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# The Expert Guide to Social Marketing

**“How To Use Hundreds Of Social Web Sites”**

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# Introduction

Thank you for downloading this resource expert guide to social networks, social bookmarking sites, and social video-sharing networks!

In this expert guide, you will find a list of literally hundreds of social sites that you can ultimately use to make more sales.

I will leave it up to your imagination on how to best use this information, but near the end of this report, there are a few ideas to get your creative juices flowing!

I wish you the best in your internet marketing career and with using these sites...you DO plan on using this information and not just let it sit on your hard drive, right?!

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# Social Networks

Social networking isn't a new phenomenon. It wasn't invented in the twenty-first century. Every Elks Lodge, Lions Club, Chamber of Commerce, Church, Sewing Circle, Book Club, etc. that ever existed afforded an opportunity for social networking. Some social networking groups are secretive.

The members of any social networking group identify with and help other members of their group. They provide information to one another that is mutually beneficial.

No, social networking was not invented in the twenty-first century and it didn't come into being with the advent of the personal computer.

It has been around probably since the beginning of time in some form or another but the advent of the personal computer certainly put a new spin on social networking. Web 2.0 has really kicked social networking up several notches.

In today's Web 2.0 world, social networking and complete anonymity are both possible.

The online dating sites are a very good example of this compatibility. People can register and pay for memberships on online dating sites and conduct an entire relationship for many months without either party knowing the other party's real name, ISP email address or the name of the city in which they live.

All communication is conducted on the online dating website itself thus affording both social networking and anonymity.

There are Web 2.0 websites that are dedicated to nothing BUT social networking. One of the better known ones among the younger set is MySpace but there are at least a hundred different social networking sites on the internet and probably a lot more than that.

Social Networks, like Myspace, Squidoo, etc...are a great way to get your ideas and products in front of a lot of eyeballs.

Most social networking sites, however, are not dedicated to a specific group. They are general membership sites and the members themselves divide

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themselves into appropriate groups according to interests and compatibility.

Almost all of the social networking sites are free to join. There are just a few that have membership fees. The site owners make their money from advertisers rather than from users. A few sites are only open to those who have been invited to join by other members.

Most (if not all) of these places allow you to create a “profile” that people will see. Inside that profile, you can (carefully) direct your traffic to either you main sites or directly to your products.

We suggest that you interact with the networks and gently push your traffic to your main sites/products.

Social networking is easy and it is fun. It is a way that you can enhance your online business and have a lot of fun in the process. You can meet some of your very best potential customers on social networking sites. You can make friends and influence people as well.

Here is a list of Social Networking Sites, (sorted by Alexa Rank)

<b><u>Social Networking Sites</u></b>	<b><u>Google PR</u></b>	<b><u>Alexa</u></b>
<a href="http://360.yahoo.com">http://360.yahoo.com</a>	8	1
<a href="http://spaces.live.com">http://spaces.live.com</a>	8	5
<a href="http://www.MySpace.com">http://www.MySpace.com</a>	8	6
<a href="http://www.orkut.com">http://www.orkut.com</a>	8	7
<a href="http://www.facebook.com">http://www.facebook.com</a>	8	10
<a href="http://www.hi5.com">http://www.hi5.com</a>	6	11
<a href="http://www.friendster.com">http://www.friendster.com</a>	7	17
<a href="http://www.fotolog.com">http://www.fotolog.com</a>	7	20
<a href="http://www.livejournal.com">http://www.livejournal.com</a>	8	59
<a href="http://www.bebo.com">http://www.bebo.com</a>	7	89
<a href="http://www.xanga.com">http://www.xanga.com</a>	7	92
<a href="http://www.multiply.com">http://www.multiply.com</a>	6	111
<a href="http://www.linkedin.com">http://www.linkedin.com</a>	7	139
<a href="http://www.piczo.com">http://www.piczo.com</a>	6	263
<a href="http://www.last.fm">http://www.last.fm</a>	7	284
<a href="http://www.stumbleupon.com">http://www.stumbleupon.com</a>	8	288
<a href="http://www.broadcaster.com">http://www.broadcaster.com</a>	5	342
<a href="http://www.gaiaonline.com">http://www.gaiaonline.com</a>	6	424
<a href="http://www.mybloglog.com">http://www.mybloglog.com</a>	7	454
<a href="http://www.squidoo.com">http://www.squidoo.com</a>	6	487

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<a href="http://my.opera.com/community/">http://my.opera.com/community/</a>	8	492
<a href="http://www.buzznet.com">http://www.buzznet.com</a>	6	564
<a href="http://www.imvu.com">http://www.imvu.com</a>	6	615
<a href="http://www.twitter.com">http://www.twitter.com</a>	8	620
<a href="http://www.slashdot.org">http://www.slashdot.org</a>	9	632
<a href="http://www.wayn.com">http://www.wayn.com</a>	5	1,067
<a href="http://www.classmates.com">http://www.classmates.com</a>	7	1,080
<a href="http://www.meetup.com">http://www.meetup.com</a>	8	1,264
<a href="http://www.vox.com">http://www.vox.com</a>	8	1,357
<a href="http://www.blackplanet.com">http://www.blackplanet.com</a>	6	1,400
<a href="http://www.faceparty.com">http://www.faceparty.com</a>	6	1,511
<a href="http://www.yelp.com">http://www.yelp.com</a>	7	1,793
<a href="http://www.ning.com">http://www.ning.com</a>	7	1,911
<a href="http://www.secondlife.com">http://www.secondlife.com</a>	7	1,975
<a href="http://www.myyearbook.com">http://www.myyearbook.com</a>	6	2,323
<a href="http://www.hubpages.com">http://www.hubpages.com</a>	6	2,773
<a href="http://www.43things.com">http://www.43things.com</a>	7	2,885
<a href="http://www.mog.com">http://www.mog.com</a>	6	3,284
<a href="http://www.reunion.com">http://www.reunion.com</a>	6	3,884
<a href="http://www.xuqa.com">http://www.xuqa.com</a>	5	4,006
<a href="http://www.ecademy.com">http://www.ecademy.com</a>	7	4,178
<a href="http://uk.tribe.net">http://uk.tribe.net</a>	3	4,211
<a href="http://www.tribe.net">http://www.tribe.net</a>	6	4,211
<a href="http://community.adlandpro.com">http://community.adlandpro.com</a>	4	4,429

