

# Web 2.0 Marketing For Your Internet Business

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The 11 articles in this book have first been published on my [Internet Business Blog](#).

They are part of an extensive 77 blog post series.

The articles have been designed for simplicity, many steps take less than 10 minutes to accomplish!

You could decide to do 1 step per day, or 1 step per week.

In any case, if you follow through with this simple step by step plan, you'll achieve a presence in the web 2.0 sphere that very few of your competitors can match.

This free e-book is meant to be a teaser. If you like it, hop over to my internet business blog and get the rest.

To Your Web 2.0 Success,  
Ralf Skirr

P.S. The remaining 66 articles are here:

[77-easy-to-do-step-by-step-ideas for your web 2.0 marketing](#)

# Disclaimer

This e-book has been written to provide information about Internet marketing. Every effort has been made to make this ebook as complete and accurate as possible. However, there may be mistakes in typography or content. Also, this e-book provides information on Internet marketing only up to the publishing date. Therefore, this ebook should be used as a guide - not as the ultimate source of Internet marketing information.

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# About Ralf Skirr - How Can He Help You Succeed?



Ralf Skirr has dedicated his life and business to **providing guidance and coaching for small business entrepreneurs, like yourself.**

As business coach and author he shares profound knowledge from **23+ years of sales, marketing and business experience.**

Ralf has been a self-made businessman from the day he left school. In 1987 (before the internet came) he started his career the hard way, cold visiting small business owners from door to door.

During the years he moved on to **training and coaching** sales people, then **creating marketing campaigns** for national and international product launches. With the turn of the millennium he was one of the first to pioneer the **multimedia information product business** and **internet marketing.**

He created campaigns for large (50,000+ people) corporations - responsible for around 4 Million \$ in *annual* sales - and high ticket product launches from Singapore to Los Angeles. In 2005 he decided to 'retire' from working with huge corporate businesses to enjoy a more relaxed life style.

**Today he's on a mission for your success:**

- **To help you create and grow your own profitable home based business.**  
"The 21st century presents opportunities never before available in the history of mankind. Today YOU can literally create your very own job or business completely tailored to your needs and wants. You can make your dreams come true and have it any way you like."
- **To bring successful strategies from offline business to the internet marketing community.**  
"Many People enter internet marketing with no business background at all. But there's no need to reinvent the wheel. I can show you how to save time and money and avoid all the mistakes I made in 23 years."
- **To cut through the nonsense in internet marketing and to show you what works and what doesn't so that you can succeed.**  
"With unlimited options you need guidance so you can build a business that fits your personality AND is profitable. I make a promise to give you outstanding value and the best business information and coaching possible."

## Web 2.0 Marketing For Your Internet Business

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# Web 2.0 Marketing – 77 Easy To Do Step By Step Ideas

There's no way a business can ignore web 2.0 marketing any longer. But since there are so many sites, and it's just a small part of the bigger picture of your business, you might feel confused or overwhelmed.

**What you probably need is a simple step by step plan to implement web 2.0 marketing to your business.**

Well, you guessed it: here it is!

If you follow through with this simple step by step plan, **you'll achieve a presence in the web 2.0 sphere that very few of your competitors can match.**

The rise of web 2.0 has transformed internet business as we once knew it.

In the past, business owners were limited in

- how they interacted with customers,
- how they collected information about them,
- and how they marketed new products and services to them.

Today, these strictures have been removed, permitting **business owners to gather information, learn, and respond much faster than ever before.**

It has also transformed the internet business landscape in another way:

by creating a rift between those who know how to navigate web 2.0 sites and services; and those who do not.

Those who don't know how to use web 2.0 services may find themselves on the defensive constantly—doing anything to retain customers—even if they had a successful business model only years ago.

**Those who feel comfortable with web 2.0 may now find themselves at a significant advantage.**

Whether you're currently using web 2.0 to promote your internet business or are thinking about doing so, it is important for you to understand how to do it correctly.

No matter whether you're inexperienced or a veteran social marketer, if you don't have the right information, it can be easy to botch a marketing campaign or simply run out of ideas.

Fortunately for you, this blog post series was designed for people in your exact position: those who know that web 2.0 is an important part of doing business today; and who want to learn how to use it correctly.

In the rest of this blog post series, I'm going to provide you with 77 easy top tips that you can use

- to integrate web 2.0 into your internet business,
- to market your products,
- to find new customers,
- to manage existing customers and extract information from them.

They are stand-alone tips. You can do them step by step from start to finish, or you can just do a few of them.

Source:

<http://internetbusinessmastermind.com/web-2-0-marketing---77-easy-to-do-step-by-step-ideas>

# Web 2.0 Marketing Tip #1: Be Consistent with Your Web 2.0 Identity

Now that you're ready to enter the world of web 2.0, it's important for you to spend some time carefully thinking about your web 2.0 identity.

Before you create a Twitter account, launch a Facebook fan page, and begin to market your business through web 2.0 channels you need to know what image you want to project.

