

Tiffany Dow Presents...



Marketing

*Plant More Social Marketing Seeds and
Reap the Abundant Rewards of Your
Efforts for Added Backlinks and
Traffic!*

**Brought to you by Frank Salinas (she wrote it,
and I bought it so I could share it with you! 😊)**



As a self-proclaimed social media specialist, I always have an eye on what sites are emerging as beneficial tools for online marketers. There are those that are just good for backlinks, those where traffic is big draw, and some that provide a nice balance of the two.

[WetPaint](#) is a site that I enjoy for a number of reasons. Primarily, I love the fact that it's okay to market openly on the site. But I also like anything that doesn't make me lose my mind because it's so frustrating to learn, and this site is a simple drag, drop and play network – perfect for we tech dummies!

Maybe you're full of great ideas but no good at designing a website, much less putting together a forum and all the complications involved in keeping a site going.





WetPaint lets you do it for *free*! It's a social website and wiki. For those who don't know, a wiki is a server-side software that allows anyone to add to or edit the pages of the site.

The genius behind a wiki is that it has the “voice” of a choir rather than a solo artist. Your WetPaint site is the product of a community – everyone gets a chance to contribute. It isn't just one person's opinion or take on any one topic, so it lends credibility to the content.

What WetPaint has is a ready to go, paint by numbers toolbox where anyone can create a niche site that has unique content - including text, images and slideshows as well as video and a forum. And because it's a wiki style site, anyone can participate in adding and editing the elements onto your creation.

For the social aspect of it, they have a discussion forum built in so that all you have to do is start a discussion. No special software or hosting is required – it's all part of your membership in WetPaint.

Having a WetPaint Site Offers the Following Perks to Marketers:

-  Free wiki-based website with a member forum
-  Ranks well in the SERPs when you tag and link using keywords
-  Gives you the opportunity to share unique content contributed by many different authors
-  Looks and feels like a “real” website



SUPER easy to use

It lends itself well to niche marketing. Right now, WetPaint serves a very large base of participants who use the wiki format for promoting their favorite sports team, TV show, celebrity or favorite video games.

Others love to show off their love of a favorite breed of dog or style of clothing. There are millions of users and some of the sites have Google PageRanks of 4 and 5 or more.

This is a marvelous opportunity to grab your piece of the 'net and promote your specialty niche, gaining backlinks and search engine traffic combined. Dog training, home schooling, retro furniture, colonial antiques, herbal remedies, stop smoking, weight loss – you name it – they're all topics you can build a WetPaint site about.

Internet marketers can take advantage of the open format to start a wiki on their favorite topic about blogging for profit, copywriting techniques or whatever it is you promote.

Should You Blog, Market on a Forum, or Use a Wiki?

I get asked all the time – whether the person is emailing me about [Squidoo](#), Google Knol, Hub Pages, or any other social media site, “Why not just use a blog?”

A blog is one-sided and is a place for one person to head the topic and control the discussion with some comments contributed from the outside. A WetPaint wiki allows the marketer to open a site based on a larger topic of interest and then others may sit at the same table as the experts and share right alongside.

What advantages does a wiki have over a forum? Forums are fine, but can be rather disjointed. Threads are started by one person and several may jump in and have their say, but it can often get off topic which can be frustrating to the reader.

WetPaint offers a forum, but gives room for whole pages for contributors to have a say on the subject matter. Once a thread is started that deserves more fleshing out, you can head right over to make a page on the subject if it grows big enough to warrant it. Or vice versa – if there's a page that's worth talking about, members can start a thread over in the forum.

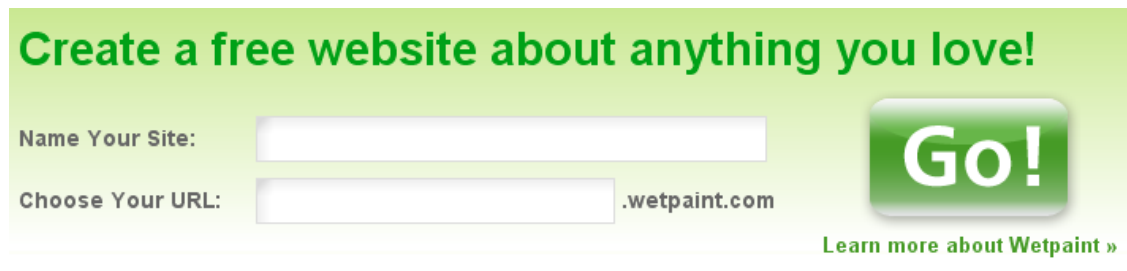
Why all and not just one? Because that's what social media marketing is all about – spinning a web that grabs visitors from all over, not *just* MySpace, *just* FaceBook, or *only* Twitter. Use all of the resources available to you for maximum marketing exposure.

