



*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!**

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>

## 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)

## 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)



Markus Angermeier : Web 2.0 Mindmap

## Evolution from web 1.0 to “web 2.0”

<b>Web 1.0</b>	<b>Web 2.0</b>
<a href="#">DoubleClick</a>	--> <a href="#">Google AdSense</a>
<a href="#">Ofoto</a>	--> <a href="#">Flickr</a>
<a href="#">mp3.com</a>	--> <a href="#">Napster</a>
<a href="#">Britannica Online</a>	--> <a href="#">Wikipedia</a>
<a href="#">personal websites</a>	--> <a href="#">blogging</a>
<a href="#">evite</a>	--> <a href="#">upcoming.org</a>
page views	--> <a href="#">cost per click</a>
publishing	--> participation
<a href="#">directories</a> (taxonomy)	--> <a href="#">tagging</a> ("folksonomy")

Web 2.0 =  
**Stickiness**

Web 1.0 = Webmasters had control

Web 2.0 = User has taken over

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

## 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.

## 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).

## 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](http://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!

Use [AddThis.com](http://AddThis.com)'s widget to make it easy for people to bookmark you!



## [AddThis.com](http://AddThis.com)



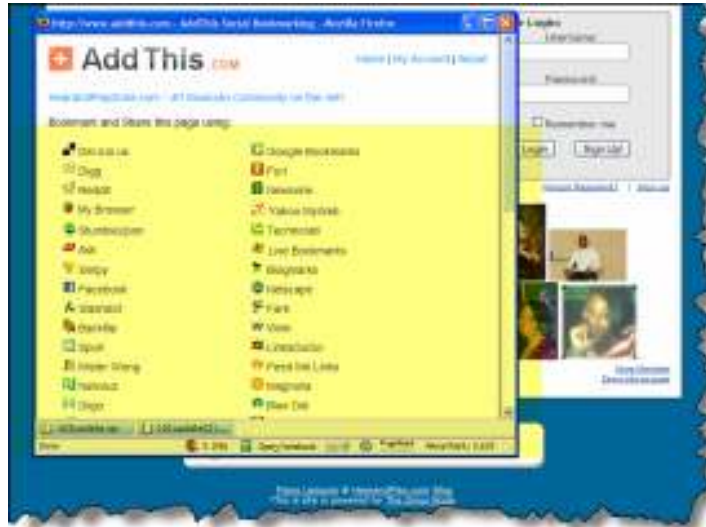
# AddThis.com



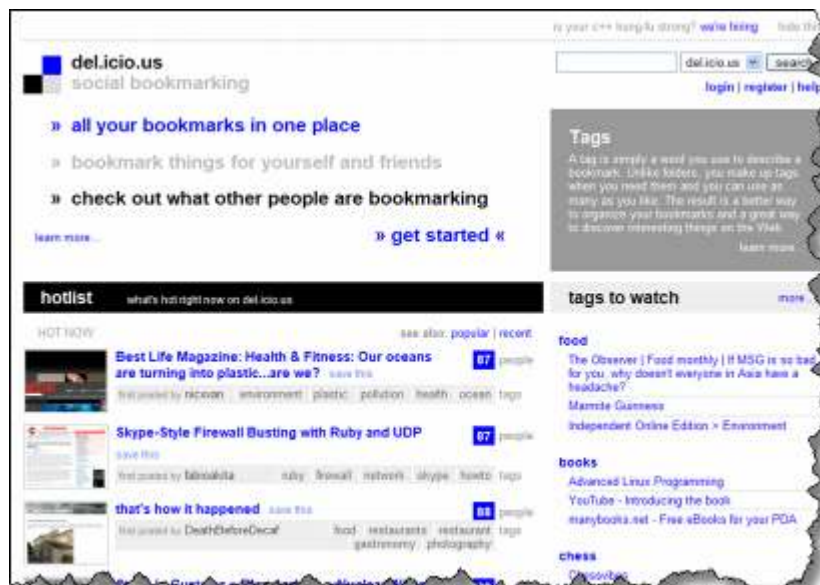
Dynamically place this widget on EVERY PAGE of your community in 5 seconds using global headers/footers!



