

## **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.

Another important note is that Myspace only allows a certain number of friend requests to be sent per day. I recommend that you do not go over the limit of 300-400 friend requests per day. Any number within that range should be fine, but do not ever go over 400 as then your account can be restricted for 24 hours or possibly banned or removed permanently.

By sending a friend request to users within the group(s), you are building a targeted network of friends that you can send messages and bulletins to regarding your products/services. Remember the key here is that the group you chose MUST be related to the product/service you are offering. You do not want to send any bulletins or messages to non-targeted groups as it can be labeled as SPAM. The more targeted the group is to your product/service the better.

As mentioned prior, the above is the LONG way of acquiring friends as it requires you to manually send requests one by one to each member in the group. I still strongly believe that the key to Myspace marketing is *\*not\** quantity but the quality, therefore targeted members are much better than thousands of members who have absolutely no interest in what you have to offer.

## **ACCELERATE YOUR FRIEND REQUESTS**

You've done all the research, you've joined groups, and you've posted messages within the group so people are aware of who you are. The next step is accelerating your friends list. You can do this by using a software program called Madder Adder. This is a very powerful piece of software designed specifically for Myspace Marketing.

Links: <http://www.madderadder.com>

<http://www.friendbot.com/>

You can download the free trials of these programs and give them a test drive, but here's what these programs can do for you.

- 1) Mass Messaging
- 2) Mass friend adding
- 3) Mass Commenting
- 4) Posting Bulletins
- 5) Event/group invites
- 6) Searches for friends

and much more!

All these members that you will attain using the program you can now send messages or bulletins to regarding anything that is related to the group. The good news being that since you chose a group that is targeted to your website; your posts cannot or should not be labeled spam since it does relate to what the group is all about. It is still important to make your messages or posts NOT look like blatant advertising. Be very selective with your wording and how often you send messages. I would send a message only once per day unless you are promoting more than one item.

## **Other Ways to Generate Traffic Using Myspace**

### **Auto Comments**

This method allows you to post comments on your friend's profiles automatically. Usually you can leave a comment saying something nice but general, that can be sent to all your friends. Within your comments you can have a link to your site. Again, be discreet with your link placement, you can say something friendly such as "Hey, just leaving a comment to say you rock, since I haven't posted a comment on your profile in awhile, if you have some free time you can check out my new site xyz.com, I think you will find it interesting".

When leaving comments, it is important to note you can leave the comment on your friends profile or any profile for that matter that allows comments from anyone. Some users do restrict comments to people in their friends list only. To ensure it doesn't look like you are spamming a bunch of people with comments, I would restrict it to people who are actually you're friends as they are less likely to get angry.

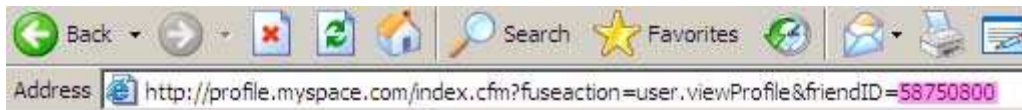
### **Other Ways of Friend Building**

There are other non-targeted ways that you can use to build your friends list fast. If you are not interested in targeting a specific group or users, you can use what is called "Friend Trains" to get friend requests quickly. A myspace friend train is basically a list of people who add themselves to a "train" requesting that other users add them to their friends list.

## Popular Friend Train Site:

### FriendStorm.net

This is a very popular site that allows users to enter their Myspace Friend Id. Your myspace friend id is the actual number myspace assigned to your account upon registration. For an example see the screenshot below to find your id #:



Once you enter your friend id, you'll then see a listing of hundreds and sometimes thousands of other users who are looking for friends. It's the easiest way to grow your friends list fast. Please remember the same limit of 400 is set here by Myspace, so you cannot send out more than 400 requests.

Link: <http://www.friendstorm.net>

If you are looking to build your friends list even faster without having to lift a finger, then you should consider a "Featured" spot on FriendStorm.net. A featured spot ensures that you are featured on the site, which in turn will have many users sending YOU friend requests which you'll need to accept.

**TIP:** The easiest way to accept a flood of friend requests is to use one of the robots mentioned earlier. If you open the bots you will see a feature entitled "Accept Friends". This will allow you to "Auto Approve All Requests" so that you would not have to approve each request one by one.

Link: <http://www.friendstorm.net/featured.aspx>

### In Conclusion

Get started as soon as possible with your myspace promotion. It is important that you cash in now on this latest marketing trend before any drastic changes happen with Myspace. If you follow the steps I've outlined you can create a very strong network of targeted friends who you can keep informed of all the happenings with your site.