



ONLINE MARKETING GUIDE

This guide will make you a professional Internet marketer in a very short period of time. All the free stuff will be presented first. Of course, like everything free there is a price. In this case it is your time and effort. The solutions that you can pay for eliminate most of the time and effort needed to succeed at online marketing but never completely. You will have to properly set up your campaign no matter which solution you choose.

First, identify what you want to accomplish and then identify your target markets. For example purposes I'll use the Terrafirmation Plizzel Matrix because this will be in every Plizzel Category as the individual Matrixes are built. The principals will be pretty much the same whether you are building your advertising, automobile or any other Matrix.



The do it yourself method uses the above free technology and many other similar sites and techniques. We will put as many of these sites in the guide as possible and rate each site based on our experience and results.

Facebook, MySpace and Twitter are probable the best known social networks. Of course, "Second Life" would be the ultimate social network with some extra effort put into your journey developing your Avatar and your environment.

On all of these social networks add your new cyber twin after you have properly trained your clone at www.mycybertwin.com. To get an idea of a good use for your twin, visit mine at mycybertwin.com/split. The more questions you are asked, the further your cyber twin is trained. Do not try to sell anything directly on social networks through your contacting friends or any other way. Just give the basic information and let them join if they want to through you or on the site with your Player's ID. You can be kicked off these sites for using spamming methods. Try to encourage possible new Players or IMR's but don't get too aggressive. Remember, you will be helping almost anyone

that develops a Plizzel lifestyle. So don't be shy about talking to people about your new adventure. Each new Player or IMR you introduce to the Plizzel Matrix will bring you closer to your objectives.

Another tool that can be used to leverage your social networking experience is the "Text to Movie" technology. SEE: www.extranormal.com This is a way of making an interesting infomercial using a selected Avatar. You can even have two of them talking to each other. You can add some bells and whistles and make them even more interesting.

U-tube is an extremely good way to showcase your Plizzel experience. All of these methods are both fun and challenging. Your imagination can do a lot of the work for you if you present yourself properly.

Ning is a site that helps you with both free and commercial solution. Some of their featured social network tools are as follows:



Start selling on Ning today. Import your existing shop's products or create a new one to share with members. Works with Cartfly, Etsy, Yahoo and C...



Use social classifieds to search for local ads, create wishlists and send virtual gifts to friends.



Create your own free radio show with BlogTalkRadio - all you need is Internet access and a phone. Use BlogTalkRadio to talk with other members



Privately share information with people inside your network. Use Huddle's secure workspaces for storing & collaborating on files and discussions.



Search the Hulu library by title or genre, then let members watch TV and movies on your social network.



NewsShare is the best way for your network to share and rate what's interesting online. Your members submit, rate and discuss all the new and inter...



With PollDaddy, you can display custom polls for your social network. Create your polls using our custom templates or create your own.



Support your cause through SocialGiving. Choose from registered charities in the USA, Canada, Australia and the UK, or create your own community.



Display your WordPress blog posts



Ustream brings interactive video streaming and chat services for sharing live content online.



Tired of endless e-mails and phone tag just to find a time to meet? Tungle.me makes it fast and easy to make meetings happen.



SmallWorlds is an online, 3-d virtual world where you can meet friends, play games and much more! Decorate your apartment, watch videos, listen to ...



Track mentions of your favorite terms across Twitter



Launch your own branded contest, sweepstakes or coupon giveaway on your Ning network within minutes.



Sell tickets to your own events right from your social network. Pay flat \$1 fee per ticket, regardless of your ticket price. We support PayPal



With Cartfly, you can build your own e-commerce store and sell goods to your members. Cartfly gives you the ability to create a free store and post...



Add the Shopit app to your profile and see why so many people are joining Shopit, the fastest-growing social commerce marketplace on the web.



Market your existing online store or create a brand new one to sell stuff on any Ning network. Try it: It's free !



A good starting place to find the best ready to go software for your Internet contact management needs can be found on the above websites.

Why a Content Management System?

The subject of why you might need a CMS in the first place is the logical starting point before even considering which type of CMS you might need, but this white paper will not go into this in depth. It must be mentioned, however, that online marketing revolves around the Web and the Web revolves around content. This now makes every company's Web site and e-mail campaign its most important public face, and companies that do not efficiently manage their public face get lost in the sea of marketing noise that fills the Internet today.

At its most basic form a CMS is designed to create, manage, publish and retire content on a corporate Web site, but the days of a company having a single online fingerprint are over. Enterprises now offer content in ways that are most digestible by their users: through content syndication, creating multiple landing pages and microsites for online campaigns, optimizing Web properties for Search Engine Optimization, and publishing in multiple channels for mobile or RSS. The point is that a CMS is managing more than just your single Web site. It is managing your entire online presence.