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



Del.icio.us ([Delicious.com](http://Delicious.com))



## Del.icio.us ([Delicious.com](http://Delicious.com))



## FURL



## Reddit.com



## Other "Folksonomies" (User-Generated Taxonomies)

### Digg.com



## Place [Digg](#) code on Community

**Integrate: "Digg This" Button**  
Updated

The Digg This button is for website and blog publishers that want to encourage their audience to submit or digg their content on Digg. Join thousands of sites that have already added Digg This and seen their content exposed to the Digg community.

We've given our latest Digg This button a treat - it's smart enough to:

- Encourage users to submit new content from your site to Digg. We'll detect if the content exists already and provide either a Submit or Diggging interface
- Display the real-time Digg count for content already on Digg
- Support News, Video, or Podcast content
- Be backward compatible with the last version of our Digg This button

There are a few different ways you can implement the Digg This button which are outlined below:

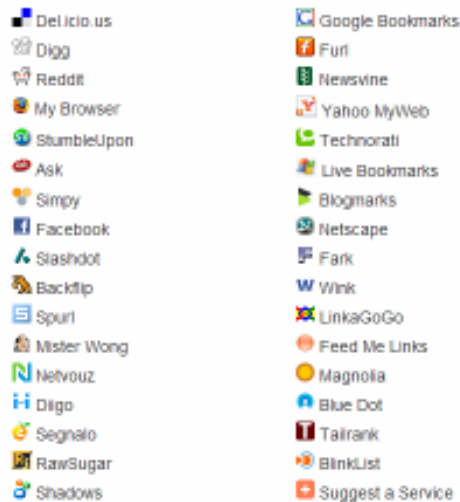
- ["Digg This" with Submit Capability](#)  
The best way to allow your site's visitors to Digg news and videos right on your site.
- [Simple "Digg This" with Digg Count \(original version\)](#)  
The best way to allow your site's visitors to Digg news and videos right on your site.

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

**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).**

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



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

## 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).

## 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](http://videoblasterpro.com), [videotrafficassistant.com](http://videotrafficassistant.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)

## 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.



## Podcasting without having to worry about providing audio

- Use [Feed2Podcast.com](http://www.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.google.com/Top/Computers/Internet/On_the_Web/Podcasts/Directories/)
  - [http://www.masternewmedia.org/podcast\\_directory/](http://www.masternewmedia.org/podcast_directory/) (80 places to submit your podcasts)

