

Essential Marketing Toolkit

Social Media Sites & Resources



Introduction

Social networking these days is all the range; everybody seems to be on some sort of social media site. Not just individuals but small and large businesses are jumping daily on to the band wagon of social media exposure, besides it is a great way to brand yourself, a product or a reputable business. Some social networking sites focus on different professions and industries so find a few that have a lot of activity in your field and get involved. The sites covered in this guide are amongst the biggest and best online and should be joined regardless of what kind of business you are in. If nothing else they are authority sites and excellent for link building. Take time to create a keyword rich profile, link it to your other profiles on other sites and if you can upload a video presentation and make use of the free advertising it allows. Join groups within these social media sites and even create your own.

Social Bookmarking Tools

Social ADR



This free service will automatically bookmark your URL's from other peoples bookmarking accounts. You get 20 bookmarks to 5 URL's each day. You must register at the bookmarking sites first but once that is done and set up it only takes a few clicks each day to submit. Also includes tweets from other members twitter accounts.

[LINK TO RESOURCE](#)

Rating ★★★★★

Only Wire



Automated social bookmarking tool simply add a bookmark and share button to your site or blog. In all walks of life right now social media is huge, and therefore is an epic way to send tons of traffic to your website, product or business. Social bookmarking is very important in any internet marketers' arsenal. However, the whole process of submitting your site across multiple social networks can be time consuming and very tedious. The solution is Onlywire! Once set up, which is time consuming, with lots of different social platforms, 51 at the time of writing, you have the ability to share your content with all of these networks with just one click of the mouse. For backlinks and traffic generation this is also right up there as a must have facility, it is also easy to use too. Word press plugin available.

[LINK TO RESOURCE](#)

Rating ★★★★★



Social Oomph

Very cool social network management service with loads of time saving and valuable features. Auto message reply service for Twitter users built in. Integrates with Twitter, Facebook, LinkedIn, and Plurk and has an Onlywire facility.

[LINK TO RESOURCE](#)

Rating

Name Checker

Check to see if your desired username or vanity URL is available at dozens of social networking and bookmarking sites.

[LINK TO RESOURCE](#)

Rating

Synnd

This is the most advanced and best social buzz creation tool available. It does so much more than just social bookmarking; Google relies on social buzz right now. There is a free lite version that automatically signs up to bookmarking sites for you and submits you campaigns. Set and forget.

[LINK TO RESOURCE](#)

Rating

WordBooker

This WordPress plugin allows you to cross-post your blog posts to your Facebook Wall, Fan Page Wall and Group Walls. You can Post as an Extract, A Status Update or even as a Note. Wordbooker populates all the Open Graph tags needed to integrate your blog post with Facebook's Social Graph.

NOTE : You MUST have the PHP Curl module enabled and configured in such a way that it can connect to the Facebook Servers on a secure HTTP connection.

[LINK TO RESOURCE](#)

Rating

Postling

Postling is your all-in-one inbox for all social activity about your business. Read and respond to comments left on your blog, Facebook, Twitter, LinkedIn and YouTube.

[LINK TO RESOURCE](#)

Rating

IFTTT

This service will allow you to create powerful connections using just simple statements. Increasing in popularity month on month, connect to almost anywhere anytime.

[LINK TO RESOURCE](#)

Rating

Post Planner

Saves you time on posting to your social media pages, provides content for you so you don't have to search for it yourself. Awesome way of increasing your followers and brand.

[LINK TO RESOURCE](#)

Rating

Buffer

Easily add pictures, videos and articles to your buffer account and have them automatically shared for you. Even gives a detailed analytics reading on your posts. Includes browser



extensions for Firefox, Chrome and Safari.

[LINK TO RESOURCE](#)

Rating ★★★★★

Social Network Auto Poster

WordPress plugin that automatically publishes blog posts to loads of social networking sites.

[LINK TO RESOURCE](#)

Rating ★★★★★

Social Marker

Automated social bookmarking tool.

[LINK TO RESOURCE](#)

Rating ★★★★★

Stumbleupon Toolbar

We all need as much traffic as we can get in order to stay afloat online. This simple little toolbar has the power to bring in little bursts of traffic to any website. As you surf you can hit a thumbs up icon on the toolbar and this gets added to your profile as a site you like. But the best part is when you build up a network of friends and they visit and comment on your sites on a regular basis. It is always best to use your own name or business name so that your followers know who you are. Remember that Stumbleupon is a social networking site so therefore the traffic will not be of a brilliant quality but it is still well worth including in your armory.