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<a href="http://www.greatestjournal.com">http://www.greatestjournal.com</a>	0	4,665
<a href="http://www.nexopia.com">http://www.nexopia.com</a>	5	4,776
<a href="http://www.care2.com">http://www.care2.com</a>	6	5,435
<a href="http://www.mobango.com">http://www.mobango.com</a>	5	5,636
<a href="http://www.couchsurfing.com">http://www.couchsurfing.com</a>	6	6,093
<a href="http://www.fanpop.com">http://www.fanpop.com</a>	5	7,527
<a href="http://www.gazzag.com">http://www.gazzag.com</a>	4	8,571
<a href="http://www.ryze.com">http://www.ryze.com</a>	6	9,276
<a href="http://www.unyk.com">http://www.unyk.com</a>	3	9,358
<a href="http://www.migente.com">http://www.migente.com</a>	6	9,379
<a href="http://www.downelink.com">http://www.downelink.com</a>	3	9,782
<a href="http://www.bluedot.us">http://www.bluedot.us</a>	6	10,224
<a href="http://www.gather.com">http://www.gather.com</a>	6	10,446
<a href="http://www.directmatches.com">http://www.directmatches.com</a>	3	12,752
<a href="http://www.zaadz.com">http://www.zaadz.com</a>	6	13,243
<a href="http://www.librarything.com">http://www.librarything.com</a>	7	14,929
<a href="http://start.aimpages.com">http://start.aimpages.com</a>	6	15,322
<a href="http://www.yuwie.com">http://www.yuwie.com</a>	0	16,248
<a href="http://www.dogster.com">http://www.dogster.com</a>	6	18,835
<a href="http://www.tagworld.com">http://www.tagworld.com</a>	6	19,035
<a href="http://www.eons.com">http://www.eons.com</a>	6	21,925
<a href="http://www.travbuddy.com">http://www.travbuddy.com</a>	5	23,114
<a href="http://www.student.com">http://www.student.com</a>	6	25,996
<a href="http://www.profileheaven.com">http://www.profileheaven.com</a>	5	27,346

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<a href="http://www.passado.com">http://www.passado.com</a>	5	30,017
<a href="http://www.ruckus.com">http://www.ruckus.com</a>	6	31,343
<a href="http://www.graduates.com">http://www.graduates.com</a>	5	46,510
<a href="http://www.bizpreneur.com">http://www.bizpreneur.com</a>	3	51,302
<a href="http://www.meetin.org">http://www.meetin.org</a>	5	56,148
<a href="http://www.blurty.com">http://www.blurty.com</a>	5	57,077
<a href="http://www.takingitglobal.org">http://www.takingitglobal.org</a>	7	65,893
<a href="http://www.consumating.com">http://www.consumating.com</a>	7	75,910
<a href="http://www.wallop.com">http://www.wallop.com</a>	0	87,146
<a href="http://www.trade-pals.com">http://www.trade-pals.com</a>	5	90,363
<a href="http://www.deadjournal.com">http://www.deadjournal.com</a>	6	90,743
<a href="http://www.musicforte.com">http://www.musicforte.com</a>	6	117,921
<a href="http://www.mugshot.org">http://www.mugshot.org</a>	6	123,116
<a href="http://www.dodgeball.com">http://www.dodgeball.com</a>	7	124,452
<a href="http://www.mygamma.com">http://www.mygamma.com</a>	5	133,295
<a href="http://www.decayenne.com">http://www.decayenne.com</a>	3	161,472
<a href="http://www.dandelife.com">http://www.dandelife.com</a>	6	180,141
<a href="http://www.tripconnect.com">http://www.tripconnect.com</a>	5	298,657
<a href="http://www.bizfriendz.com">http://www.bizfriendz.com</a>	3	328,262
<a href="http://www.itsjustcoffee.com">http://www.itsjustcoffee.com</a>	5	371,872
<a href="http://www.mynetspot.org">http://www.mynetspot.org</a>	4	374,830
<a href="http://www.babbello.com">http://www.babbello.com</a>	4	477,153
<a href="http://www.sitespaces.net">http://www.sitespaces.net</a>	4	556,072
<a href="http://www.mylocalspot.com">http://www.mylocalspot.com</a>	0	694,251

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<a href="http://www.intellectconnect.com">http://www.intellectconnect.com</a>	3	769,852
<a href="http://www.udugu.com">http://www.udugu.com</a>	3	772,127
<a href="http://www.daylo.com">http://www.daylo.com</a>	5	774,862
<a href="http://www.refer-online.com">http://www.refer-online.com</a>	3	894,990
<a href="http://www.flingr.com">http://www.flingr.com</a>	4	1,214,411
<a href="http://www.lunarstorm.co.uk">http://www.lunarstorm.co.uk</a>	4	1,347,222
<a href="http://www.yapperz.com">http://www.yapperz.com</a>	3	1,427,170
<a href="http://www.listography.com">http://www.listography.com</a>	4	1,524,242
<a href="http://www.linknrnk.com">http://www.linknrnk.com</a>	3	2,028,088
<a href="http://www.communityx.net">http://www.communityx.net</a>	3	2,189,003
<a href="http://www.refernet.net">http://www.refernet.net</a>	4	3,095,115
<a href="http://www.vshake.com">http://www.vshake.com</a>	4	3,349,294
<a href="http://www.akintu.com">http://www.akintu.com</a>	2	4,589,635
<a href="http://www.100million spiders.com">http://www.100million spiders.com</a>	4	4,941,761
<a href="http://www.canyouconnect.com">http://www.canyouconnect.com</a>	4	5,110,187
<a href="http://www.christianspace360.com">http://www.christianspace360.com</a>	2	5,734,849
<a href="http://www.uuswap.com">http://www.uuswap.com</a>	3	5,747,854
<a href="http://www.mixednutz.net">http://www.mixednutz.net</a>	4	no ranking

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# Social Bookmarking

Social bookmarking sites are a little different.

According to Wikipedia, social bookmarking is defined as: "Social bookmarking is an activity performed over a computer network that allows users to save and categorize a personal collection of bookmarks and share them with others.

Users may also take bookmarks saved by others and add them to their own collection, as well as to subscribe to the lists of others - a personal knowledge management tool."

Actually, the idea was first launched back in 1996 as 'itlist'. Other similar sites quickly followed but that all went belly-up with the dot-com bubble bust in 2001. The idea is new again now with the advent of Web 2.0 and this time around it is thriving.