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



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



## Press Releases

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

## 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/>



## 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.



## Toolbar Marketing



<http://www.hearandplaytoolbar.com>

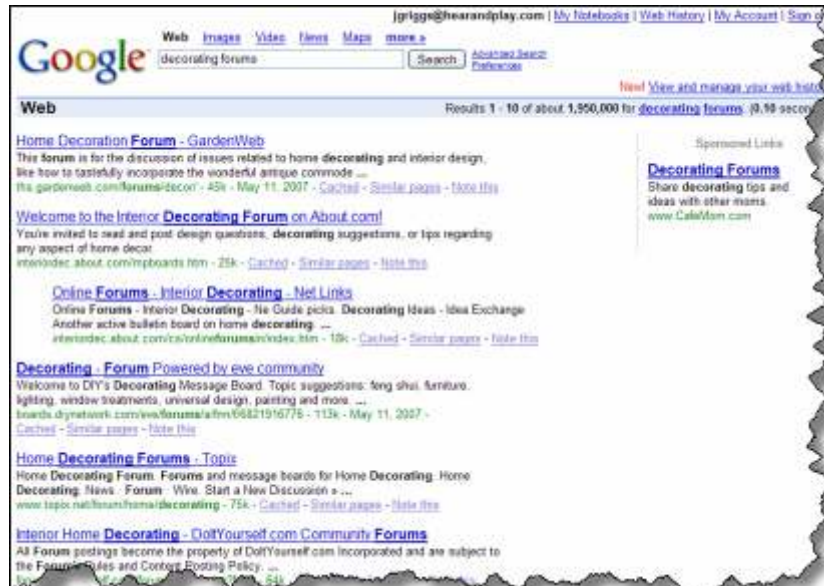
## Article Marketing



## Article Marketing

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

## Forum Marketing (not spamming)



## Classified Ads

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

## Serve Others...

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

## 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.

## Buying solo blasts from related sites (potential affiliate)

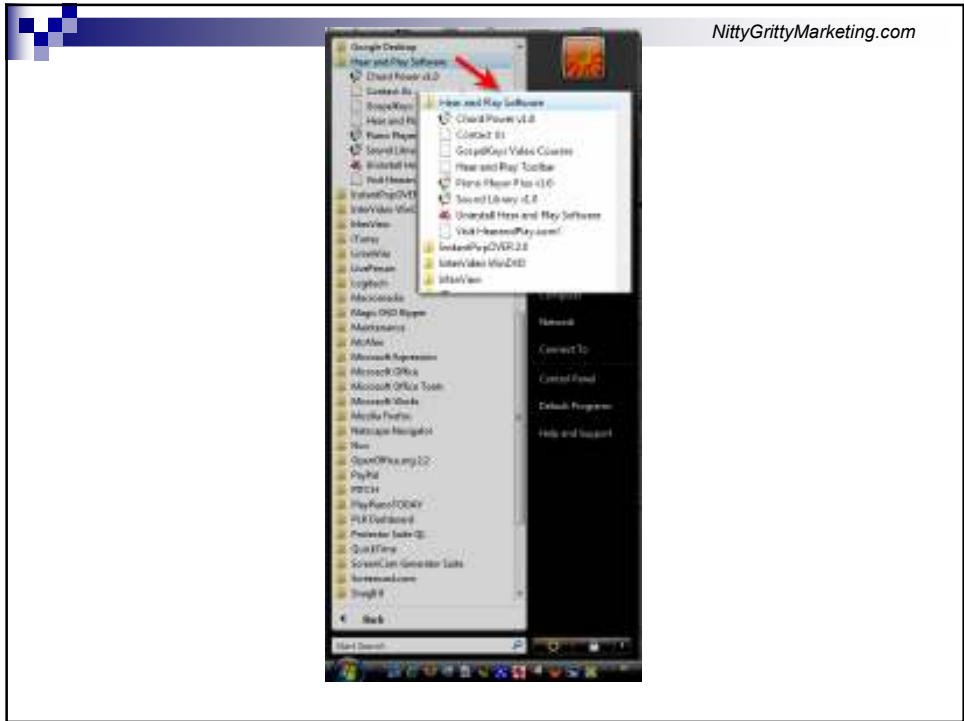
- Find and contact related sites in your niche (if it's a sophisticated niche, you'll probably have a choice of many sites that offer solo blasts to their list---  
[www.investmehouse.com](http://www.investmehouse.com), [www.learnospelmusic.com](http://www.learnospelmusic.com), etc).
- Track campaign 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.

## 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 savy.

## Use [Install Creator v. 2](#) to repackage your free content as "software" or "downloadable"

- For windows users: You can actually compile pages into ONE setup.exe file that loads on user's start menu like a regular program (you don't even need a "real" software program to distribute in order for your site to appear in user's start menu).
- Because this is an official "download," you can submit it to hundreds of download sites (downloads.com, freeware directories, etc)



## Promotional Items - Apparel

### ■ [Cafepress.com](http://Cafepress.com)

makes it easy for you to have a store up in less than 1 hour (literally). If you really spend a night at it, you can have it totally integrated with your theme/logo.



## 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/>



## Google Print Ads

**Current Offer:**

Where and when to run ad	Offer amount	Response from Advertiser
Section: Living Ad size: (width x height) 1 col x 1.8 in. (1.12 in x 1.8 in.) How often: Most	Min-Cost estimate: \$151.00 /week (\$3.02 CPV)	Offer accepted: 1 Ads accepted at 11:44am, Oct 28

[View messages](#)

**Ad Placements:**

Issue date	Offer	Status	Ad File	Cost
01/28/07	\$151.00	Transaction completed - View transaction PDF	Learn piano ad with piano pic 1 inch File - View	\$151.00

**Total - All 1 Issues: \$151.00**

**Learn Piano Ad Preview:**  
**Learn Piano**  
 Play popular hit songs perfectly from the top, play 2 by 2, fit together - self-instruction. No tedious step-by-step piano books. Just 20 best-selling lessons, easily mastered.  
 1-877-854-6187 at [ThePianoSecret.com](http://ThePianoSecret.com)  
**SHUTTERS**  
**BUY 3, GET 1 FREE!**  
 The 4th Shutter Must Be Equal or Lower Value.  
**PLUS 3% OFF**  
 For orders a certain size.  
 All in Quality & Value