Flexibility Is Built Into WetPaint

A WetPaint site gives you the opportunity to let many voices come to the table, put up photos, videos, blocks of text. While some in the group may have a voice, others may have a way with arranging things to look attractive. Everyone can add his or her own talent to the site.

So let's see how easy it is to create a WetPaint site.

Setting up a WetPaint site is the easiest part. There are two simple steps. First you head over to WetPaint.com and click on the big green GO button on the home page.



What you do next is to decide what to title your site. The instructions say to be descriptive. Well, let's do more than that. Think *keyword rich* here. Example: Training Golden Retrievers for a site that is about... training golden retrievers!

This marketing trick is as old as the hills to the experienced marketer, but for those of you who are new to the game of ranking in the search engines, choosing a keyword rich title and sub-domain is vital.

Maxie's Dog Clinic doesn't tell anyone anything - but more importantly, Google and other search engines won't rank the page well for keyword richness as far as the title goes. So be choosy with your keywords here.

The sub-domain/URL comes next in line. Here again, choose a keyword rich phrase. It's just a simple fact that the search engines recognize and rank websites by relevance and if your domain name is *maxiesdogclinic.WetPaint.com*, you won't come up as high in the natural organic search results unless you go to far greater lengths to prove your worth.

So here again, choose something like *traininggoldenretrievers.WetPaint.com* or *trainingretrievers.WetPaint.com*.

What comes next is to write something that describes your site so that others visiting your site will know what it's about. This bit is the short description that

you see right under the Title of your site when the listing comes up in Google. Again use your main keyword and some secondary keywords in the description.

Example: *For expert advice in dog training, especially the Retrievers and Setters breeds. Maxie's 25 years experience in training Golden Retrievers make her the "go to" person for specialized help.*

Now, you get to choose the category your niche fits in. In our case, dog training probably fits Hobbies best or Other.

Finally, decide who may view your site – whether your site is going to be viewable by the public or kept private. Obviously as a marketer, you will keep this part open to everyone. The only reason to close it would be for families, exclusive clubs or closed groups who prefer to keep their site private.

1. name and describe your website

The screenshot shows the '1. name and describe your website' section of the Wetpaint website creation process. It includes the following fields and options:

- Create a site name:** A text input field containing "Get Your Ex Back". A note states: "Your name will appear in the upper left hand corner of your site. Be descriptive. You can change it later. Example: 'Seattle Mountain Bikers'"
- Create a URL / Address:** A text input field containing "http://getyourexbackfast". The domain ".wetpaint.com" is shown to the right. A note says: "Example: 'mountainbike'"
- What's your site about?:** A text input field containing "What a person can do to get their ex back in the relationship." A note says: "A concise explanation of what the site is about. Use full sentences rather than a list of descriptive words. Example: 'The Seattle Mountain Bikers site tracks commuter routes...' [How is this used?](#)"
- Select a category for your site:** A dropdown menu labeled "choose a category" is open, showing a grid of radio button options: Arts, Entertainment, Hobbies, People (selected), Sports & Recreation, Auto, Family, Lifestyles, Politics, Technology, Business, Games, Music, Photos & Videos, Teen, Education, Health & Fitness, Organizations, Shopping, Travel, and Other. A note says: "Categories help people find your site."
- Who can view your site?:** Two radio button options: "Everyone: A public site allows anyone on the web to discover, explore and join your site." (selected) and "Invited members: A private site is only viewable by people you invite."

In the above example, I'm creating a Wetpaint page for my affiliate promotion for Travis Sago's Magic of Making Up.

Three Levels of Contribution

There are three ways the site can be contributed to. First is completely open to everyone who happens by and they can be anonymous. It's up to you, but most people want to have some degree of control as to who they let contribute.