Some allow you to create a profile, while others will make you create an account so that you can just post links.

## Who is Using Social Bookmarking?

In a word....everybody! Researchers have found social bookmarking sites to be an invaluable tool as they conduct research and find the need to share information about research with their colleagues.

Professionals like doctors, lawyers and engineers are using social bookmarking services in record numbers.

The basic concept of Web 2.0 is that it is user-directed and social bookmarking is a part of Web 2.0 so it is, of course, user directed. Social bookmarking is a way of organizing and categorizing information with the use of 'tags'.

Tags are user generated and are based upon key words that identify the bookmark so this is a true user-directed way that information is organized and categorized.

When a bookmarked site is clicked on, the social bookmarking site identifies the person who created the bookmark and provides access to other sites that the same user has bookmarked.

Now, the person who created the bookmark and the tag is also provided information about how many times the link has been clicked on as well as who clicked on it.

This system makes it very easy for like-minded people to make social connections and to identify others who have the same interests. Over time a community of users develops.

As a community of users develops, they sometimes develop a very unique set of key words that define resources of common interest.

Why is Social Bookmarking Important to Internet Marketing?

There are several ways in which social bookmarking is having an affect on internet marketing. It would be hard to determine just which effect is having the greatest impact.

The ability to create tags using key words which social bookmarking sites allow is very attractive to internet marketers.

It didn't take the internet marketing community long to figure out that these links and the backlinks that are created when the links are added to other favorites lists cause search engine spiders to visit websites and that PageRank can be dramatically increased along with the number of visitors to a website.

The more visitors, as any internet marketer worth his salt knows, means more sales of products and services. So social bookmarking sites provide free advertisement, increase the number of visitors to a website and are a great search engine optimization tool to boot.

We don't know if you know this or not, but we read that search engines (especially Google) do not like to see a site go from nonexistent to thousands of visitors a day – overnight. It's not all that natural or normal!

So, use a modest approach and do it over time.

We suggest that you keep some kind of promotion journal (in a spreadsheet) so that you can keep track of each of your sites/products and what avenues you use to help create traffic.

# List Of Social Bookmarking Sites

(sorted by Alexa Ranking)

<b><u>Social Bookmarking Sites</u></b>	<b><u>Google PR</u></b>	<b><u>Alexa</u></b>
<a href="http://bookmarks.yahoo.com">http://bookmarks.yahoo.com</a>	7	1
<a href="http://myweb.yahoo.com">http://myweb.yahoo.com</a>	8	1
<a href="http://www.google.com/notebook">http://www.google.com/notebook</a>	7	3
<a href="http://favorites.live.com">http://favorites.live.com</a>	6	5
<a href="http://www.digg.com">http://www.digg.com</a>	8	104
<a href="http://mystuff.ask.com">http://mystuff.ask.com</a>	8	194
<a href="http://www.technorati.com">http://www.technorati.com</a>	8	238
<a href="http://del.icio.us">http://del.icio.us</a>	8	260
<a href="http://www.stumbleupon.com">http://www.stumbleupon.com</a>	8	288
<a href="http://www.netscape.com">http://www.netscape.com</a>	9	525
<a href="http://www.reddit.com">http://www.reddit.com</a>	7	861
<a href="http://www.meneame.net">http://www.meneame.net</a>	7	1,762
<a href="http://www.fark.com">http://www.fark.com</a>	7	2,049
<a href="http://www.ilike.com">http://www.ilike.com</a>	6	2,945
<a href="http://www.mog.com">http://www.mog.com</a>	6	3,284
<a href="http://www.newsvine.com">http://www.newsvine.com</a>	7	4,173
<a href="http://www.furl.net">http://www.furl.net</a>	8	4,179
<a href="http://www.blinklist.com">http://www.blinklist.com</a>	6	4,852
<a href="http://www.dzone.com">http://www.dzone.com</a>	6	5,071
<a href="http://www.clipmarks.com">http://www.clipmarks.com</a>	6	6,834

<a href="http://www.pligg.com">http://www.pligg.com</a>	6	6,875
<a href="http://www.kaboodle.com">http://www.kaboodle.com</a>	6	7,066
<a href="http://www.bumpzee.com">http://www.bumpzee.com</a>	4	7,214
<a href="http://ma.gnolia.com">http://ma.gnolia.com</a>	7	7,416
<a href="http://www.rollyo.com">http://www.rollyo.com</a>	7	8,153
<a href="http://www.jaiku.com">http://www.jaiku.com</a>	6	8,506
<a href="http://www.9rules.com">http://www.9rules.com</a>	8	8,691
<a href="http://www.startaid.com">http://www.startaid.com</a>	4	9,069
<a href="http://www.shoutwire.com">http://www.shoutwire.com</a>	5	10,216
<a href="http://www.bluedot.us">http://www.bluedot.us</a>	6	10,224
<a href="http://www.gather.com">http://www.gather.com</a>	6	10,446
<a href="http://www.simpy.com">http://www.simpy.com</a>	7	11,018
<a href="http://www.nowpublic.com">http://www.nowpublic.com</a>	7	13,077
<a href="http://www.plugin.com">http://www.plugin.com</a>	5	13,733
<a href="http://www.stylehive.com">http://www.stylehive.com</a>	5	14,062
<a href="http://www.spurl.net">http://www.spurl.net</a>	6	14,448
<a href="http://www.blinkbits.com">http://www.blinkbits.com</a>	6	14,621
<a href="http://www.librarything.com">http://www.librarything.com</a>	7	14,929
<a href="http://www.blogmarks.net">http://www.blogmarks.net</a>	6	15,334
<a href="http://www.netvouz.com">http://www.netvouz.com</a>	6	15,486
<a href="http://www.diigo.com">http://www.diigo.com</a>	6	16,328
<a href="http://www.wink.com">http://www.wink.com</a>	6	17,483
<a href="http://www.corank.com">http://www.corank.com</a>	5	18,063
<a href="http://www.popurls.com">http://www.popurls.com</a>	6	18,542

