

ABCsPlus.com 190	archive.org 161
abestweb.com 191	Arruda, William 71
adamriemer.me 189	awebber.com 178
Adwords	azam.net 191
advanced uses 144, 204	
basics 195–6	backtype 124
cost 200	banner advertising 186
Google Auction 200–201	basics 198
keyword tool 199	cost 200
in practice 198–9, 203	different types 198
Quality Score 200–201	in practice 203, 204
tools and resources 207	standing out and counting
affiliate marketing 6	205
advanced uses 186-7	Bebo 165
affiliate network 184–5	Bing 148
basics 181-3	Bit.ly 29
content affiliates 182	Blackberry 43, 83
definition and concept 180–81	Blip.tv 132
examples 185–6	Blogger 91
future applications 187–90	blogger outreach 5
group purchasing 188–90	advanced uses 125
in-house software 184–5	basics 114
location-based 187–8	be clear 120
mobile-based 187–8	bloggers have egos 120
pay-per-click 183	build relationships now 117
in practice 184–5	contacting bloggers 118–19
recruiting 185	follow up 121
reward affiliates 182–3, 186	future applications 126–7
social media 186–7	keep it going 122
tools and resources 191	keep it real 119
affiliates4u.com 191	know what you are doing 121
AffiliateSummit.com 190, 191	meetups 128
affiliatewindow.com 185	niche forums 128
alexa.com 161	personal network 128
alterian.com 71	pitching 117–18, 119–21
Amazon.com 185	in practice 116–19
angelfire.com 86	as public relations 112
"The Ant Farm" 135	publicize 121–2
Apple computer 43, 133	respond quickly 120
11	1 1 ===

tone 118–19 tools and resources 128	corporate 53–4
	importance 52
what bloggers want 120–21	personal 54
Bloggerlinkup.com 119	see also digital branding
blogging 5, 55, 60, 65, 70–71,	brandingblog.com 70
81–2, 88	brandwatch 72
advanced uses 105	briansolis.com 128
audience 89	Brogan, Chris 11, 58, 104, 105,
basics 89–90	142, 164
Blogger 91	business cards 79–80
contacting bloggers 118–19	Business2Blogger 119
examples 104–5	
future applications 106–7	Campbell-Ewald 84
guest posts 118–19	Carney, Deborah 190
ideas 102–3	cashback affiliates 183
layouts 107	chrisbrogan.com 104, 157
mobile 106	chrisg.com 108–9
in practice 93–103	Click Thru Rate (CTR) 200
purpose 89–90	Coca-Cola 33
setting up 91–3	collings.co.za 70
slacking off 102	Collings, Patrick 70
step-by-step process 94–101	Comcast 26, 56
tablet 106–7	company literature 80
theme 93–4	company websites 4-5
tools and resources 108–9	constantcontact.com 178
video 133-4, 136, 139	content 14–15, 16, 59–60, 77,
WordPress 91-3	138-9, 151, 153-5, 167
youth 107	content affiliates 182
boardtracker.com 124	copyblogger.com 109
brand monitoring	cost per click (CPC) 197, 201
advanced uses 126	cost per thousand (CPM) 197,
basics 116	201–2, 203
future applications 127–8	crowd-sourced commercials
in practice 124	144
as public relations 113	CSN Stores 174
real time 116	customer relationship
reputation 116	management (CRM) 165
tools and resources 129	customers 171
branding	engaging with 17
<i>5</i>	3 0 0

listening to 17 real-time support 28 Cyber Mommy Meet-up 119 Dell 26 digital advertising 6–7, 194–5 advanced uses 204–5 relationships 61–2, 62–3 relationships 61–2, 62–3 sharing 63–4 social media 17–18 stay in touch 63 tools and resources 70–71 whitepapers 68
Cyber Mommy Meet-up 119 sharing 63–4 social media 17–18 Dell 26 stay in touch 63 digital advertising 6–7, 194–5 tools and resources 70–71
social media 17–18 Dell 26 digital advertising 6–7, 194–5 stay in touch 63 tools and resources 70–71
Dell 26 stay in touch 63 digital advertising 6–7, 194–5 tools and resources 70–71
digital advertising 6-7, 194-5 tools and resources 70-71
advanced uses 204–5 whitepapers of
1 : 105 0
basics 195–8 domain name 76, 152–3
examples 203–4 Dorsey, Jack 19
future applications 206
increasingly targeted 206 email 118, 139
mobile integration 206 email marketing 6, 164–5
in practice 198–203 advanced uses 175–7
relevance 206 audience and purpose 168–9
tools and resources 207 basics 165–8
digital audit 62 campaigns 174
digital branding 4, 53–4 content 167, 169, 176
advanced uses 67–8 conversions 172
alignment 62 customer service 171
ambassadors promote the brand email open-rate 171–2
64 examples 173–5
awareness 62 execution 170–71
basics 54–7 expectations 166
communication 55 focus on subscribers 177–8
examples 66–7 formatting 170
Facebook page 31–3 future applications 177–8
focus 59–60 inbound marketing 175
future applications 69–70 integration 175
get noticed 60–61 list hygiene 167
how you are defined 55 lists 166–7
innovation 61 online monitoring 172
interaction 56, 63 opt-in and out 167
listen 62–3 personal feedback 173
local influence 67–8 planning 168–70
monitoring 62 in practice 168–73
monitoring tools 71–2 provider 170
outreach 63–4 research 169
personal 57, 64–5 social media 172, 177
in practice 58–60 testing 170