Then there's the limited access. This acts to filter contributors before allowing them to contribute. This site is still viewable by all, but only registered members can contribute.

Finally, there's the closed site that only allows invited members with a password to contribute. Anyone can view the site, but only invited members can add edit.

2. tell us who can edit your site (you can change it later)

Anyone can read your Wetpaint site, but who can edit it?



Everyone, even anonymously [more info](#)



Anyone who joins your site [more info](#)



Only people I invite [more info](#)

You can send invitations to others at the end of this process.

Combine the invitation only with the private access and you get a closed, completely private group. This applies to a group site that only wants their members to see and contribute to it.

Some businesses may want to only allow their employees access. This way your site can become a “members only” private wiki. Example: only those who have purchased a product from you have access to the site and permission to add to it or edit it.

Some things to think about: As site creator, you get to choose at this point just who qualifies to participate in adding and editing. It’s up to you, but perhaps you will stick to the second or third choice because you don’t want just any “Joe or Jane” to come along and spam your site.

Smart thinking!

As a marketer, you may want to limit the kind of contributor to those who are part of your email list. They are already “members” of your group and will hopefully be solid contributors. In any case, there’s a lot of flexibility as to who gets to do what. Later on, if a member gets spammy or rude, you can block them, too.

The Fun Part



Click next and you get to see a nice variety of “skins” for your site. Scroll through and choose which is appropriate for your niche and persona flair.

You aren’t stuck with your choice, so don’t agonize over this part. Here’s an example to the left of one of the layouts.

Just below that, you get to see a preview with your title already in there. Here, you have the chance to modify the title and even upload an image in its place.

Once you're satisfied, click next.

The "Other" Part

Here, you get to enter your basic personal info – your sign-in information like your username and a password and email contact. Or, you may already have an account like I do, so you just fill in the Captcha security words. Click on the green button and ...

You get to invite some friends! Here you get to fill in names and email addresses of those you know will be interested in participating in your niche. If you have an email list here is where you can import it. Of course you can always do this later.

I never do this. I don't like getting the invites myself, unless it's a personal email from someone. But it's up to you. I choose this option:

I'll invite people later, **just create my site** now.

If you prefer to invite others, then you'll put how you want your name to appear on the invite, enter their email addresses, stick a personal message in there if you want to, and then choose how you want to filter your contributors.

You may give some members carte blanche – they can write, edit, even moderate, eventually. You can group your lists as to permissions. You can change this later – nothing is set in stone.

- These users can
- Access site settings, manage pages, use all editing tools, promote or ban members, and invite others on private sites. (Administrator)
 - Manage pages, use all editing tools, promote or ban members, and invite others on private sites. (Moderator)
 - Edit pages, add images, and join discussions. (Writer)
 - Join discussions and leave comments. (Registered User)
- Send a reminder to people who do not respond in two days.

It even has a friendly reminder that will be sent to those invitees after two days to nudge them again to visit your site and join (again, I find this annoying myself). You can uncheck the box if you don't want to send this reminder.

And finally, you can choose to add people later and just go on to your site (yea!). So click the long green button and go on to building your site.

