

# **EFFECTIVE PROMOTION WITH SOCIAL NETWORKING WEBSITES**



**By  
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# About the Author

Rainier Wong is the Managing Director of Funiworks Pty Ltd a home-based business that sells its services and products only on the Internet via its website funiworks.com (<http://www.funiworks.com>) which he designed himself. The company was started in 2011. Originally, Wong wanted to use an easier to remember name for his company but the domain name for that name has already been taken. Wong tried other simple names but unfortunately he met with the same problem whenever he looked for domain names for them. As a result, he had to settle with the name Funiworks.

Wong obtained his web designing skills from self-learning and RMIT University in Australia in 2002. Among the skills he obtained were PHP, VBScript, Javascript and HTML. He also graduated with a Bachelor of Science Management from Southern Illinois University at Carbondale (SIU-C) in 1989. While at SIU-C, Wong was a member of the honours society, Gamma Beta Phi. In addition, Wong also acquired Flash animation design skills from Box Hill TAFE in Australia.

Wong was first introduced to computer while doing a course at Kolej Damansara Utama in the early eighties in Malaysia. With more than 25 years of experience with computers, Wong has worked with various types of computer including the Apple II, IBM Compatibles, and the Coleco Adam. While working at the Language and Work Centre in Richmond, Victoria, Australia in the early nineties, Wong helped design a software for its cataloguing system of its library.

He has also obtained some database skills and UNIX scripting skills while working for three years in a IT department in Malaysia.

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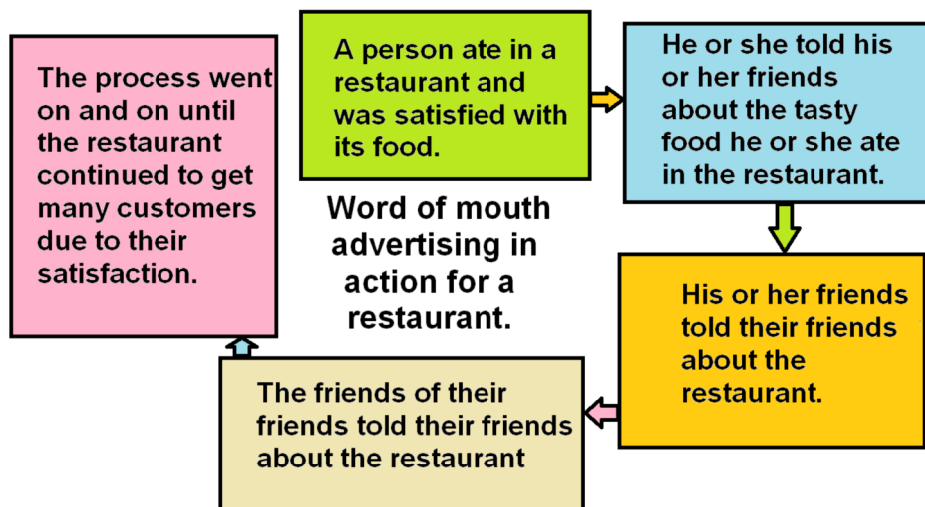
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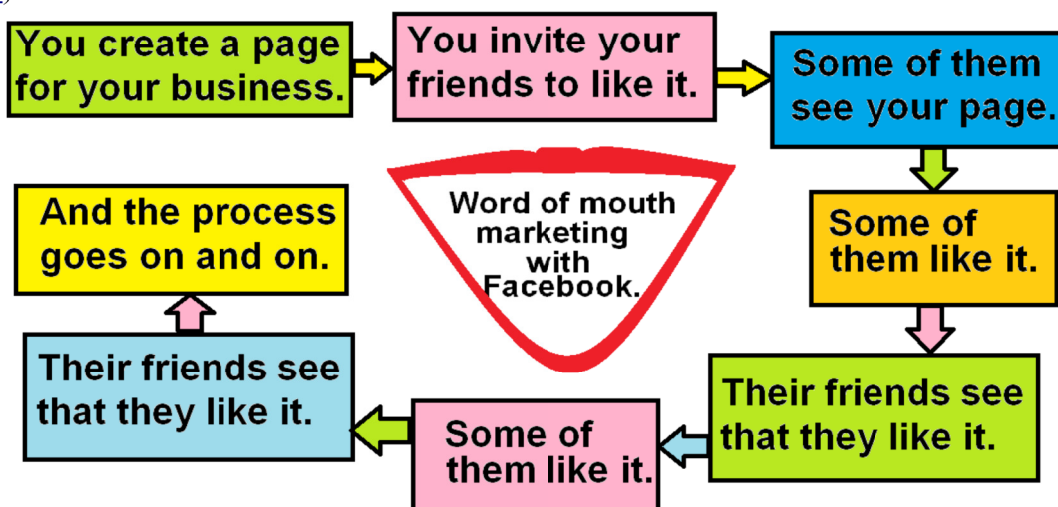
## Effective Promotion with Social Networking Websites

### The beauty of Word of Mouth Advertising

Word of mouth advertising or promotion is one of the most popular methods used by websites let the people to know about their products and services. You may have tell your friends and family members about the tasty food you eat in a restaurant or have recommended a product or service to someone. By doing so, you have actually “advertised” for the organisation who produced the service or product. You may also have downloaded shareware from the Internet and may also have make copies of the software or added a link to the product on your website. The shareware concept is actually a marketing concept that uses the word-of-mouth method. The person who uses the shareware is allowed to make copies of the trial version of the software and whoever wants to continue using the product after a specific period must purchase its full version. One of the most famous shareware which I have used before the Internet became a norm was PC Write. Today, we can download shareware from websites like Download.com. Below is an example of how word of mouth advertising works.