## Google Radio Ads

The screenshot shows the Google AdWords interface. At the top, there's the Google logo and user account information: jriggs@weareadplay.com, with links for Help, Contact Us, and Sign Out. Below that are navigation tabs: Campaign Management, Reports, Analytics, My Account, and Print Ads. The main content area is titled 'My Requests' and features a table with the following data:

Request Name	Format	Status	Last Changed
The best of business-oriented radio ad... Requesting 1,200	Audio ad	Not reviewed	Aug 2, 2007

At the bottom of the interface, there are links for AdWords Home, Editorial Guidelines, Privacy Policy, and Contact Us.

They even provide free call reporting / tracking

## 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).



## 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”)



## Giving Away Free E-mail



### Giving Away Free E-mail (cont.)

38 information is required unless noted otherwise. Step 1 of 2

Username: @nittygritty.com Your user name must contain at least 8 characters.  
Your password must contain at least 8 characters.  
Password:   
No-robot Password:   
Password Question:   
Password Answer:  You will need to know your password answer to obtain a new password.

First Name:  Your privacy is important. Please read the Privacy Policy on the bottom of this page to learn how your privacy is protected.  
Last Name:   
Address:   
City:   
State:  Choose One...  
Province/Territory:  Required only if country is not United States.  
ZIP or Postal Code:   
Country:  Choose One...  
Email Address:  Protect your account: The alternate email address will only be used for mailbox inspection requested and service notifications.  
Phone Number (Optional):

I agree to the Terms of Service  
 I agree to the Privacy Policy

Sign Up

Users sign up for free

### Giving Away Free E-mail (cont.)

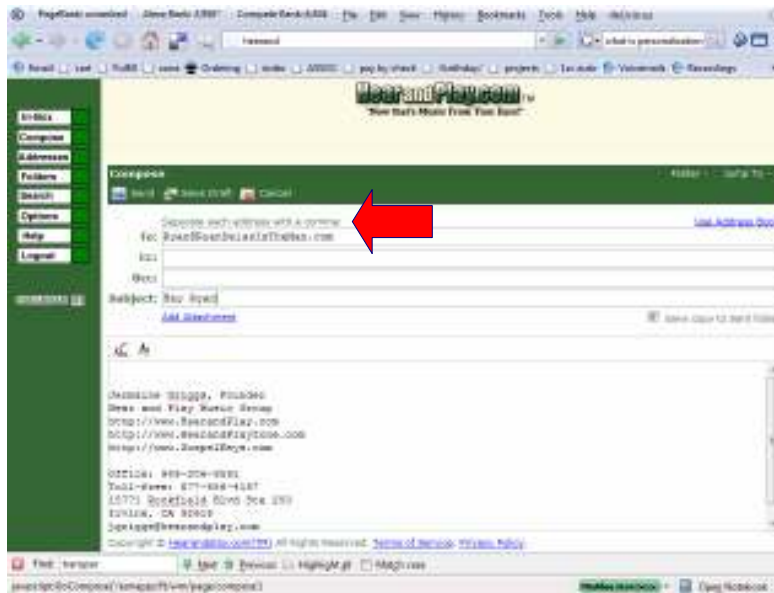
Welcome jgmp@nittygritty.com

Mailbox Summary

Folder	Messages	Unread
INBOX	13019	13000
INBOX	4	4
OUTBOX	12	0
Sent	9859	0
Trash	0	0
* Finally to myself	44	0
** July's Monthly	9	0
THANKS FOR THE FREE E-MAIL SIGN UP KEY!	1	0
Use client account for backup	9	0
Autopostcard support related	103	0
Autopostcard support related	1	0
alternate report card done	2	0
Autopostcard support related	148	930
Autopostcard support related	3	0
MAIL CODE LINK RELATED	9	0
MAIL LETTER SUPPORT RELATED	10	0
My Autopostcard support	29	0
Autopostcard support	1	0

Fully Functional E-mail (I use it myself... 13,000 emails in my inbox)

### Giving Away Free E-mail (cont.)



Compose Mail

### Giving Away Free E-mail (cont.)

## The Viral "Hotmail" Effect



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

Apply for this service for FREE at:

[www.Everyone.net](http://www.Everyone.net)



## 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



Thank You 😊