<a href="http://www.mister-wong.com">http://www.mister-wong.com</a>	6	19,913
<a href="http://www.backflip.com">http://www.backflip.com</a>	6	20,036
<a href="http://www.rojo.com">http://www.rojo.com</a>	8	24,035
<a href="http://www.shadows.com">http://www.shadows.com</a>	6	26,359
<a href="http://www.bloghop.com">http://www.bloghop.com</a>	6	28,551
<a href="http://www.rawsugar.com">http://www.rawsugar.com</a>	6	28,679
<a href="http://www.listible.com">http://www.listible.com</a>	6	28,854
<a href="http://www.thoof.com">http://www.thoof.com</a>	4	29,996
<a href="http://www.tailrank.com">http://www.tailrank.com</a>	7	31,764
<a href="http://www.wists.com">http://www.wists.com</a>	5	32,096
<a href="http://www.bibsonomy.org">http://www.bibsonomy.org</a>	6	32,143
<a href="http://www.plime.com">http://www.plime.com</a>	6	32,608
<a href="http://my.xilinus.com">http://my.xilinus.com</a>	5	33,992
<a href="http://www.yoono.com">http://www.yoono.com</a>	7	37,043
<a href="http://www.searchles.com">http://www.searchles.com</a>	6	38,080
<a href="http://www.hugg.com">http://www.hugg.com</a>	6	40,325
<a href="http://www.citeulike.org">http://www.citeulike.org</a>	7	42,690
<a href="http://www.kuro5hin.org">http://www.kuro5hin.org</a>	7	43,416
<a href="http://de.lirio.us">http://de.lirio.us</a>	7	44,008
<a href="http://www.spotback.com">http://www.spotback.com</a>	5	44,542
<a href="http://www.spotplex.com">http://www.spotplex.com</a>	6	45,914
<a href="http://www.fazed.org">http://www.fazed.org</a>	5	46,862
<a href="http://www.kinja.com">http://www.kinja.com</a>	7	48,083
<a href="http://www.connotea.org">http://www.connotea.org</a>	7	50,838

<a href="http://www.markaboo.com">http://www.markaboo.com</a>	5	51,636
<a href="http://www.stylefeeder.com">http://www.stylefeeder.com</a>	6	52,124
<a href="http://www.i89.us">http://www.i89.us</a>	4	52,467
<a href="http://www.linkagogo.com">http://www.linkagogo.com</a>	6	53,642
<a href="http://www.lifellogger.com">http://www.lifellogger.com</a>	5	57,816
<a href="http://www.feedmelinks.com">http://www.feedmelinks.com</a>	6	58,515
<a href="http://www.tagtooga.com">http://www.tagtooga.com</a>	5	58,629
<a href="http://www.buddymarks.com">http://www.buddymarks.com</a>	5	59,264
<a href="http://www.claimid.com">http://www.claimid.com</a>	7	59,735
<a href="http://www.clipfire.com">http://www.clipfire.com</a>	7	59,735
<a href="http://www.linkroll.com">http://www.linkroll.com</a>	5	60,704
<a href="http://www.bmaccess.net">http://www.bmaccess.net</a>	4	67,799
<a href="http://www.aboogy.com">http://www.aboogy.com</a>	4	68,810
<a href="http://www.oyax.com">http://www.oyax.com</a>	4	70,420
<a href="http://www.gravee.com">http://www.gravee.com</a>	5	71,022
<a href="http://www.butterflyproject.nl">http://www.butterflyproject.nl</a>	5	82,517
<a href="http://www.myhq.com">http://www.myhq.com</a>	5	84,174
<a href="http://www.wirefan.com">http://www.wirefan.com</a>	3	86,989
<a href="http://ww2.ikeepbookmarks.com">http://ww2.ikeepbookmarks.com</a>	3	99,132
<a href="http://www.a1-webmarks.com">http://www.a1-webmarks.com</a>	4	102,467
<a href="http://www.connectedy.com">http://www.connectedy.com</a>	4	102,786
<a href="http://www.sitejot.com">http://www.sitejot.com</a>	4	104,531
<a href="http://www.linkatopia.com">http://www.linkatopia.com</a>	5	104,757
<a href="http://www.myvmarks.com">http://www.myvmarks.com</a>	5	107,019

<a href="http://www.getboo.com">http://www.getboo.com</a>	4	107,787
<a href="http://www.mylinkvault.com">http://www.mylinkvault.com</a>	5	107,919
<a href="http://www.urlex.info">http://www.urlex.info</a>	4	111,942
<a href="http://www.lilisto.com">http://www.lilisto.com</a>	5	117,882
<a href="http://www.philoi.com">http://www.philoi.com</a>	4	119,466
<a href="http://www.syncone.net">http://www.syncone.net</a>	4	120,241
<a href="http://www.syncone.net">http://www.syncone.net</a>	4	120,241
<a href="http://www.30daytags.com">http://www.30daytags.com</a>	4	121,240
<a href="http://www.shoppersbase.com">http://www.shoppersbase.com</a>	4	121,787
<a href="http://www.linkfilter.net">http://www.linkfilter.net</a>	6	126,289
<a href="http://www.voo2do.com">http://www.voo2do.com</a>	6	130,419
<a href="http://www.jeteye.com">http://www.jeteye.com</a>	7	139,913
<a href="http://www.hanzoweb.com">http://www.hanzoweb.com</a>	5	147,791
<a href="http://www.myprogs.net">http://www.myprogs.net</a>	5	153,994
<a href="http://www.reader2.com">http://www.reader2.com</a>	5	154,589
<a href="http://www.fungow.com">http://www.fungow.com</a>	4	161,631
<a href="http://www.feedmarker.com">http://www.feedmarker.com</a>	6	183,175
<a href="http://www.zlitt.com">http://www.zlitt.com</a>	3	186,557
<a href="http://www.hyperlinkomatic.com">http://www.hyperlinkomatic.com</a>	5	188,099
<a href="http://www.tektag.com">http://www.tektag.com</a>	4	195,310
<a href="http://dev.upian.com/hotlinks/">http://dev.upian.com/hotlinks/</a>	6	197,988
<a href="http://www.givealink.org">http://www.givealink.org</a>	5	206,332
<a href="http://www.unalog.com">http://www.unalog.com</a>	5	209,357
<a href="http://www.plum.com">http://www.plum.com</a>	5	212,421