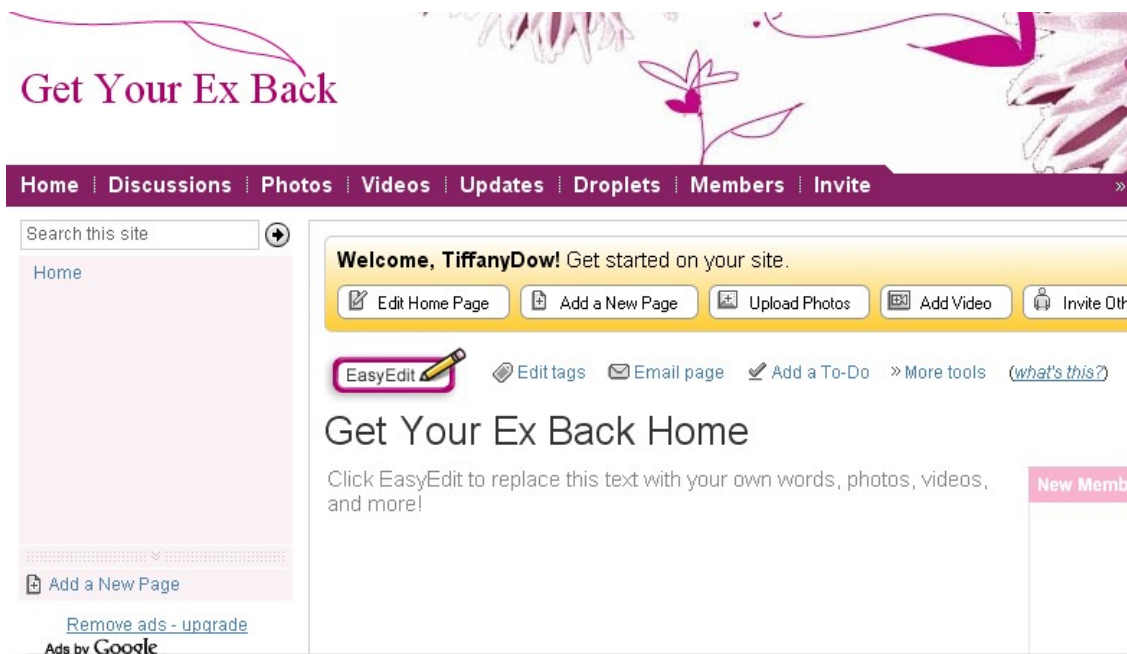
Filling Out a WetPaint Page

What you see now is the bare naked site with basic elements to fill in. One of the first things you'll notice is that there are Google ads on the site, both on the left sidebar and at the bottom. These are ads placed by WetPaint and only they get

the proceeds – it's not a co-op or revenue share like on Squidoo. That's what keeps the site free for you to use.

You may choose to upgrade (see the small message "Upgrade to remove ads" up on the edit bar) and pay a small monthly fee to have those ads eliminated or so you can put your own ads in. Your choice.

Now, before you is an empty site to be filled by you and others you have invited. Everyone who has access to full editing will see what you see and can change and add to the site.



Start on the navigation bar at the top in your header – Home | Discussions | Photos | Videos | Updates | Droplets | Members | Invite

Home

Currently you are in Home. Really nothing could be easier than to fill in the blanks and add content. Your home page, of course, is very important. This is where you let visitors know what your site is about and it acts as the anchor page to the rest of the site.

Following our Golden Retriever theme, here you would introduce your site as the place to go to for specialized advice and tips for training Golden Retrievers. And as a wiki, you will make a big point about it being a community for all to add to. Be cheerful and inviting and encourage everyone to participate to make it a great success if that's what you want.

WetPaint has easy to add elements like images and video, so if you want to have photos of you and your dog or a short video saying hi and welcome, it's all easy to add. Just choose the button Edit home page or Add an image.

Below, I've added an article with a title, hyperlinked it to my domain, and I've inserted an image of the eBook that's also hyperlinked to the MOMU product for which I'm an affiliate.

Get Your Ex Back Home

What Can I Do To Get My Ex Boyfriend Back

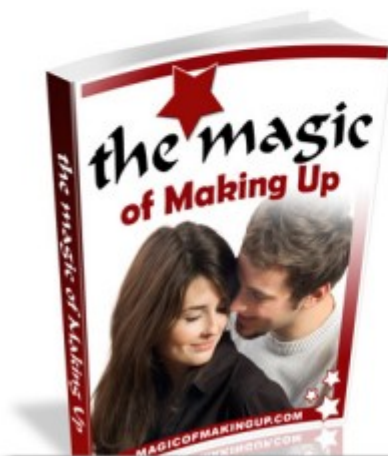
Are you feeling like everything you do pushes your ex away further? Is this describing your situation to a tee? Are you asking "What can I do to get my ex boyfriend back" at every turn? Here are some tips that will greatly improve your chances of getting back together with your ex boyfriend.

Obviously right now you are serious about saving or rekindling your relationship, which is what led you to this article in the first place. But if you are feeling overly anxious to get your ex back, you may be behaving in the wrong way, causing your ex to pull away naturally. It is human nature in general to resist this kind of pressure. Struggling against human nature is completely pointless, and it will only make matters worse.