The access to and automation of information that a content management system provides can prove invaluable in such a scenario. Online marketing, compliance, media management and report management - an effective content management solution covers it all. No wonder then that research firm Gartner estimates that Enterprise content management adoption will grow at a compounded rate of 12.9% till 2011, by which time, over 60% of companies will have adopted at least base-level content management system.

Software-as-a-service (SaaS): Benefits without the Costs?

Another type of CMS that has challenged some of the old guard of custom-built or installed solutions is SaaS. As with open source, the popularity of this model isn't limited to just content management; in all software services sectors, SaaS solutions are expected to rise at an explosive rate, reaching a total market share of \$19.3 billion by 2011, according to research firm Gartner. So let's look at why SaaS is becoming so popular:

SaaS solutions eliminate the need for installed software, extra hardware or infrastructure to manage and maintain. This means that the costs of a SaaS solution are significantly lower than a homegrown or installed solution. Additionally, this also means that the organization does not need to dedicate significant IT resources (which in most cases it does not possess) to the maintenance of the CMS.

Accessible through your Web browser, the SaaS model offers easier availability to the application for decentralized organizations.

Dedicated support services come as part of the standard package. Unlike installed solutions that additionally charge for any extra services provided after the initial implementation, SaaS solutions typically come with dedicated account managers that are responsible for the account during the entire lifecycle of the account.

Service delivery is guaranteed since all payments for a hosted solution are predicated upon service delivery. Accountability is what the entire SaaS sector is built on, because if not you can simply discontinue the service, so SaaS vendors are typically more driven to make your site successful.

The solution is deployed with greater speed than either open-source or installed solutions, since every step of the process is fully managed by the vendor, and there are no software installations or infrastructure upgrades involved.

The customer organization undertakes a much lower level of risk since solutions are purchased as services rather than as physical assets that could later turn into liabilities. In addition, SaaS solution customers are always on the most current version of the software, adding upgrades, patches and features at no additional cost. The level of features and functionality with SaaS solutions is the same and in most cases superior to enterprise-class installed solutions at a fraction of the cost.

Conclusion

In choosing a content management system, the old adage of "knowledge is power" applies. Selecting the right system for your Plizzel Matrix needs requires a little homework to make sure you're going to get what you pay for. Every Player and IMR should employ a number of strategies -- including seeking advice from vendor-neutral consultants, examining a variety of online sources for current information on content management issues, consulting performance and user-satisfaction reports released by reliable research agencies, learning from the experiences of similar organizations. We hope you found this information useful and wish you luck in your CMS search.

Special Sites for Social Networking



Cloud Contacts



POKEN



salesforce.com



twitter



twtBizCard



slideshare

Present Yourself

TWEETMEME
ONE RIOT
TOPSY



SCOOPLER
COLLECTA
TED

Word Press Themes

Why Plizzel Action Pages?

It's no secret that the most effective way to build your business is to share the Plizzel opportunity with people who know, like, and trust you. Now just imagine if you had a secret weapon that could not only turbo charge building those relationships on a massive scale, but enable other people to turn around and share your message with their network of friends, family, and co-workers with just a few clicks of a mouse. If this sounds like a networker's dream come true, that's because it is! Plizzel's action pages utilize cutting edge Internet marketing technology to help you rapidly turn your business into a global money making machine.

What are Action Pages?

Plizzel Action Pages are a professional grade Internet ad creation system that gets results fast. This system helps you to quickly build high impact landing page marketing campaigns without having to have any knowledge of programming or graphic design. Once your Landing Page has been created, the one click social network promotion feature makes it ridiculously easy to share the Plizzel opportunity through popular social networks such as Facebook, Digg, Twitter, and more. You now have a powerful way to build your organization world wide that makes it simple for your down line to replicate, and works for you 24/7. The built in analytics reports take out the guesswork of how effective your landing page campaign message is by telling you how many people have viewed your ad, how often they viewed it, and even how they found it.

How to Promote Your Pages

One of the key secrets to success in any business is speed of implementation. This means that the quicker you act on a good idea, the greater the likelihood that you will have success with it. As you already know there is no question that the Internet is the future of this business, so get started today with these 4 easy steps:

- . Click on the Sign Up Now link from the person who referred this to you
- . Create a new Plizzel landing page campaign with the easy to use 6-step wizard.
- . Share the landing page campaign with family, friends, and associates through word of mouth, social networks, email, and highly targeted PPC ad campaigns.
- . Now teach those people to follow the 3 steps above.

Fortune 500 companies and other Internet marketing experts use landing page campaigns because they are effective. Don't wait another minute. Put Plizzel Action Pages to work for you right now!