[LINK TO RESOURCE](#)

Rating ★★★★★

Social Media Sites That Every Business Needs a Presence on.



If your business limits its online presence to advertising banners and blogging, it's missing out. The Internet provides powerful networking opportunities that allow users to effectively target their audience by logging on to social sites like LinkedIn, Digg and more. Take advantage of these tools by asserting your company's presence online and reaching more potential customers, business partners and employees.

Share your favourite sites on the Web with potential clients and business partners by commenting on, uploading and ranking different newsworthy articles. You can also create a member profile that directs traffic back to your company's Web site.

Facebook

It seems that every man and his dog are on Facebook these days, FB has become the biggest used site on the internet with more views than the mighty Google. Great for social, pleasure



and of course business. All of the top names are already using Facebook and it will only get bigger.

[LINK TO RESOURCE](#)

Rating

Some Top Social Media Sites

[LinkedIn](#) [Plaxo](#) [Biznik](#) [Sunzu](#) [Naymz](#) [Ryze](#) [Better Networker](#) [Space Hoot](#)

There are of course many many more to choose from.

Rating

Facebook Groups for the Internet Marketer.

<http://www.facebook.com/groups/imsuperfriends>

<http://www.facebook.com/groups/jvzoo/>

[Warrior Forum Group](#)

[Network Marketing Group](#)

[Business Opportunities](#)

[LINK TO RESOURCE](#)

Rating

StumbleUpon

Open your online presence up to a whole new audience just by adding the StumbleUpon toolbar to your browsers and channels on the Web. You will connect with friends and share your ideas as well as meet people that have similar interests.

[LINK TO RESOURCE](#)

Rating

Technorati

If you want to increase your blog's readership, consider registering it with Technorati, a network of blogs and writers that lists top stories in categories like Business, Entertainment and Technology.

[LINK TO RESOURCE](#)

Rating

Delicious

Social bookmark your way to better business with sites like del.icio.us, which invite users to organise and publicise interesting items through tagging and networking.

[LINK TO RESOURCE](#)

Rating

Digg

Digg has a huge following online because of its optimum usability. Visitors can submit and browse articles in categories like technology, business, entertainment, sports and more.

[LINK TO RESOURCE](#)

Rating

Reddit

Upload stories and articles on reddit to drive traffic to your site or blog. Submit items often so that you'll gain a more loyal following and increase your presence on the site.



[LINK TO RESOURCE](#)

Rating ★★☆☆☆

Squidoo



According to Squidoo, "everyone's an expert on something. Share your knowledge!" Share your industry's secrets by answering questions and designing a profile page to help other members.

Squidoo is recommended here for anyone who is looking to earn some money whilst writing about what ever they like.

Squidoo comes with Google adsense built in along with info links, easily add ebay or amazon to your lens, it is great fun.

There is a couple of draw backs, it does take time and effort, also you do not own your Squidoo site so it can be locked down at any time.

[LINK TO RESOURCE](#)

Rating ★★★★★

Pinterest



Although it is not a replacement for Facebook or Twitter, and doesn't pretend to be, it is a beautiful and vast world with more than 25 million users around the world.

For those who have never used Pinterest, the free site lets people "pin" pictures from websites they want to share on online peg boards. You can choose to share the boards with just a few close friends or the entire Pinterest world. Others can comment on the boards and pins, "like" them or repin items on their own boards.

The result is an eclectic mix of millions of boards spanning just about as many topics. Although it doesn't offer as much of a chance to communicate and debate the way Facebook and Twitter do, Pinterest is an interesting and often beautiful supplement to those social media networks.

[LINK TO RESOURCE](#)

Rating ★★★★★

Ning

After hanging around the same social networks for a while, you may feel inspired to create your own, where you can bring together clients, vendors, customers and co-workers in a confidential, secure corner of the Web. Ning lets users design free social networks that they can share with anyone.

