- Press releases
- Widget creation
- Coregistration
- Toolbar marketing
- Article marketing
- Forum marketing
- Classified ads
- Wikis
- Solo ad blasts
- Targeted banner advertising
- Giving away "downloads"
- Promotional items
- Pay-Per-Click search engines
- Google Print Ads
- Google Radio Ads
- Contests
- Giving away free e-mail / viral marketing