Are you calling your ex too much, constantly writing him e-mails or text messaging him? Are you trying to make him feel sorry for you? If you are doing these things, stop! If you are asking yourself "What can I do to get my ex boyfriend back", then you need to stop doing these things right now.

So what can I do to [get my ex boyfriend back](#)? Follow this strategy instead.

You are going to need to take a completely fresh approach. Begin by breaking contact off for a while, doing your own thing. During this time where there is no communication between you and your ex boyfriend, you can focus on ways that you can improve your own personal life, rather than focusing on the relationship issues at hand. This is going to be a challenging time, and it is going to require discipline to prevent you from returning to your old ways.



During this time, your ex is going to experience a shift in how he feels about you, since you will no longer be pursuing him. You may become mysterious to him in some ways, because he is not sure what you are doing or feeling. This is actually something that can work in your favor. Now your ex is in a position to actually miss you, which is not possible when you are smothering him.

You must remember that the key to this strategy and repairing a break up is to work with human nature rather than attempting to work against it. If you are wondering "What can I do to get my ex boyfriend back", now you should have a fairly basic understanding on how common mistakes can be avoided. Once you implement this basic strategy you can restore a balance and allow your ex to remember why he loved you in the first place.

Just keep yourself grounded and avoid smothering him. Make yourself appear mysterious and he will be reminded why he loved you in the first place. Play hard to get (don't over do it) and let him make the first move, and you will come out on top. And then you will stop asking "What can I do to get my ex boyfriend back"

When you edit the text of any page, you get a toolbar that gives you a typical choice of text fonts and sizes. You can easily make text hyperlinked to other pages within or outside your site, too.

Discussions

A great feature that's built in is the forum. Here, visitors and members can carry on discussions on the main topic. Like any forum, you can sign in start and participate in threads.

At first it may be an easy task for you to keep up, but like many of the other popular forums online, you may have other members act as moderators – this helps a ton because you WILL be plagued with spam the more popular it gets.

If your niche is suited to this kind of function, here it is – ready to go. No separate software or setting up a server. It's all here.

Photos

This is pretty self-explanatory. Here you have a chance to display a photo gallery and slide show of your niche. This can be great for certain niches like cooking – anything where visuals play an important role.

Videos

To add a video, you simply click the button, search YouTube, choose the video, and add a description if you want to. I always like to add my URL in the description because it could be the one element that spurs the visitor to take action.

Location: [Video Gallery](#)

Video: magic of making up

[Email video](#) [Edit video details](#) [Edit tags](#) [Add to collection](#) [More tools](#) [What's this?](#)



Description: Visit <http://www.islovegone.com> for more advice on how to get your ex back! ([edit description](#))

Collections: This video does not belong to any collections. ([add to collection](#))

Pages: This video has not been added to any pages.

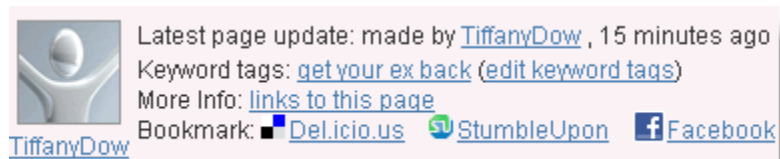
Updates

This is a section of your site that tells what kind of updates have been going on – your dashboard shows you things like, “Tiffany added 1 image on the Home page,” or “Tiffany added 518 words on the home page.” You can sort by time, type, or member if you have multiple contributors.

There are many tabs on this section, including:

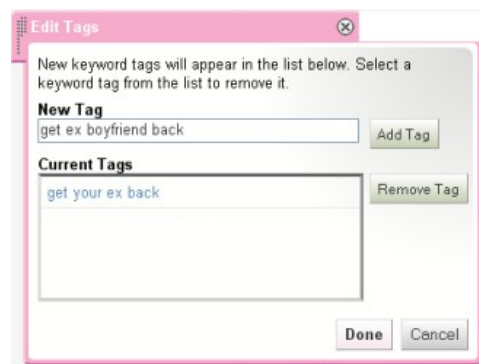
- To-Dos – sorted by high priority, new, completed, and re-opened
- Pages – sorted by new, most active, uncategorized, and deleted
- Threads
- Photos – shows nay photos that you’ve deleted from the gallery
- Attachments
- Writer Requests – shows you who you’ve invited to write on your Wetpaint page.
- Links – shows you both inbound and outbound linkage for your site
- Tags – shows you what tags you have tagged your pages with (see below)
- Reported – shows the pages, threads, photos or albums that have been reported

Here’s how to add keyword tags to your pages:



At the bottom of your page, you’ll click the Keyword tags section where it says (edit keyword tags) like you see in the second line above.