With the invention of social networking websites, sharing become easier. However, you must know the trick on how to use such sites effectively so that it can attract whoever see your message to consider buying your product. Below is a diagram showing how word of mouth marketing can work on Facebook, the most popular Social Networking system according to the EbizMBA guide on their page on Social Networking websites(Source:<http://www.ebizmba.com/articles/social-networking-websites>).



It is possible that your friends and their friends will tell their friends who are not members of Facebook about your business.

### **Important points to know before you proceed further**

Before, you can use any social networking tool or website to promote your business or product, the success of your promotion depends on:

1. Whether or not there are any people spread lies about you for the sake of preventing you from becoming successful
2. How well you post your messages about your business or product.
3. The quality of your products.
4. The quality of your customer service.
5. The way you present your social networking page.

As humans, we want to be the best because it makes us feel great and so it is not impossible that some people may deliberately write something bad about someone with the hope of gaining the upper hand. Some believe that it is money that causes people do such a thing. Some believe it is the love of money and not money that causes such a practice. Imagine what will happen to an Olympian if he or she says that he or she does not want to win for his or her country but only want to have fun. Awards should be given to people to encourage everyone to do better and to improve the standards of their products so that they are more pleasant and safer to use.

On the other hand, people may write something negative about your product, your website because it actually contains annoying problems. For example, they may find it hard to navigate around it, a page is taken too long to load or there are annoying pop-ups. You may want to visit the following URL to find out what people hate about your website to find out if you need to improve it:

<http://blog.hubspot.com/blog/tabid/6307/bid/32307/15-Things-People-Absolutely-Hate-About-Your-Website.aspx>

Some are also honest in their opinion about you when they write something negative about you. They either want you to improve or to protect their friends' money from you.

**Important: Always check with the social networking website before using any software, website or method to increase the viewing or reading of your submission. Using such methods may violate the terms of the social networking website and cause problems to your reputation.**

### **The quality of your image is important.**

The way you present the images of products can also impact your business. I used to run a paper-model business. When I saw the finished product of my models, I thought it was good enough and so I took a picture of it with my old digital camera. You will say that it was good if you can really visit me and see the model for yourself. The photo did not look good enough. And so, the people who saw the picture concluded that my model is of poor quality.

If you do not have the problems mentioned above, you can proceed with sharing your website and products on social networking sites.

Before, you proceed to learning how to share your website on social networking websites, you need to know about the following unavoidable incident:

1. On StumbleUpon, anyone can get the website that you are sharing a thumbs down no matter how good it is.
2. Anyone can dislike your website on Facebook even if there is nothing really bad about it.

However, do not let such practices discourage you from using social networking websites to promote your website or your products. Although they happen, they do not always happen.

### **About Social Networking**

If you are not familiar with social networking, perhaps, it is good for you to read the following paragraph, otherwise, you may want to proceed to point 3 where you can learn how to select the best type of social networking to promote your website or your product.

#### **1. Know what Social Networking is.**

Social networking is the practice where people use special websites known as social networking websites to keep in touch with the people they know, make new friends and share whatever they think is worthwhile sharing. The best known social website is Facebook. Some websites and corporations are already using Facebook to promote their products and services. Facebook allows you to create a page for your organisation or website. Your website page should not be same as your personal page. It should be separated from your personal page where you share what is happening in your personal life with your friends. Another popular social networking site is Twitter. Twitter allows you to post messages known as tweets. Unfortunately, you are limited to 160 characters including URLs. For those of you who do not know what a URL is, URL stands for Universal Resource Locator. It is simply a web address to a page on a website. An example of a URL is <https://funiworks.com/twitterbackgrounds/index.php?bg=twitterbg7.jpg>. Other social websites include MySpace and ReverbNation which are usually used by musicians and entertainers.

#### **2. Identify the types of Social Networking Websites.**

##### **A . General Social Networking Websites.**

General Social Networking Websites are basically used by ordinary people who just want to keep in touch with friends and perhaps, to meet new people. Members can type in messages to tell the latest about themselves or express their opinion, share photos, share videos and share links. The most popular one during the time when this e-book was written was Facebook([www.facebook.com](http://www.facebook.com)). It is possible that Facebook is still the most popular social networking website in the world while you are reading this article. In the past, there was a similar website to Facebook known as Friendster(<http://www.friendster.com>). However, Friendster is now a social networking site for gamers.

##### **B. Message Social Networking Websites.**

Message Social Networking Websites allow its members to post their opinion to be viewed by other members. The best example of such website is Twitter.

##### **C. Social Bookmarking Websites.**

Social Bookmarking websites are websites that allow you to keep and share links to web pages with other members. Examples of social bookmarking websites are

1. Reddit(<http://www.reddit.com>),
2. Digg(<http://www.digg.com>) and
3. StumbleUpon(<http://www.stumbleupon.com>).

##### **D. Image Sharers.**

Image sharers are networking websites that are especially designed for the purpose of sharing images. Two well-known image sharers are

1. Pinterest(<http://www.pinterest.com>) and
2. Imgur(<http://www.imgur.com>)