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Succeed Where Most Fail

**W**elcome to **Web 2.0 & Social Marketing Unleashed**. This is the first in a series of free reports that are designed to take you from beginner to advanced marketer using the power of Web 2.0 and social marketing.

Throughout this report you will find lots of great information on how you can start to grow your marketing business. Although the report is aimed at affiliate marketing the contents can be taken and applied to most other marketing too, so it doesn't matter if you are a merchant looking to find better ways to promote your own products or even if you are building adsense websites and looking for more ways of getting traffic there – **this report can help you!**

With so many social sites, bookmarking sites, social networking sites etc etc, it's soon clear to see why so many people are finding it hard to work out how to use just one of them effectively.

It's also clear to see why so many people are becoming increasingly concerned about using Web 2.0 and social marketing to further their marketing efforts – the information available is sketchy at best and just plain wrong at worst.

It was this lack of good quality information being made available that prompted me to create this report. For those of you that don't already know me, my name is Kelly Stone and I am the creator of guides such as [Squidoo Queen](#) and author of the growing marketing blog [Kelly-Stone.com](#).

For the last six years I have been marketing online full time mainly using the power of Web 2.0 and social marketing. I've helped hundreds of people start earning money the same way and want to do the same for you.

Just visit the Kelly-Stone blog to see that I am a hype-free zone that tells it like it is. My passion for helping others to succeed started once I had managed to break into affiliate marketing and finally started to see real results.

A friend of mine ended up losing a lot of money because they had followed one of the 'Guru' guides! It was then that I saw just how many people had done the same and I wanted to show them just how easy it **can** be. That's when I first created [Squidoo Queen](#) – since then the whole teaching side has grown and grown and I'm loving every minute of it.

Let's get started .....

## What Is Web 2.0 & Social Marketing?

Each and every day online things change. Websites get left by their owners, blogs get forgotten about. In affiliate marketing things can change just as quickly too, techniques that worked a few years ago will no longer make any money today. It changes all the time.

It's this constantly changing state that people have come to accept, it's just major changes that Web 2.0 is bringing with it that has some people running for the hills.

I could spend the next two months writing each and every day about *what* Web 2.0 is and what it can do for you and still only scratch the surface. Web 2.0 is a term that is used about sites that encourage, and are built on user interaction.

Sites like Squidoo, Facebook, Twitter, StumbleUpon etc. All of these sites are built from content that the readers/users put there.

The days of static websites are long gone and in their place are sites that are built up from the author, content and the readers. Each one adding more and more value to it.

Lots of people have hidden away from such sites claiming that it's a waste of time to spend time and effort building up a site that you don't own. A site that you have **NO** control over and who could pull the rug out from under you at any moment.

### **Sounds scary doesn't it?**

And when people are out there throwing this information around it's no wonder why so many people have tried to stay away. Here's a little secret for you though .....

### **Most of these people are already making a fortune on Web 2.0 sites!**

Of course, they won't say any of this about blogging – blogging is now seen as a crucial part of any marketer's overall marketing plan. Blogs **ARE** Web 2.0 sites too.

On one hand we have people claiming that Web 2.0 is nothing more than a marketing buzzword and on the other they are already well under way with their own Web 2.0 sites!

No wonder there is such confusion!

## Social Marketing – The Low Down

After quickly covering Web 2.0 it's time to work out what social marketing is all about. It's simple, you are using the power that these sites have to market your own products, affiliate products or to simply drive traffic to your blog, site etc.

Social marketing is all about tapping in and harnessing the power of Web 2.0 and this – when done correctly – is a really powerful marketing tool.