[LINK TO RESOURCE](#)

Rating ★★☆☆☆

Diigo

Make Diigo your personal Web file by bookmarking great sites and sharing them with other users by recommending links, commenting on articles and utilising other fantastic features.

[LINK TO RESOURCE](#)

Rating ★★☆☆☆

WikiHow

Create a how-to guide or tutorial on wikiHow to share your company's services with the public

for free.

[LINK TO RESOURCE](#)

Rating 

YouTube

It seems these days everyone has a video floating around on YouTube. Shoot a behind-the-scenes video from your company's latest commercial or event to give customers and clients an idea of what you do each day.

[LINK TO RESOURCE](#)

Rating 

Professional Networking Sites

Sign up with these online networking communities as a company or as an individual to take advantage of recruiting opportunities, cross-promotional events and more.

LinkedIn

LinkedIn is a popular networking site where business associates, recent graduates and other professionals connect online.

[LINK TO RESOURCE](#)

Rating 

Sunzu

Formerly Ecademy, Sunzu prides itself on connecting business people through its online network, blog and message-board chats, as well as its premier BlackStar membership program, which awards exclusive benefits.

[LINK TO RESOURCE](#)

Rating 

Xing

An account with networking site Xing can open doors to thousands of companies. Use the professional contact manager to organise your new friends and colleagues, and take advantage of the Business Accelerator application to find experts at the click of a button, market yourself in a professional context and open up new sales channels.

[LINK TO RESOURCE](#)

Rating 

Care2

Care2 isn't just a networking community for professionals: It's touted as "the global network for organisations and people who Care2 make a difference." If your business is making efforts to go green, let others know by becoming a presence on this site.

[LINK TO RESOURCE](#)

Rating 

Gather

This networking community is made up of members who think. Browse categories concerning books, health, money, news and more to ignite discussions on politics, business and entertainment. This will help your company tap into its target audience and find out what they want.

[LINK TO RESOURCE](#)

Rating 

Ziggs

Ziggs is "organising and connecting people in a professional way." Join groups and make contacts through your Ziggs account to increase your company's presence online and further your own personal career.

[LINK TO RESOURCE](#)

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Plaxo

Join Plaxo to organize your contacts and stay updated with feeds from Digg, Amazon.com, del.icio.us and more.

[LINK TO RESOURCE](#)

Rating 

Net Party

If you want to attract young professionals in cities like Boston, Dallas, Phoenix, Las Vegas and Orlando, create an account with the networking site NetParty. You'll be able to connect with qualified, up-and-coming professionals online, and then meet them at a real-life happy-hour event where you can pass out business cards, pitch new job openings and more.

[LINK TO RESOURCE](#)

Rating 

Networking For Professionals

Networking For Professionals is another online community that combines the Internet with special events in the real world. Post photos, videos, résumés and clips on your online profile while you meet new business contacts.

[LINK TO RESOURCE](#)

Rating 

Niche Social Media Sites

Consider linking up with some of these social-media sites to narrow down your business's target audience. You'll find other professionals, enthusiasts and consumers who are most likely already interested in what your company has to offer.

Pixel Groovy

Web workers will love Pixel Groovy, an open-source site that lets members submit and rate tutorials for Web 2.0, email and online-marketing issues.

[LINK TO RESOURCE](#)

Rating 

Mixx

Mixx prides itself on being "your link to the Web content that really matters." Submit and rate stories, photos and news to drive traffic to your own site. You'll also meet others with similar interests.

[LINK TO RESOURCE](#)

Rating 

Tweako

Gadget-minded computer geeks can network with each other on Tweako, a site that promotes information sharing for the technologically savvy.

[LINK TO RESOURCE](#)

Rating 

Marketing Land

Marketing Land is an online forum and networking site for the Internet marketing crowd. Upload articles and guides from your blog to create interest in your own company or connect with other professionals for form new contacts.

[LINK TO RESOURCE](#)

Rating 

Foursquare

Foursquare is a location-based social networking website, software for mobile devices. Users "check-in" at venues using a mobile website, text messaging or a device-specific application.

[LINK TO RESOURCE](#)

Rating 

SEO TAG

Stay on top of news from the Web marketing and SEO (search-engine optimization) industries by becoming an active member of this online community.

