



MySpace Marketing Secrets

“Leverage on the Biggest Social Networking Site on the Planet!”

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1.1 What is MySpace.com all About?

The web site MySpace.com has received a **great** deal of attention the last couple of years. But what is this site all about? Is it just for kids or does the site work well for other ages as well? What can you do with the site? Here is some basic information about MySpace.com and some ideas on how the website might be helpful for you.



The first thing to understand about MySpace.com is that the foundational purpose of the site is one of **communication**. MySpace.com provides a means for you to create your own little corner of the Internet and devote it to your interests. Then, you can invite other people who hold similar interests to come on board and interact with you.

One example of a fairly common use of MySpace.com has to do with **education**. As many of us know from the news media, a number of kids use MySpace.com. A large number of the kids who use the site do so as a means of communicating with one another on homework assignments.

The site allows kids who are members of the same class in school to collaborate on projects, help each other study for upcoming exams, and to help each other communicate on homework assignments.

At the same time, a growing number of college age students are finding that they can use MySpace.com for similar purposes. This can be a great application, especially when study partners have a long-term project that is to be turned in at the end of the term.

Even with holiday breaks and other interruptions in the daily schedule, college students can go home for long weekends, but still communicate about projects. The miles no longer make a difference.

MySpace.com is also an easy way for younger siblings to keep in contact with their older brothers and sisters who have gone off to college. The chat feature allows siblings to keep up with what is happening at home, and to relay information quickly if needed.

This can be a real help to freshmen college students who need a little bit of home while they adjust to student life. It can also be great for the brother or sister who is still home, as the contact through MySpace.com helps him or her to still feel connected to the older brother or sister.

MySpace.com, at it's best, is a great communication tool that can help people interact on just about any subject. To learn more about MySpace.com, go to their website and check out some of the features. You may find this would be a great tool for you and your family.

1.2 Is MySpace.com Just for Kids?

It seems like most of the media attention directed to MySpace.com has been on its use by school age children and teens. The fact of the matter is that the site is a great tool for all ages. Here are a few examples of ways that adults could utilize the features at MySpace.com.

One of the key features of MySpace.com is the fact that it is a **communication tool**. For persons who are involved in just about any type of business endeavor, the importance of timely and effective communication is obvious.

MySpace.com can be a **great way to network with other people** who are involved in the same line of work. As an example, salespeople who work in different industries can get together and share sales strategies with one another, even to the point they can bounce ideas for sales pitches off one another, getting valuable and constructive criticism from their peers.

In addition to helping each other hone their sales skills, MySpace.com can also afford them the chance to **share leads** with one another. For instance, should Salesperson A become aware that a client of his is looking for a new long distance provider, he may tell Salesperson B, who sells commercial long distance services.

MySpace.com is also a great place for persons who share a **common hobby** to gather together. One of the perks of MySpace.com is that people do not have to live near you, so anyone who enjoys the same hobby can join in the conversation.

Perhaps you enjoy woodcarving, but there are few people in your towns who share your enthusiasm. Set up a profile on MySpace.com and feature woodcarving prominently. You will soon have a community of folks that will be able to share tips and discuss your hobby at length.

MySpace.com can also be a great place for adults who are devoted to a **particular community project** to come together in between live meetings. This can be especially helpful when sub-committees need to collaborate on assignments before the next group meeting. With MySpace.com, there is no travel time. Everyone simply logs in at a pre-arranged time and can community freely with one another.

MySpace.com has a number of features that make it a great communication tool for all ages. Log in at the site and explore the many options. You may find that there are already several communities you would like to become a part of. .

1.3 Why Choose MySpace?

Given all of the social networks currently available, why should you specifically choose MySpace as the place to setup your profile and begin marketing? There are a number of reasons, but perhaps the best is that it is the **largest network** currently in existence.

MySpace boasts well over 100 million members, which is significantly larger than any of its competitors. In fact, for all **demographic** groups that MTV targets, MySpace has a **higher** rate and percentage of contact with a those same demographic groups. Additionally, direct network competitors, such as FacE-Book, have much smaller membership numbers than MySpace.

If that isn't enough, MySpace also gives you **more freedom** to search profiles than most of its competitors. [facebook](#), by contrast, only allows account users to search profiles of

people who are in the same college or high school. This is highly restrictive if you are making some type of attempt to segment a niche.

Another benefit of using MySpace is that they have dozens of different forums and groups that are related to specific niches. This allows you to find the exact people you need to invite as friends in order to sell your given product or service.

Yet another benefit of using MySpace over other social networks is that they have superior communication mechanisms. Large-scale bulletins and individual private messages allow you to choose the right medium that you need in order to convey whatever your message or pitch happens to be for a given product or service.

Last, one of the biggest benefits of using MySpace is that they **do not restrict the amount of images, information, or videos that you upload**. This means you can absolutely saturate your page with all sorts of information about you or your business – and you can do so without paying significant hosting fees, which you normally would.

1.4 Who Can Use an Account with MySpace?

If you have been thinking about getting an account with MySpace.com, but are not sure if the site is right for you, here is some good news. **MySpace.com is right for just about everyone**. Here are a few examples of why getting an account with MySpace.com would be an asset for you.

If you are like most people, you find that you never seem to have the time to get away and see friends and family the way you would like. At times, the main obstacle is simply one of time and distance. Loved ones live far away and taking the time from work and other obligations make it difficult to visit.

Here is a classic application of MySpace.com. When you and your loved ones sign up with MySpace.com, you can begin to use the services to stay in touch, even if you just have brief pockets of free time scattered through the week. Make arrangements to get together for quick chats using MySpace. There is no travel time involved and you get to catch up on how everyone is doing in less time that it would take to coordinate telephone conversations.

For single persons, MySpace.com offers the ability to create a profile and seek out other single people who live in the same general area. This can be especially helpful if you are newly single after being in a relationship for a long period of time, or perhaps have just

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