

Seven Things You Should Do About Social Networking



www.octanecorp.com

170 boulevard se h523,atlanta, ga 30312



Seven Things You Should Do About Social Networking

Whether you are engaged in social network marketing or not, here are seven things you should do in order to enhance your position or to prepare for when you want to be part of this powerful new marketing tool.

- 1- Reserve your company name on social network sites. You may or may not use them yourself, but doing this allows you to prevent others from using your company name (or your personal name). <http://www.myspace.com/cocacola> and <http://www.myspace.com/coke> are owned by a 18 year old girl and a teenager. You can obtain a list of various social networks at http://en.wikipedia.org/wiki/List_of_social_networking_websites . Keep up with new sites, as they show up all the time.
- 2- Even though you may not be considering creating niche social network niche or info portals at this time, you should still come up with a list of URLs that you think could work when you decide to create and register these types of Web sites. The same holds true for promotional Web site URLs. Dot Com sites are being registered at a high rate and, in the future, you may have to pay a premium for the right URL.
- 3- You should also create profiles on social network sites, even if you currently don't have time to "work" them. Sites like Linekdin.com (19 million members) are treasure troves of prospective clients and employees, and you will want your company to be represented there. In addition, profile listings on these types of sites show up on Web search results. Of course, it is better for you to work the site to position yourself better.

http://en.wikipedia.org/wiki/List_of_social_networking_websites should show you the various business sites. I would also keep my eye on Plaxo's Pulse (<http://pulse.plaxo.com/pulse/>) and Hoover's Connect (<http://hooversconnect.visiblepath.com/>).
- 4- If you are not already doing so, use Google Analytics to measure activity on your Web site. Learn to read and understand the results. In the future, these results may be valuable, if you decide to create niche social networks. In addition, the information is important in terms of determining how your current Web site is being used.
- 5- Speaking of Web sites, you should perform an evaluation of your present one to be sure that the information is current, that it offers value to prospects and



customers, and that it is easy to use. You might also want to dip your big toe into social media by adding a blog. If you do, please, please, allow comments. You can monitor them, but don't over monitor. Honesty is valued by blog readers. You will be surprised by how many great ideas you will receive from comments.

- 6- If you are a business-to-business marketer, teach you sales, PR, and marketing staffs how to use the various networking sites like LinkedIn. As I mentioned, having a profile is important for search engine results and for making connections. If a percentage of your staff really engages in the sites (like answering or posing questions on LinkedIn), you will also enhance your brand's intellectual image. You may want to create some simple guidelines in reference to what should and should not be discussed on these networks.
- 7- Build a strategy now! You must have a plan for how you will eventually engage via social networks and how your company will create digital footprints that your customers can follow in order to find you. It may not be at the top of your mind now, but it will be soon.

Visit Octane Interactive's niche information portal www.marcomgeek.com to gain access to our library of white papers on social network marketing and other valuable information.

#

For more information about how Octane Interactive can assist with your social network marketing contact:

Harry Hallman
Octane Interactive, LLC
Direct Line: 404-664-5664
Blog and Website: www.octanecorp.com
www.MarComGeek.com