

E-Ideas Marketing News For Your Business



Market Insights, LLC

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About Market Insights

Market Insights is dedicated to helping businesses increase revenues by providing customized business ideas. Excellence in innovative marketing plans, promotions, ad campaigns, web site evaluation and new business feasibility studies.

Great Groups

I recommend to get networking this year! Check these sites to see if they may help your business!

[Trenton Business Association](#)

[Southern Wayne County Regional Chamber of](#)

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Online Social Networking for Business

With the increased popularity of social networking sites, it's no wonder all types of businesses are jumping on the bandwagon. There are many ways to get exposure on these sites all while targeting your niche. This can be as inexpensive as creating a free profile or going as far finding paid advertisements in clever locations on the site.

Finding the Right Network for Your Business

Commerce

[Downriver & Detroit Business Association](#)

Free Stuff...

We always are researching and updating our free links, marketing and public relations files. Please contact

kane@marketinsights.us
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Want to exchange links?

Build higher web site exposure with good web links just e-mail that you have included

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and we'll do the same for you!

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Before creating a profile, make sure you have a goal of what you would like to accomplish with it.

WHAT-

Social networking sites are great tools for "word-of-mouth" marketing and "grass-roots" campaigns. This is a great option when trying to get a group of distinct people to talk about your site. The main investment needed here, is time.

WHO-

The key is finding the people that would be interested in your product or service. Picture online networks like being sports & clubs in high school. You won't find many ballet fans on the football team. However if you venture into the theatre and arts club or the dance team, you might have a little more luck.

WHERE-

Do a little research. By searching for lists of such sites on popular search engines, you will see the list is fairly extensive. Many sites have distinct communities, examples include: indie music on myspace, classmates on facebook, car enthusiasts on cardomain, tv fans on television without pity, mothers on mombloggers, etc.

Making Friends



You set your goal, you found your community, you made your profile...
now what?

Start "Friending." Nobody will know you have a profile until you let them know. Do searches for people with common interests, in the same region, or personal friends. Your profile can look pretty plain and boring if there is nothing there. Something to keep in mind is that you must put time into your profile.

Keep updating your profile. People will not come back to your profile to read the same "About Me" information over and over again. Set specific times out of the week to make this happen. This can be 10 minutes a day, 1 hour a week, or every few days. Popularity does not come over night. So get out there and mingle!

Can Video Work for You?

Video, pictures, blogs, events... there are many creative ways to draw in crowds. Pictures and video get to literally show others who you are and how you work. Blogs give your picture and profile a voice. Events let others know what you do. This will also stimulate interaction in the form of comments.

[How we use Video e-mail](#)