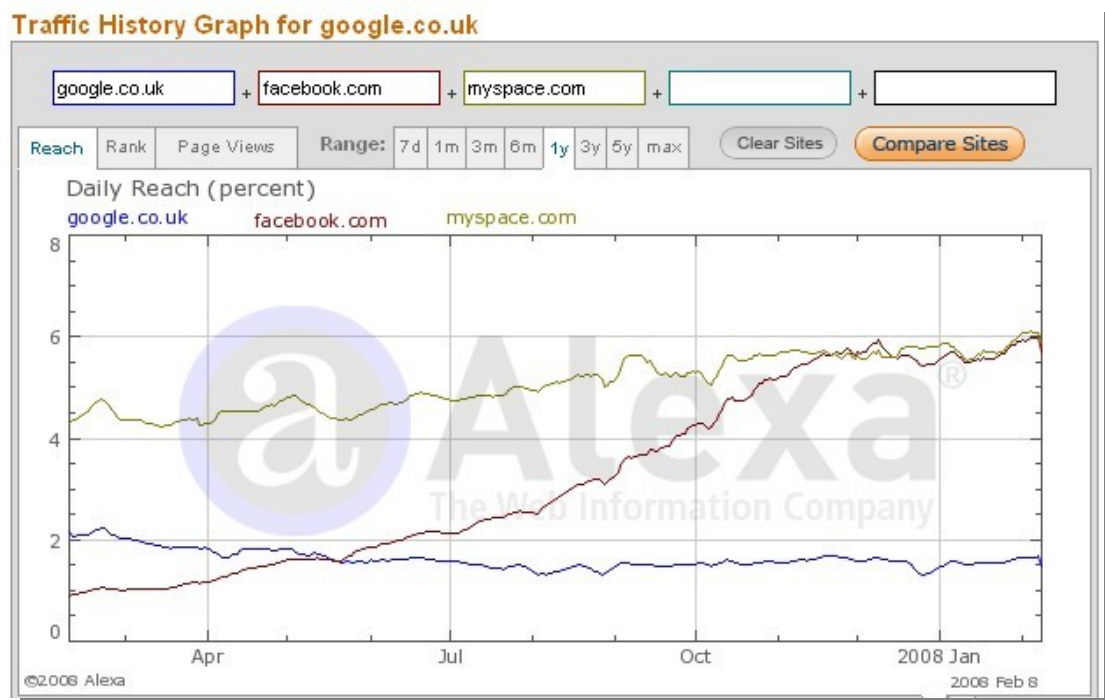
Why?

Because these sites are built around content that is user generated the search engines love them. Search engines literally adore new, updated content that grows ... they reward these sites with lots of free traffic, good page rank and perhaps more importantly it brings people together who interact and continue to build.

Most social sites – where people can become connected, share and add to the site – are getting so much traffic that it's almost madness **NOT** to want in.

But just how much traffic are they actually getting?

**A LOT !!!**



You can see from this graph that both Facebook and MySpace are getting over double the amount of traffic that Google gets!

With something so powerful you need to be taking action today and making sure that you are ahead of the game. We are talking **HUGE** numbers here and if you can tap in to just a fraction of that traffic you can expect to see a major increase in your income.

Onto the next 'problem' that some marketers seem to have.

“The majority of people using these sites are high school children with no real income and who don't buy – End of!”

This was part of an email that was sent to me a week or so ago. Talk about living in the past. If this is the case (which it's not) then how have photobucket now become the leading photo sharing website in the UK – just by using the power of social sites?

Photobucket has reported getting 55% of it's traffic from these social sites – that's a massive amount of traffic – targeted traffic.

Traffic is where the answer to everyone's marketing problems lays. Without traffic you have nothing. **No Traffic = No Sales**. It's this traffic that we want to get hold of and make our own .....

### **So how will we be able to grab some of this traffic?**

Social sites are loved so much by the search engines and have a great page rank. We've covered this already. But what this means for you is this .....

A site that ranks highly in Google or the other search engines is a site that you can harness for your own good. Imagine being able to ride on the back of that high traffic, high ranking site, how great would that be? Well, that is exactly what you are going to do.

Just like [Squidoo](#), where you can add your own content to your own lens and then get listed in the search engines (because they love these sites). You can do the same with lots of other social sites like Hubpages.

You can basically ride off the back of their success and cash in throughout the process.

**Imagine this ....**

**You build a really great lens over on Squidoo ....**

**You add some quality content to the lens and publish it ....**

**You then use the power of other social sites (bookmarking sites) to drive traffic to your new lens .....**

**Your lens is monetized with your product, your affiliate product or just used to send traffic through to your blog, site etc ....**

**YOU EARN !**

## How easy is that?

I'm sure that you are now wondering why you ever thought ignoring this would be OK .... Don't panic, there are thousands of marketers who haven't even begun to look into social marketing and Web 2.0.