The first thing you will want to do is decide whether you should market your business

- as your business,
- as yourself,
- or as both.

Each of the three options has benefits, but it is ultimately up to you to decide which will work best for your particular situation.

Once you have selected your route, you should create accounts on web 2.0 sites and setup a profile that reflects your choice.

For instance, a Twitter account for your business should focus exclusively on business activities—and not your personal life.

Source:

<http://internetbusinessmastermind.com/web-20-marketing-tip-1-be-consistent-with-your-web-20-identity>

# Web 2.0 Marketing Tip #2: Create a Coherent Web 2.0 Message

This tip closely relates to tip 1:

Once you have your web 2.0 site profiles setup,

1. you'll want to start finding followers;
2. and then using those followers to collect information and market products.

As you go through this process, it is important to maintain a coherent message.

For this reason, it might make sense to spend some time planning a general "theme" for your web 2.0 profiles.

For instance, is their purpose to alert people to sales and to tell them about contests you are holding? Or is the purpose to discuss the general industry in which your internet business falls; and mention your new products casually?

There's not necessarily a best approach to take here, but it is important that you pick one and stick with it.

Creating an incoherent message and confuse and drive away potential customers who are following you.

Source:

<http://internetbusinessmastermind.com/web-20-marketing-tip-2-create-a-coherent-web-20-message>

# Web 2.0 Marketing Tip #3: Create a Twitter Profile

First go to <http://twitter.com> and look around. Once you are familiar with the site, go to the sign up page (<https://twitter.com/signup>) and create one or more accounts. (See Web 2.0 MarketingTip #1)

Once you have setup your Twitter.com account, it is critical that you spend some time to personalize your profile.

If you do not do this you will be perceived as spammer when you ask Twitter users to follow you.

When it comes to setting up a personalized profile on Twitter, there's not much to do. It's very easy and takes only 5 minutes.

All you have to do is

1. select a pre-existing background (or create a customized one),
2. select your avatar thumbnail photo,
3. then fill in some short "bio" and "about me" information,
4. and of course add your internet business web site URL.

As far as your avatar goes, it is probably a good idea to use the logo for your internet business; and it may also be a good idea to create a custom background that also includes your logo.

Regarding the bio section create a bio section that briefly explains

- 1) what your business does; and
- 2) what the purpose of this Twitter profile is (i.e. to give away free stuff, to hold contests, or to provide free information).

Source:

<http://internetbusinessmastermind.com/web-2-0-marketing-tip-3-create-a-twitter-profile>

# Web 2.0 Marketing Tip #4: Create a Fan Page for Your Internet Business on Facebook

Facebook is one of the most promising web 2.0 sites when it comes to marketing your products. One good way to use Facebook is to create a fan page on the site; and to use it to draw in potential buyers.

Start by investing some time to create a high-quality fan page.

This page should include

- links to your site,
- a well-written description of what you do,
- and a brief description of the purpose of your fan page

A sample for the purpose could be: to provide all of your loyal customers with free information about upcoming product launches, product give-aways, and coupons.

## ***How to win “fans” for your facebook fan page?***

If you don't yet have enough “fans” to get the ball rolling, it might make sense to start by giving people an incentive to become a fan.

You could do something like this: offer everyone who joins your fan page a 20% off coupon for one of your products.

You could then say something like “if this fan page has over 5,000 members by July 10<sup>th</sup>, every fan will get product X for free.”

Source:

<http://internetbusinessmastermind.com/web-20-marketing-tip-4-create-a-fan-page-for-your-internet-business-on-facebook>

## Web 2.0 Marketing Tip #5: Track Your Twitter Results

As with any marketing campaign, you should monitor your Twitter promotional campaigns by tracking the results.

One free way to do this is to use <http://search.twitter.com/> to find all instances of people talking about you or your business on Twitter.

Another tool you can use is called Tweet Beep: <http://tweetbeep.com/>. This service will automatically email you whenever something about you or your business is Tweeted.

Finally, you can check your website's analytics/traffic statistics program to determine how much traffic you have received from Twitter.

If you don't currently have a good traffic statistics program, you can get one for free from here: <http://www.google.com/analytics>. It will tell you where all your visitors come from, including those that come from your Twitter profile or your Facebook fan page.

Source:

<http://internetbusinessmastermind.com/web-20-marketing-tip-5-track-your-twitter-results>

## Web 2.0 Marketing Tip #6: Think in Terms of Social Capital

When it comes to using any form of web 2.0 services to promote your internet business, it is always a good idea to think in terms of building social media capital that will generate flows of returns over a long period of time.

It's important to understand this because many marketers treat web 2.0 sites like pay-per-click (PPC) advertising services.

That is—they expect to see returns immediately after creating an account on Facebook or Twitter.

**In reality, using web 2.0 sites requires that you build up a large following over a long period of time.**

You can think of these networks that you are building as a form of capital.

Once sufficiently large, you can use it to bring in additional members (without actively marketing) and additional customers.