<a href="http://www.ifaves.com">http://www.ifaves.com</a>	4	243,925
<a href="http://www.taggly.com">http://www.taggly.com</a>	5	244,560
<a href="http://www.rrove.com">http://www.rrove.com</a>	5	270,344
<a href="http://www.maple.nu">http://www.maple.nu</a>	0	273,975
<a href="http://www.links2go.com">http://www.links2go.com</a>	6	292,911
<a href="http://www.sync2it.com">http://www.sync2it.com</a>	5	294,608
<a href="http://www.saveyourlinks.com">http://www.saveyourlinks.com</a>	5	298,538
<a href="http://www.web-feeds.com">http://www.web-feeds.com</a>	5	302,599
<a href="http://www.ez4u.net">http://www.ez4u.net</a>	4	304,278
<a href="http://www.allmyfavorites.net">http://www.allmyfavorites.net</a>	4	324,449
<a href="http://www.6-clicks.com">http://www.6-clicks.com</a>	4	342,096
<a href="http://www.ambedo.com">http://www.ambedo.com</a>	5	370,925
<a href="http://www.cloudytags.com">http://www.cloudytags.com</a>	4	375,411
<a href="http://www.dohat.com">http://www.dohat.com</a>	4	378,369
<a href="http://www.chipmark.com">http://www.chipmark.com</a>	2	391,193
<a href="http://www.bookkit.com">http://www.bookkit.com</a>	4	404,019
<a href="http://www.wobblog.com">http://www.wobblog.com</a>	4	412,265
<a href="http://www.meme-stream.com">http://www.meme-stream.com</a>	3	419,904
<a href="http://www.thinkpocket.com">http://www.thinkpocket.com</a>	4	428,727
<a href="http://www.yattle.com">http://www.yattle.com</a>	3	452,735
<a href="http://www.tutorialism.com">http://www.tutorialism.com</a>	4	454,097
<a href="http://www.carnatic.com/www/">http://www.carnatic.com/www/</a>	5	455,733
<a href="http://www.2centsnews.com">http://www.2centsnews.com</a>	3	497,794
<a href="http://www.gibeo.net">http://www.gibeo.net</a>	6	516,754

<a href="http://www.portachi.com">http://www.portachi.com</a>	4	523,206
<a href="http://www.aworldofhelp.com">http://www.aworldofhelp.com</a>	3	540,229
<a href="http://www.tabmarks.com">http://www.tabmarks.com</a>	3	602,582
<a href="http://supr.c.ilio.us">http://supr.c.ilio.us</a>	5	671,434
<a href="http://www.sitetagger.com">http://www.sitetagger.com</a>	0	675,383
<a href="http://www.trexy.com">http://www.trexy.com</a>	6	789,323
<a href="http://www.openserving.com">http://www.openserving.com</a>	6	818,185
<a href="http://www.allyourwords.com">http://www.allyourwords.com</a>	5	877,650
<a href="http://thumblicio.us">http://thumblicio.us</a>	6	930,264
<a href="http://www.newsweight.com">http://www.newsweight.com</a>	2	940,884
<a href="http://www.nextaris.com">http://www.nextaris.com</a>	6	964,600
<a href="http://www.pixelmo.com">http://www.pixelmo.com</a>	4	1,028,271
<a href="http://www.listmixer.com">http://www.listmixer.com</a>	5	1,425,518
<a href="http://www.wurldbook.com">http://www.wurldbook.com</a>	6	1,470,607
<a href="http://www.memfrag.com">http://www.memfrag.com</a>	4	1,490,036
<a href="http://www.feedalley.com">http://www.feedalley.com</a>	5	1,659,422
<a href="http://www.smelis.com">http://www.smelis.com</a>	4	2,141,471
<a href="http://www.recipe-buzz.com">http://www.recipe-buzz.com</a>	0	4,011,082

# Social Video-Sharing

It all started with YouTube.

YouTube – **You What?** Have you heard about YouTube.com? Maybe you are scratching your head, wondering, **“What is it?”** Is it, a catchy name for a catchy service? Is it a marketing tool? Is it a website for novice filmmakers?

The answer is yes, yes, yes and then some. You see, YouTube is many things to many people, depending on how they use it and their purposes for its use. You can define the website’s purpose traditionally as:

**“YouTube.com is one of the many Web 2.0 sites popping up on the Web. It is a “video sharing” website.”**

However, YouTube.com, like many Web 2.0 sites is much more than a site allowing individuals to share video clips. It is a place for public commentary, a place where people can review the latest and greatest info products, a place where people can network and share common interests, goals, and opportunities.

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YouTube allows just about anyone to sign up for an account, upload, share video clips, and view other people's video clips. Sounds neat, huh? Unless you have been really blind to trends, you should know that videos are HOT, HOT, HOT!!! And therefore all the copycats from YouTube!

Seriously, more and more people are not only watching videos for their information, but more marketers are starting to use them as well to get their messages to the end user...and if you are not using them, well, then you are missing a great opportunity to capitalize on this growing market.

Here – go read these:

<http://www.comscore.com/press/release.asp?press=1529>

<http://www.webpronews.com/topnews/2007/06/13/online-video-ads-lead-to-sales>

[http://www.online-publishers.org/media/131\\_W\\_opa\\_online\\_video\\_study\\_mar06.pdf](http://www.online-publishers.org/media/131_W_opa_online_video_study_mar06.pdf)

[http://publications.mediapost.com/index.cfm?fuseaction=Articles.showArticle&art\\_aid=62634](http://publications.mediapost.com/index.cfm?fuseaction=Articles.showArticle&art_aid=62634)

<http://blog.compete.com/2007/09/06/video-market-share-july-2007/>

<http://blog.compete.com/2007/04/26/online-video-market-share-google-youtube-maniatv/>

So, are you convinced you need to start using video?

The only answer is YES! ;-)

“But, we don’t know how to create a video!”

Oh, come on...we have a solution for you...and it’s free!

Basically, you can create a video using screen capture tools – from capturing you surfing websites, to making a video screen capture of you going through a PowerPoint presentation (relax, we have a freebie for that as well!), to a video screen capture of you using Notepad!

And really, it is not all that complicated.

What you will need is a video screen capture program, a cheap microphone, and if you want to create videos of PowerPoint / Word / Notepad presentations, you will need those programs as well (we have a free option for those as well!)

## Video Creating Tools....

Not Free:

Camtasia (\$300) is without argue, one of the best screen capture utilities available – but it is also \$300! If you can afford it, we would highly suggest you get it. But it is not necessary

BECAUSE ...

Here are some alternatives – some completely free and one that is VERY CHEAP for what it can do!

There is a free version of Camtasia available for download. Camtasia was actually created from a program called Cam Studio....which is free.