timing 170–71 tools and resources 178	Flickr 63 flip video 43
tracking 168, 171–3	forums 116, 128, 139, 185, 190,
evri.com 161	191, 195
external linking 156	Foursquare 56
give and you shall receive 157	r oursquare 50
guest posting 157	Garrett, Chris 108–9
link exchange 157	GoDaddy.com 76, 93, 152
social media 156	Godin, Seth 57
value 156	Google 148, 149, 150, 156, 160,
	161, 162
Facebook 10, 14, 18, 30, 52, 55,	Google advertising see Adwords
63, 105, 160	Google alerts 124
advanced uses 34	Google Buzz 82
affiliate marketing 186, 187	Google Keyword Tool 199–200
analytics 36	Groupon 188, 203–4
basics 31–3	guest blogging 103, 157,
branding 31–3	159–60
contests and polls 34	
email marketing 176	HARO 119
FBML 34	Hershey's 41
future applications 34–5	horse racing 150, 158
Like buttons 35	hubspot.com 85
location-based arena 34-5	huffingtonpost.com 104–5
setting up 31	Hulu 132
tools and resources 35–6	
videos 139, 143	iMovie 145
Facebook Ads 34	incentive affiliates 183
basics 196-7	Influence Benchmark Report (2009)
integration with Promoted	165
Tweets 205	InsideFacebook.com 35
in practice 201–2, 203–4	interviews 38-9, 40, 90, 103, 109,
tools and resources 207	119, 134, 136–7, 142
Facebook Connect 35	iPhone 83
Facebook Fan Page 133	
Facebook.com/Badges 35-6	job search 44–5
Farmville 187	Juta 42 119
FBML (Facebook Markup	y
Language) 34	Kraft Foods 174

Linchpin (Godin) 57 LinkedIn 14, 18, 44, 82, 105 advanced uses 47–8 answer questions 48 basics 44–6 future applications 48–9 give and ask for recommendations 47–8	Neutrogena 41 news sources 28 niche audience 13–14 niche forums 128 Nike "Write the Future" campaign 140–41 Odden, Lee 129
jobsearch 44–5 partnership connections	off-line blogger scouts 119 online PR 5
45–6	O'Rourke, Tom 142
in practice 46–7	1: 1 (DDC) 102 106
professional groups 45	pay-per-click (PPC) 183, 196
tools and resources 49	peoplebrowsr.com 129
webinars 49	Pepsi Refresh campaign 66
LinkedIntelligence Blog 49	personal digital branding 54, 57
London Blog Club 119	blogging 65
LonelyGirl15 40–41	define yourself 64
long tail keyword terms 149	evangelize 65
lorelle.wordpress.com 108	job title 65 Twitter 65
	video 65
majesticseo.com 162	
market expansion 38–9 marketing	personalbrandingblog.com 70 planning 16
changes 2–3	press releases 123
videos 134, 137–8	problogger.net 108
websites 79–80	product launches 122
marketmesuite.com 29	product placement 42
Mashable.com 105, 119, 129	Promoted Tweets
media presence 13	basics 197–8
meetups 128	integrations with Facebook Ads
MerchantABCS.com 190	205
micro-blogging 19	in practice 202–3, 204
Modernista 84	tools and resources 207
multimedia content creation	PRWeb 123, 129
159	Pubcon 190
murraynewlands.com 109,	public relations (PR) 112
141–2, 191	advanced uses 125–6
MySpace 14, 82, 165	basics 114–16