What does it mean? Consistency is key. Do a few steps every day, and your influence will grow. Your social capital will grow too, and you'll start earning 'compounded interest.'

Source:

<http://internetbusinessmastermind.com/web-2-0-marketing-tip-6-think-in-terms-of-social-capital>

## **Web 2.0 Marketing Tip #7: Using the Twitter Search Engine to Find New Followers**

Another approach you can take is to use the Twitter search engine to find Tweets related to your business's niche. This is an easy way to locate people who might be interested in your products or services.

Once you have located some Tweets related to your niche, you can follow them back to the source, determine whether the person involved might be interested in your niche, and then invite them to follow you if so.

Initially, a lot of people you add may opt not to follow you; however, over time, if you accumulate 50 new followers each day, you'll gain momentum. If you make interesting tweets, offer coupons, or tweet vital information, you might get re-tweeted, expanding your reach and possibly bringing in new followers.

You could try it out right now by going to Twitter.com, signing in to your account and doing a search for some important keywords related to your business.

Source:

<http://internetbusinessmastermind.com/web-2-0-marketing-tip-7-using-the-twitter-search-engine-to-find-new-followers>

# Web 2.0 Marketing Tip #8: Use Twitter to Conduct Market Research

Unfortunately, marketers often approach web 2.0 with the wrong attitude.

They hope that by simply creating a Twitter account, adding every person who is willing to follow them, and spamming blatantly commercial messages, they'll make money.

In fact, this is one of the worst ways to make money with a social network, as potential buyers will see through it easily; and will choose to opt out.

On the other hand, marketers often miss the great opportunities that Twitter presents—such as doing market research.

In the past, it was very hard to observe your customers when they talked casually about your products or about competing products; however, this is exactly what you can do with Twitter.

In Tip #7 I recommended that you use the Twitter search engine to find Tweets related to your business niche. The idea was to find people suitable as followers, or people to follow.

Today's idea is to use Twitter search on your topics as part of your research about your business.

Find out what people are talking about that matters to your business on Twitter!

Source:

<http://internetbusinessmastermind.com/web-20-marketing-tip-8-use-twitter-for-market-research>

# Web 2.0 Marketing Tip #9: Earn Instant Credibility and Expert Status Through Youtube

Youtube is one of the most trafficked web sites on the internet.

There are many ways in which you can use YouTube improperly; and get nothing out of it. In fact, that is what most internet businesses do when they try to make money off of YouTube or video content in general.

If you decide to use web 2.0 video sites, I suggest that you start by creating a tutorial series. This could be something like 5 videos, each of which covers a topic in an area related to your business.

It's a good way to position yourself as expert in your business niche.

If the videos are well-made; and if you market them well to get the ball rolling, there's a good chance you could see a viral effect, where others begin referring friends to your videos without any compensation for doing so.

It's a web 2.0 marketing tip that requires a little more effort, but it's well worth it if you integrate it with your overall web 2.0 marketing plan.  
(See web 2.0 marketing tip #16)

Source:

<http://internetbusinessmastermind.com/web-2-0-marketing-tip-9-earn-instant-credibility-and-expert-status-through-youtube>

# Web 2.0 Marketing Tip #10: Create a LinkedIn.com Profile

By now you should be online with your own business profile at Twitter and Facebook. Now it's time to look at another big player in the web 2.0 world:

<http://LinkedIn.com>

If you're not familiar with LinkedIn, you might be surprised to find out that they've already collected information about you; and have used it to construct a profile that might include some or all of the following information:

- 1) where you went to college;
- 2) what jobs you hold or have held in the past;
- 3) what businesses you have owned or own; and
- 4) miscellaneous personal and professional information about you.

If you want to control what that profile says; and to use it to network with other business owners and potential clients, it's a good idea to start by creating a profile.

Once you do that, you have a lot of options in terms of promotion and networking; however, for now, simply worry about getting the ball rolling by creating a profile.

Hop right over to their site and sign up. It's only 5 minutes, and you'll own another piece of web 2.0 real estate.

Source:

<http://internetbusinessmastermind.com/web-2-0-marketing-tip-10-get-a-profile-at-linkedin-com>

# Web 2.0 Marketing Tip #11: Put a Thumbnail Photo in All Your Social Networking Site Profiles

No matter what social network you are using, it's always a good idea to place a thumbnail photo of yourself (or at least your internet business's logo) where possible.

In general, people will be hesitant to interact with profiles that don't have faces attached to them.

Of course, this is a personal decision and is ultimately up to you; however, if you plan to take your web 2.0 marketing efforts seriously, this is an important step to take.

So get a nice photo (or if you don't have one...get a nice haircut and then make a new photo) and post it to each of your web 2.0 profiles.

It's probably 3 minutes of work per site - and it gives your profile a face for years to come and for thousands of visitors to see.

Source:

<http://internetbusinessmastermind.com/web-2-0-marketing-tip-11-put-a-photo-in-all-your-social-networking-site-profiles>

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