You can download it here:

<http://www.camstudio.org>

Another free option is called The Jing Project.

The Jing Project is actually made by the creators of Camtasia, but is free and is super easy to use!!!

Check it out at:

<http://www.jingproject.com>

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If you are a Windows XP user, you already have a built in video creator ... it's called Windows Movie Maker!

If for some reason it is not installed, you can get it here (and learn more about it):

<http://www.microsoft.com/windowsxp/using/moviemaker/default.mspx>

Two more free options to look at:

<http://www.smallvideosoft.com/screen-video-capture/>

<http://www.virtualdub.org>

Now, as far as a Microsoft Word / PowerPoint alternative, one of the best ones available (and also FREE) is a Suite of "Office-type" tools called Open Office!

You can download it here:

<http://www.openoffice.org>

# Video Sharing Sites

(listed by Alexa ranking)

<b><u>Video Sharing Sites</u></b>	<b><u>Google PR</u></b>	<b><u>Alexa</u></b>
<a href="http://video.yahoo.com">http://video.yahoo.com</a>	8	1
<a href="http://soapbox.msn.com">http://soapbox.msn.com</a>	6	2
<a href="http://video.msn.com">http://video.msn.com</a>	7	2
<a href="http://video.google.com">http://video.google.com</a>	9	3
<a href="http://www.youtube.com">http://www.youtube.com</a>	8	4
<a href="http://vids.myspace.com">http://vids.myspace.com</a>	6	6
<a href="http://www.dailymotion.com">http://www.dailymotion.com</a>	7	50
<a href="http://uncutvideo.aol.com">http://uncutvideo.aol.com</a>	7	54
<a href="http://video.aol.com">http://video.aol.com</a>	8	54
<a href="http://www.veoh.com">http://www.veoh.com</a>	6	97
<a href="http://video-upload.download.com">http://video-upload.download.com</a>	2	109
<a href="http://www.4shared.com">http://www.4shared.com</a>	6	110
<a href="http://www.multiply.com">http://www.multiply.com</a>	6	111
<a href="http://www.metacafe.com">http://www.metacafe.com</a>	7	140
<a href="http://stage6.divx.com">http://stage6.divx.com</a>	7	178
<a href="http://www.yourfilehost.com">http://www.yourfilehost.com</a>	5	181

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<a href="http://www.flurl.com">http://www.flurl.com</a>	6	254
<a href="http://www.webshots.com">http://www.webshots.com</a>	8	271
<a href="http://www.break.com">http://www.break.com</a>	6	283
<a href="http://www.tinypic.com">http://www.tinypic.com</a>	6	315
<a href="http://www.broadcaster.com">http://www.broadcaster.com</a>	5	356
<a href="http://www.esnips.com">http://www.esnips.com</a>	7	400
<a href="http://www.buzznet.com">http://www.buzznet.com</a>	5	564
<a href="http://www.livevideo.com">http://www.livevideo.com</a>	6	713
<a href="http://www.mojoflix.com">http://www.mojoflix.com</a>	5	743
<a href="http://www.liveleak.com">http://www.liveleak.com</a>	6	757
<a href="http://www.collegehumor.com">http://www.collegehumor.com</a>	8	1,072
<a href="http://mix.lycos.com">http://mix.lycos.com</a>	6	1,144
<a href="http://www.ebaumsworld.com">http://www.ebaumsworld.com</a>	6	1,197
<a href="http://www.ifilm.com">http://www.ifilm.com</a>	7	1,332
<a href="http://www.heavy.com">http://www.heavy.com</a>	6	1,384
<a href="http://www.putfile.com">http://www.putfile.com</a>	6	1,612
<a href="http://www.ning.com">http://www.ning.com</a>	7	1,911
<a href="http://www.fark.com/video/">http://www.fark.com/video/</a>	6	2,046
<a href="http://www.sevenload.com">http://www.sevenload.com</a>	6	2,252
<a href="http://www.brightcove.com">http://www.brightcove.com</a>	8	2,459
<a href="http://www.guba.com">http://www.guba.com</a>	6	2,532
<a href="http://www.vidmax.com">http://www.vidmax.com</a>	5	2,757
<a href="http://www.megavideo.com">http://www.megavideo.com</a>	0	3,413
<a href="http://www.revver.com">http://www.revver.com</a>	7	3,533

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<a href="http://www.addictingclips.com">http://www.addictingclips.com</a>	7	3,663
<a href="http://www.atomfilms.com">http://www.atomfilms.com</a>	7	4,064
<a href="http://www.sumo.tv">http://www.sumo.tv</a>	5	4,258
<a href="http://www.grouper.com">http://www.grouper.com</a>	6	4,431
<a href="http://www.blinkx.com">http://www.blinkx.com</a>	6	4,491
<a href="http://www.gorillamask.net">http://www.gorillamask.net</a>	6	4,495
<a href="http://www.i-am-bored.com">http://www.i-am-bored.com</a>	5	4,575
<a href="http://www.jokeroo.com">http://www.jokeroo.com</a>	5	4,713
<a href="http://www.blip.tv">http://www.blip.tv</a>	8	4,943
<a href="http://www.funnyjunk.com">http://www.funnyjunk.com</a>	5	5,223
<a href="http://www.vimeo.com">http://www.vimeo.com</a>	7	6,441
<a href="http://www.vidilife.com">http://www.vidilife.com</a>	6	6,650
<a href="http://www.dabble.com">http://www.dabble.com</a>	6	6,949
<a href="http://www.vidiac.com">http://www.vidiac.com</a>	5	7,033
<a href="http://www.dumpalink.com">http://www.dumpalink.com</a>	5	7,690
<a href="http://www.funnyordie.com">http://www.funnyordie.com</a>	0	7,785
<a href="http://www.zippyvideos.com">http://www.zippyvideos.com</a>	6	7,799
<a href="http://www.maniatv.com">http://www.maniatv.com</a>	5	8,531
<a href="http://www.yikers.com">http://www.yikers.com</a>	6	8,577
<a href="http://www.glumbert.com">http://www.glumbert.com</a>	6	8,881
<a href="http://www.jibjab.com">http://www.jibjab.com</a>	6	10,040
<a href="http://www.flixya.com">http://www.flixya.com</a>	6	10,380
<a href="http://www.jumpcut.com">http://www.jumpcut.com</a>	6	10,404
<a href="http://www.videojug.com">http://www.videojug.com</a>	6	10,848