## This is fantastic news for you.

Why?

Because it means that you are in at the beginning. You are already aware of how important this is for you and your marketing. You are understanding the power it holds for you and are getting ready to take action.

**YOU** are getting ready to dominate social marketing.

It's a very simple and easy process that you can get started on today ... best of all? It doesn't cost you a single penny – no excuses.

This new world that is opening up right before your eyes could be the one thing that takes you from 'newbie' to advanced marketer, earning a fantastic income online in next to no time.

In this world of internet marketing, there are four groups of people. You have the dreamers – these are the people that are sat around 'dreaming' of becoming rich online. They want to take that plunge into the marketing world but somehow never manage to get started.

Then you have the 'newbies' – not a very flattering name I know, but one that fits. These people are aware of all that the internet has to offer and they want to get started on that road to riches.

These people are more than just dreamers, but they are not earning any money (or very little). Sadly, it's the newbies that make up around 90% of the market.

After the newbies you have the 'marketers' these are people who generally work full time at internet marketing. They have had a taste of what 'could' be and want more. Each month they bring in a good income, not great, but enough for them to leave their full time employment. These marketers have mastered the basics and are looking to take their marketing to the next level.

Successful marketers are the last group. These marketers are always one step ahead. They see trends before they happen, they take action before the masses and they strive to keep their business ahead of the game.

These marketers are not afraid to test and trial new platforms, new ideas and new avenues of marketing. Most people will aspire to be just like these marketers and generally call them Guru's.

Each and every group above can take something from the social marketing and Web 2.0 platforms and make it their own. There are already hundreds of marketers out there from the last three groups doing just that.

Are you going to be the next one?

**There is a downside though.**

Social sites can be a **VERY** dangerous place for marketers. You **MUST** be aware that these sites are built up of people who want to build a community, they want to interact together, they are looking for a way to connect with each other. The last thing that these people are thinking about is “who can sell me something”.

**Ignore this last point and you will fail with social marketing.**

I really don't want to scare you at this point and I am well aware that I have made social marketing out to be a very simple process – which it is – you just need to know what that process is.

Over the coming weeks you will be able to find out more and more on the process for several of the top social marketing sites out there. You'll find free reports from me detailing exactly how you can start your own marketing campaigns on social sites. You will also find out what **NOT** to do on these social sites.

**Getting it wrong.**

What happens if you get it wrong? Well, the best thing that can happen to you is you get booted off the site. The worst thing is that you can end up with a reputation in shreds and the whole world looking to bring you down.

Sound a little dramatic? It's not and you need to trust me here. You will be working within sites that are user built, sites that the users are voting for, sites that the users build communities in. Go in there all guns blazing and you are going to upset them in a **BIG** way.

Imagine doing a few hours work to build up a great marketing campaign. It all goes well and you start on your second, third and fourth. You add up all the hours you have worked (Just a few hours on each) and your campaigns soon mount up, along with the amount of work you have done.

Your accounts are looking great – you have an income for the first time. Then you go and do something really stupid. You have no idea what you did, but you just got kicked off.

All your campaigns have ended overnight. **GONE!**

Your income has gone, all your work is gone. You are left wondering what you did. Then you find out. You can see these people who were lapping up your campaign, they are pulling you and your campaign apart. Now the whole world knows. All because you didn't do it right from the start.

### **What do you do now?**

Do you start again? It's going to be tough, people know who you are. They know what your products are and your reputation is in tatters.

### **Get it right first time.**

Take your time and learn all you can before you start your campaigns, you need to know exactly what you can and cannot do. Before you even begin to start building a campaign on any of the social sites, you need to know it inside and out.

I cannot stress how much I am **NOT** trying to frighten you. I just want you to understand the power **AND** destruction these sites are capable of. Get it right and you are counting the cash – get it wrong and you are crying on your own.

Over the coming weeks you will have the option to get several free reports and several paid reports/guides that will have the ability to take you from 'newbie' to advanced marketer in no time at all.

Make sure that you don't miss out by checking the [Kelly-Stone](#) blog daily. All of my posts will be made there, letting you know where and how you can get your hands on these 'must have' reports.

Don't ignore this one!

Kelly

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