[LINK TO RESOURCE](#)

Rating 

General Social Media Sites

The following social-media sites provide excellent opportunities for businesses to advertise; promote specials, events or services; and feature published, knowledgeable employees.

Wikipedia

Besides creating your own business reference page on Wikipedia, you can connect with other users on Wikipedia's [Community Portal](#) and at the village pump, where you'll find conscientious professionals enthusiastic about news, business, research and more.

[LINK TO RESOURCE](#)

Rating 

Newsvine

Feature top employees by uploading their articles, studies or other news-related items to this site. A free account will also get you your own column and access to the Newsvine community.

[LINK TO RESOURCE](#)

Rating 

43 Things

This site bills itself as "the world's most popular online goal setting community." By publicising

your company's goals and ambitions, you'll gain a following of customers, investors and promoters who cheer you on as you achieve success.

[LINK TO RESOURCE](#)

Rating 

Wet Paint

If you're tired of blogs and generic Web sites, create your own wiki with Wetpaint to reach your audience and increase your company's presence online. You can easily organize articles, contact information, photos and other information to promote your business.

[LINK TO RESOURCE](#)

Rating 

Hootsuite



Now recognised as the leading social media dashboard to manage and measure your social networks. Manage multiple social media sites and schedule messages and tweets. Analyse your social media traffic. Integrates with all the top networks such as Facebook, LinkedIn, Google Plus, Four Square and more. Has a free 30 day trial, then great value for money if you stay.



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Rating 

Twitter Resources

Twitter: Is a social networking and micro blogging service that allows you answer the question, "What are you doing?" by sending short text messages 140 characters in length, called "tweets", to your friends, or "followers."

Twitter



[LINK TO RESOURCE](#)

Rating ★★★★★

Tweet Adder ****paid for, but worth every penny****



Automated Twitter marketing software. Find and engage with like minded twitter followers and schedule your tweets. Multiple twitter account management tool which will run concurrently. Will add followers on autopilot and remove non followers too, tweet throughout the day to social media platforms like Facebook. Fantastic tool, was one of my first purchases as an online marketer some years ago, Tweetadder has improved dramatically over the years.

[LINK TO RESOURCE](#)

Rating ★★★★★

Tweet Deck

Free downloadable software straight to your desktop. Manages your Facebook accounts as well as Twitter.

[LINK TO RESOURCE](#)

Rating ★★★★★☆

Twitter Feed

Automate your blog posts. Works with any RSS feed and will also post to LinkedIn, Facebook and more social networking sites.

[LINK TO RESOURCE](#)

Rating ★★★★★☆

Tip Drop

Give and receive tips and advice on any subject you are after.

[LINK TO RESOURCE](#)

Rating ★★★★★☆

Twitter Counter

Tracks your twitter stats including a graph of when followers are added.

[LINK TO RESOURCE](#)

Rating ★★★★★☆

Tweet Beep

Set-up email alerts with ease.

[LINK TO RESOURCE](#)

Rating 

Twit Pic

Share pictures on Twitter.

[LINK TO RESOURCE](#)

Rating 

Twitter Fall

Search tool to find twitter users to follow and follow you back.

[LINK TO RESOURCE](#)

Rating 

Tweetxchange

Search if a twitter name is available.

[LINK TO RESOURCE](#)

Rating 

Topsy

Search the latest, most tweeted stories for a keyword and find the most influential twitters that shared it.

[LINK TO RESOURCE](#)

Rating 

Kurrently

A very useful and easy to implement Facebook and Twitter search engine.

[LINK TO RESOURCE](#)

Rating 

Just Retweet



Most people sign up to JustRetweet to promote their own content. However, one underrated, but very effective use of the site is to build relationships with other bloggers. All you need to do is use your credits to make 5-10 promotions of your favourite blogger's blog posts. Then leave a non spammy, thoughtful comment on the post. Rinse and repeat and I guarantee that this will get you noticed.

[LINK TO RESOURCE](#)

Rating 

Twellow



The yellow pages of Twitter. You can register your business here and use it to find the Twitter feed for other businesses and people.

[LINK TO RESOURCE](#)

Rating ★★★★★

Trendrr

Social media brand tracking and management service. Keeps track of live web search, YouTube, Facebook, and twitter.

[LINK TO RESOURCE](#)

Rating ★★★☆☆