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<a href="http://www.stupidvideos.com">http://www.stupidvideos.com</a>	6	12,414
<a href="http://www.freeiq.com">http://www.freeiq.com</a>	1	12,440
<a href="http://www.expertvillage.com">http://www.expertvillage.com</a>	5	12,800
<a href="http://www.vsocial.com">http://www.vsocial.com</a>	6	13,180
<a href="http://www.thatvideosite.com">http://www.thatvideosite.com</a>	5	13,225
<a href="http://www.mefedia.com">http://www.mefedia.com</a>	6	13,423
<a href="http://www.videovat.com">http://www.videovat.com</a>	6	13,742
<a href="http://www.kaneva.com">http://www.kaneva.com</a>	5	13,863
<a href="http://www.funnyhub.com">http://www.funnyhub.com</a>	6	14,057
<a href="http://www.dropshots.com">http://www.dropshots.com</a>	6	14,117
<a href="http://www.yourdailymedia.com">http://www.yourdailymedia.com</a>	6	14,436
<a href="http://www.wewin.com">http://www.wewin.com</a>	3	14,545
<a href="http://www.ustream.tv">http://www.ustream.tv</a>	4	15,783
<a href="http://www.vidivodo.com">http://www.vidivodo.com</a>	4	15,976
<a href="http://www.vuze.com">http://www.vuze.com</a>	2	16,187
<a href="http://www.5min.com">http://www.5min.com</a>	6	16,782
<a href="http://www.godtube.com">http://www.godtube.com</a>	5	18,198
<a href="http://www.tagworld.com">http://www.tagworld.com</a>	6	18,785
<a href="http://strmz.jot.com">http://strmz.jot.com</a>	0	20,157
<a href="http://www.sclipo.com">http://www.sclipo.com</a>	0	20,740
<a href="http://www.onetruemedia.com">http://www.onetruemedia.com</a>	5	21,834
<a href="http://www.shoutfile.com">http://www.shoutfile.com</a>	5	23,572
<a href="http://www.twango.com">http://www.twango.com</a>	5	23,708

<a href="http://www.sharkle.com">http://www.sharkle.com</a>	5	23,885
<a href="http://www.purevideo.com">http://www.purevideo.com</a>	0	23,912
<a href="http://www.viddler.com">http://www.viddler.com</a>	6	24,524
<a href="http://www.kwego.com">http://www.kwego.com</a>	4	24,554
<a href="http://www.spymac.com">http://www.spymac.com</a>	6	25,081
<a href="http://www.dailyhaha.com">http://www.dailyhaha.com</a>	6	26,561
<a href="http://www.blogtv.com">http://www.blogtv.com</a>	4	27,083
<a href="http://www.clipshack.com">http://www.clipshack.com</a>	5	27,443
<a href="http://www.guzer.com">http://www.guzer.com</a>	5	27,906
<a href="http://www.needforfun.com">http://www.needforfun.com</a>	5	29,807
<a href="http://www.castpost.com">http://www.castpost.com</a>	5	31,549
<a href="http://www.funmansion.com">http://www.funmansion.com</a>	6	33,069
<a href="http://www.bofunk.com">http://www.bofunk.com</a>	5	34,034
<a href="http://www.tubetorial.com">http://www.tubetorial.com</a>	7	36,018
<a href="http://www.current.tv">http://www.current.tv</a>	7	38,090
<a href="http://www.expotv.com">http://www.expotv.com</a>	6	38,387
<a href="http://www.vume.com">http://www.vume.com</a>	0	38,752
<a href="http://www.truevo.com">http://www.truevo.com</a>	6	41,165
<a href="http://www.vmix.com">http://www.vmix.com</a>	6	41,271
<a href="http://www.holylemon.com">http://www.holylemon.com</a>	5	41,648
<a href="http://www.getmiro.com">http://www.getmiro.com</a>	5	46,609
<a href="http://www.motionbox.com">http://www.motionbox.com</a>	8	46,880
<a href="http://www.funnydump.com">http://www.funnydump.com</a>	5	46,987
<a href="http://www.funnyplace.org">http://www.funnyplace.org</a>	4	48,682

<a href="http://www.mediabum.com">http://www.mediabum.com</a>	5	51,716
<a href="http://www.ourmedia.org">http://www.ourmedia.org</a>	7	52,155
<a href="http://www.eyespot.com">http://www.eyespot.com</a>	6	54,917
<a href="http://www.danerd.com">http://www.danerd.com</a>	6	56,020
<a href="http://www.babelgum.com">http://www.babelgum.com</a>	5	56,270
<a href="http://www.dorks.com">http://www.dorks.com</a>	6	56,319
<a href="http://www.operator11.com">http://www.operator11.com</a>	0	56,842
<a href="http://www.caught-on-video.com">http://www.caught-on-video.com</a>	4	57,042
<a href="http://www.lifelogger.com">http://www.lifelogger.com</a>	5	57,816
<a href="http://www.tubearoo.com">http://www.tubearoo.com</a>	0	58,055
<a href="http://www.videowebtown.com">http://www.videowebtown.com</a>	5	58,600
<a href="http://tv.oneworld.net">http://tv.oneworld.net</a>	6	60,979
<a href="http://www.ziddio.com">http://www.ziddio.com</a>	5	62,529
<a href="http://www.lulu.tv">http://www.lulu.tv</a>	6	66,446
<a href="http://www.videobomb.com">http://www.videobomb.com</a>	6	70,123
<a href="http://www.myvideo.co.za">http://www.myvideo.co.za</a>	5	74,044
<a href="http://www.mogulus.com">http://www.mogulus.com</a>	5	75,781
<a href="http://www.dotcomedy.com">http://www.dotcomedy.com</a>	5	76,645
<a href="http://www.viddyou.com">http://www.viddyou.com</a>	6	78,871
<a href="http://www.zanyvideos.com">http://www.zanyvideos.com</a>	4	82,792
<a href="http://www.videodumper.com">http://www.videodumper.com</a>	6	84,119
<a href="http://www.evideoshare.com">http://www.evideoshare.com</a>	4	84,391
<a href="http://www.showmedo.com">http://www.showmedo.com</a>	6	89,209

