

Myspace Promotion Key In On This Traffic Explosion

What Is Myspace?

I'm sure you've heard of Myspace.com before, if not here is a quick recap. Myspace is a social networking site where you can build a network of "friends" who can share photos, post blogs and communicate with each other. That's the general nature of Myspace, but what I'm about to reveal to you are some innovative ways you can start marketing to Myspace users and start receiving traffic FAST!

I've personally been using Myspace to market my websites for the past few months and have had some great success. Before I proceed I should first state the following:

1) Myspace traffic is usually people between the ages of 15-30 years old. That age group accounts for the majority of the users, BUT they are NOT the only users. You'll still find many users above that age demographic on Myspace.

2) Myspace was not initially developed to be a social networking marketing website, but because of the millions of members they have, along with the communication tools, many people join Myspace simply for marketing purposes.

3) Myspace is continuously evolving, what works today may not work tomorrow as the coding is always changing and things are becoming stricter. At the time of writing this, these techniques do work.

Creating Your Myspace Account

Before we proceed the first thing you must do is create your Myspace account. You can do this at the link below:

Link: <http://signup.myspace.com/index.cfm?fuseaction=join>

When you register with Myspace, it will request you to create a profile. For now create the basic options. With regards to using your real name, you can use an alias if you prefer. The other options such as interest etc are all self explanatory. The uploading of a photo is optional, but for a more favorable response it is best to upload one. If

you rather not have your photo on the internet you can upload any image for example an artsy image, an image of anything general to use as a placemat. Keep in mind though, that images of a real person do get a better response rate than those that do not have a photo.

Changing Your Myspace Theme

It's best that you change your Myspace theme from the default theme that Myspace uses. There are many Myspace help sites that you can use to select a theme. I've listed some of the best ones below:

1) Myspace Support

Link: <http://www.myspacesupport.com/myspace-layouts/myspace-layouts.php>

2) Doobix

Link: <http://www.doobix.com/myspace/layouts/>

3) Myspace Layouts

Link: <http://www.myspacelayouts.us/>

The above three sites should enable you to find a layout that you like. Once you've found the layout, copy/paste the layout code they provided into the "About Me" section in your Myspace profile. This will then transform your Myspace Profile page to the theme you've chosen. Take note that most of these sites will have links back to their website. You can edit the coding to remove these links if you know basic html.

Editing Your Theme

Now that you have your new theme, it is now time to edit it to have links back to the websites you are going to be promoting. If you have banners for your website, you can add those banners in any section you wish. For example by placing your banner code in the about me section it will load your banner in the About Me area. Start placing links to your site in high visible areas, preferably the top half of your profile page.

Okay, you've created your profile and have links, so what's next?

Building Your Friends List

This is the most crucial aspect. You've got your page all set and ready to go but you have 1 friend, and that's a guy name Tom who is

everyone's friend by default. Well, now it's time to build up your friends list. You can do this in several ways. I'll show you the free way which may take a bit longer and entails work, and I will show you the easier way which will build your friends list faster.

I'm going to teach you how to build an extremely targeted network of friends who will be interested in what you have to offer. Myspace has a section on their website called "Groups". Each created group is assigned to a particular category. For example if you want to target a group about "Recipes", then you would go to the Myspace Groups section and do a search for "Recipes". This will then give you results of groups that relate to the word "recipes".

Review the search results and "Join" the group(s) that relate to your keyword. The key here is that once you have joined a group, whatever you post is sent to the ENTIRE group to see, meaning it is visible by all group members. Be careful though, you need to build a relationship with your group members before advertising anything. Do not spam the group or you will be banned in most cases, and you'll ruin your chances of building a targeted network.

Review the postings by other group members and respond to their posts. You should do this for a few days, and then you can make some posts of your own as well and have a link to your site included in the posts. Do not ever make your post seem like an advertisement. Simply make a general post or response but also have a link to your site included. For the most part you do not have to advertise your link to get traffic, you just need to have it listed, and most people will click on it, if it's targeted to what the group is all about.

Now that you've started a relationship of posting and making comments within Groups, the next step is to start sending friend requests. A friend request is when you view a person's profile, you'll see an option that says "Add To friends". If clicked, this will send a request to the person stating that you would like to be added to their friend network. If the person approves, you've just made a new friend :)

The next step is to go to your Group(s) that you have joined, and then click on "View All Members", you can then view each person's profile and send a friend request to each person within the group. It is important to note that most groups have thousands of members, so sending a friend request individually to each user WILL take some time.

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