blogger outreach 112, 114, 125,	guest blogging 159–60
126–7, 128	guest posting 157
brand monitoring 113, 116, 124,	internal linking 151–2, 156
126, 127–8, 129	journalists 115
free options 124–5	keyword search 153-4
future applications 126–8	keywords 123, 149-50
in practice 116–22	link exchange 157
search engine optimization 113,	local 161
115, 123, 126, 127, 129	multimedia content creation 159
social media 112–13, 115,	in practice 123, 152–7
122-3, 125, 127, 128-9	press releases 123
tools and resources 128–9	as public relations 113
	real-time 160–61
radian6.com 71	sharing 154
ranking 153–4	social media 156, 158–9, 160
return on investment (ROI)	speaking to consumers 115
11–12	tips 154–5
reward affiliates 182–3, 186	title 154
Riemer, Adam 188–9	tools and resources 129, 161–2
Rose, Jessica Lee 40–41	value 156
Rowse, Darren 108	sedo.com 161
	seomoz.org 129
Schwabel, Dan 70	sethgodin.com 80–81
search engine marketing (SEM)	short tail keyword terms 149
78	smartphones 206
search engine optimization (SEO)	Smith, Julien 11
6, 78, 148, 241	social media 4
advanced uses 126, 158–60	adapt content 14–15
analytics and monitoring 158	advanced uses 125
basics 115, 148-51	affiliates 186–7
content 151, 153-5	assess presence 13
content link value 151, 155	basics 12–18, 115
content structure 151, 155	branding 17–18
credibility 115	create new content 16
domain name 150, 152-3	cultivate presence 15–16
examples 157-8	email marketing 172, 177
external linking 152, 156–7	engage with customers 17
formatting 154	external linking 156
future applications 127, 160–61	future applications 127
= =	

listen to potential customers 17	advantages 21
measure influence 18	advertising see Promoted Tweets
plan campaign strategically 16	basics 19–21
in practice 18, 122–3	branding yourself 65
product launches 122	chats 122-3
as public relations 112–13	direct messages 25–6
research potential networks	email marketing 176
13–14	future expansion 28–9
SEO 156, 158-9, 160	getting started 22–4
steps 12	hashtags 27, 160–61
tools and resources 128–9	jargon and terminology 20
tweak approach 18	lists 27
Twitter chats 122–3	origins 19
using and trusting 10–12	overview 22
websites 79, 80	profile designer 27
Social Mention 125	promoted tweets 197–8, 203,
social networking 60	204, 205
Solis, Brian 164	real-time customer support 28
Sphinn.com 13	real-time news 28
Squidoo Lens 82	replies 25
stateofsearch.com 162	social oomph 29
Stone, Biz 19	toos and resources 29
StrongMail 165, 173, 178	
synthesio.com 72	underconsideration.com/
•	brandnew 70
technorati 124	URLs 29, 76, 151, 153
toprankblog.com/category/seo	USPS Social Media Summit
129	190
trackur.com 72	uStream.tv 143, 145
Trump.com 67	
Trust Agents (Brogan and Smith)	VanFossen, Lorelle 108
11	video 5, 65, 80, 132–3
tubemogul.com 145	advanced uses 142–3
Tumblr 63	basics 133-4
tweetdeck.com 83	branding yourself 65
Twitter 10, 14, 18, 56, 63, 105,	consumer reviews 143
160	conversations 144
advanced features 25-6	creation 135, 145
advanced uses 27	crowd-sourced commercials 144

description 135	thumbnail 140
editing 145	title 139
future applications 143–4	Virgin America 204
getting noticed 138–40	Vlog (Video Blog) 38, 133, 136,
how-to's 137	143
inspiration 136	1.1
interaction 136	webinknow.com 108
interview 136–7	websites 74
link 136	advanced uses 81–3
live streaming 145	agenda 78
marketing 134, 137–8	basics 74–7
outside the office 134, 136–7	case studies 78
personal blog 133–4, 136	content 77
in practice 134–40	cost 75
real time 143	designer 76–7
tags 135	domain name 76
title 135	example 80–81
tools and resources 145	examples 80–81
tracking 145	FAQs 75
upload 135	feedback 75
user account 135	future applications 83–4
user generated 142–3	inbound links 80
your channel 144	incorporate social media 82
Videonuze 132	incorporate staff 82–3
vidmetrix.vom 145	incorporate your blog 81–2
Viglink.com 191	information 75
Vimeo 132	keep current 78–9
viral video 38, 132, 137–8	market research 75
commenting 140	marketing 79–80
content is critical 138–9	media 75
examples 140-42	newsletter 79
length 138	in practice 78–80
most popular page 139	publicize specials 75
premise 138	sales 75
semi-ad 138	SEO/SEM 78
sex appeal 139	site map 77
shock value 138	social media 79, 84
simple 138	tools and resources 85–6
tagging 140	updates 75
	•

usability 77
user-friendly 83–4
websitetips.com 85–6
WeFollow.com 29
whitepapers 68
Wikipedia 14
williamarruda.com 71
WordPress 91–3
.com vs .org 92–3
dashboard basics 94–5
menu options 95–6
new post basics 96–101
theme options 93–4
tools and resources 108

Yahoo 148 Young, David 70 YouTube 15, 18, 37, 57, 63, 82, 132, 204

advanced uses 41-2 banner ads 204 basics 37-9 extended use 40 future applications 42-3 general how-to videos 41 interviews 38-9 market expansion 38-9 personal channel 144 personalization 39 in practice 39-40 product placement 42 response to video 142-3 tags 41-2 tools and resources 43 video creation/upload 135 video promotion 42 viral video 38 vlog 38