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<a href="http://mojiti.com">http://mojiti.com</a>	5	98,211
<a href="http://www.pickle.com">http://www.pickle.com</a>	5	98,862
<a href="http://www.thedailyreel.com">http://www.thedailyreel.com</a>	7	100,485
<a href="http://www.dailycomedy.com">http://www.dailycomedy.com</a>	5	107,244
<a href="http://www.nelsok.com">http://www.nelsok.com</a>	5	109,629
<a href="http://www.flukiest.com">http://www.flukiest.com</a>	5	112,524
<a href="http://www.fliqz.com">http://www.fliqz.com</a>	5	128,926
<a href="http://www.clickcaster.com">http://www.clickcaster.com</a>	6	135,415
<a href="http://www.freevlog.org">http://www.freevlog.org</a>	7	149,402
<a href="http://www.teachertube.com">http://www.teachertube.com</a>	6	153,819
<a href="http://www.viewdo.com">http://www.viewdo.com</a>	5	158,214
<a href="http://www.sutree.com">http://www.sutree.com</a>	5	159,801
<a href="http://www.clipblast.com">http://www.clipblast.com</a>	4	159,844
<a href="http://www.zooppa.com">http://www.zooppa.com</a>	5	164,487
<a href="http://www.eyeka.com">http://www.eyeka.com</a>	5	182,749
<a href="http://www.bigcontact.com">http://www.bigcontact.com</a>	4	197,919
<a href="http://www.dave.tv">http://www.dave.tv</a>	5	213,428
<a href="http://www.youare.tv">http://www.youare.tv</a>	5	218,251
<a href="http://www.funnyreign.com">http://www.funnyreign.com</a>	5	223,867
<a href="http://www.pixparty.com">http://www.pixparty.com</a>	4	244,372
<a href="http://www.vidipedia.org">http://www.vidipedia.org</a>	3	269,750
<a href="http://www.cuts.com">http://www.cuts.com</a>	5	277,587
<a href="http://www.voomed.com">http://www.voomed.com</a>	5	286,045
<a href="http://www.treemo.com">http://www.treemo.com</a>	5	292,082

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<a href="http://www.izimi.com">http://www.izimi.com</a>	4	301,545
<a href="http://www.mixpo.com">http://www.mixpo.com</a>	6	303,888
<a href="http://www.hictu.com">http://www.hictu.com</a>	5	305,314
<a href="http://www.panjea.com">http://www.panjea.com</a>	5	327,573
<a href="http://www.zeec.net">http://www.zeec.net</a>	4	342,704
<a href="http://www.dovetail.tv">http://www.dovetail.tv</a>	5	348,885
<a href="http://www.scenemaker.net">http://www.scenemaker.net</a>	6	352,443
<a href="http://jaycut.com">http://jaycut.com</a>	2	353,906
<a href="http://www.hungryflix.com">http://www.hungryflix.com</a>	5	419,096
<a href="http://www.u2upfly.com">http://www.u2upfly.com</a>	2	443,601
<a href="http://www.qubetv.tv">http://www.qubetv.tv</a>	3	573,409
<a href="http://www.fireant.tv">http://www.fireant.tv</a>	7	629,887
<a href="http://www.helpfulvideo.com">http://www.helpfulvideo.com</a>	0	659,150
<a href="http://www.engagemedia.org">http://www.engagemedia.org</a>	6	680,339
<a href="http://www.vlogmap.org">http://www.vlogmap.org</a>	6	684,603
<a href="http://www.dumpthe.net">http://www.dumpthe.net</a>	5	719,941
<a href="http://www.coull.tv">http://www.coull.tv</a>	5	753,818
<a href="http://uvu.channel2.org">http://uvu.channel2.org</a>	5	793,051
<a href="http://www.video123.com">http://www.video123.com</a>	3	846,027
<a href="http://www.cozmo.tv">http://www.cozmo.tv</a>	5	881,566
<a href="http://www.blogcheese.com">http://www.blogcheese.com</a>	4	1,125,446
<a href="http://www.yourkindatv.com">http://www.yourkindatv.com</a>	5	1,440,335
<a href="http://www.filecow.com">http://www.filecow.com</a>	5	1,625,194
<a href="http://www.onfuego.com">http://www.onfuego.com</a>	3	1,970,323

<a href="http://www.skilltip.tv">http://www.skilltip.tv</a>	4	2,112,774
<a href="http://www.clesh.com">http://www.clesh.com</a>	5	2,146,609
<a href="http://www.yurth.com">http://www.yurth.com</a>	4	4,225,459
<a href="http://www.myextreme.ca">http://www.myextreme.ca</a>	3	4,598,369

# Other Ideas for Social Marketing..



## *Create Short Video Reports!*

You have over 400 resources here in this report – think about it!

Hint: “How To Use \_\_\_\_\_”

i.e. “How To Use YouTube To Create a Whirlwind of Traffic!”

i.e. “How To Twitterize Your Traffic!”

- create .pdf reports for each one
- create video reports for each one
- create a series of 3 to 5 as a “package”



## ***Video Membership Site!***

Hold onto your hats. Soon we will release a script and another Expert Guide. But start thinking about a “niche” to use.

How about a membership site dedicated to these resources!

Once a week, do a “Weekly Project” – focusing on one or more resources, creating/marketing a product using your chosen weekly resource(s) and document what happens.

If you focus on just using one resource a week, you essentially have about 7 years of content / ideas – just waiting for you to exploit!! Well...you do, if you think about it.



## ***Video Idea: Niche Video Site***

Use the video-sharing sites to gather videos (better, just their embed codes) and create niche video sites (or blogs)!

You can use these “metasearch” engines to search multiple video sites at once:

<http://www.clipblast.com>

<http://www.everyzing.com>

<http://www.ovguide.com>

<http://www.vidsea.com>

Once you have the embed codes, you can add them into your website (or blog) and then ... madness ...  
Monetize Your Site!!!

Monetize with:

AdSense or other contextual advertisements

CPA Offers

Clickbank Offers

Your own products

And/Or – create your own videos, upload them to various video sharing sites, use their embed code and create your own niche site ... once again, monetize with the above!!



### ***A Duh Moment ...Start a New Project***

Here's a another thought: combine multiple resources when you start a new project !

- Create a product.
- Create a site/blog to promote it.
- Write a few articles about it.
- Submit the articles via bookmarking.
- Submit the articles to various article databases.
- Submit the site/blog via bookmarking.

- Create several profiles on social networks – all pointing to your site/blog.
- Create a few videos about your product. Submit them to the various video sharing sites.
- Wash, rinse & repeat

There you go!!

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