This opens up a new box on the page, where you’ll add tags and then click Done.



Droplets

WetPaint has several widgets, what they call droplets, that make the site have more pizzazz. You can create a slideshow to show off your favorite pics, for example. The creative marketer could create a PowerPoint-like slide show to showcase certain elements of the niche.

For a bridal site: lots of stunning scenes of exotic wedding locations. For the dog training niche, load your favorite photos and images of you and your staff in action or posing with your Golden. The Internet marketer can set up a mini presentation to interest or educate their visitor. Then lead them on to the site with the offer(s) you want to promote.

Current droplets include:

- **Site at a Glance** – this one displays all the recent contributions
- **All Eyes on Me** – this one shows your personal contributions to the community
- **Picture This** – the Photo sharing droplet
- **Wiretap** – this one gives a quick snapshot of the conversations within the pages
- **Site Satellite** – this one is a ticker of the most recent threads, photos, compliments, etc.

The droplets can be installed on sites like Squidoo, Facebook, MySpace, MyYearbook, and iGoogle among others. You can also stick it right on your own blogs!

You have 3 skins to choose from. You'll fill out the login information and it'll post the droplet for you.

Members

Here you can meet the many people who are part of the site in an alphabetical bulletin board set up. These are the people who contribute to the building and maintaining of your WetPaint website.

You'll see tabs like all, writers, moderators & Up, my friends, and banned members. Each person has a small snapshot of their profile and participation that tells when they joined, how many pages they've edited, how many threads they've participated in, and when they were last active.

Invite

This just gives you additional opportunities to invite more members to your community. It works the exact same as when you first invited people to sign up and communicate.

My Profile | Promote | Settings

On the far right side of your Home page, you'll see the three sections listed above. Profile is about you (or your persona for your niche). Fill this in so people will be able to get to know you. It will be viewable from the member's page.

First, you'll fill in the About Me section. It tells you your role (Creator), how long you've been a member (also lets you cancel here, too), allows you to fill in a slogan and save it, who you're friends with, and how many compliments you've received. Here, you can link it to your Facebook account, too.

Account information lets you alter your password. Preferences lets you do things like Hide Edit Notes, keep your name from appearing in the Site Members' report, and keep your activities from being shared with others.

Email notifications lets you find out when everything happens like new members joining, someone sending you a message, etc. You can also get it in a weekly digest if you prefer.

Invitations is another spot where you can invite other people, and Blocked Users just tells who you've blocked from communicating with you on this site. Of course, as the creator, if anyone messes with you, you can just ban them for good!

Promote is a very useful and actually ingenious page. It's your page to do two things: First, you get to see what pages are linked internally. Here, you can clean up and change how pages are named and tagged as well as adding search terms to make them more "findable."

And secondly, you can see at a glance just what you need to do to promote the site. It practically takes you by the hand to expertly name your pages according to your chosen keywords and search terms.

At first, you'll spend a lot of time here setting up by adding appropriate search terms – terms your visitors will use to find you. Then with periodic maintenance your site will be easily found by the search engines and your prospective customers!

You will spend particular attention here as a marketer. You can beef up your position on the SERPs by taking care to choose keywords that fit your site as

well as individual pages. WetPaint has made this a no-brainer by giving you forms and lots of hints and tips.

Settings is where you can personalize the look of the site as well as add messages that greet the people who visit. Here, you can also change the logo and header image as well as change the style of template if you don't like the current one. It offers many page theme styles, so you can customize your site to fit the season or bring up events on a calendar.

You can also change the permissions for access by the public. Maybe you started out at a certain level of permission but now want to change to more restricted or less restricted. You can do that here.

In statistics, you can choose to have your site tracked by Google Analytics or Site Meter - very useful to the marketer who tracks the details of their efforts this carefully. I'll admit, I have Analytics tracking but I rarely check it – until I realize I've been remiss, and then I get addicted to it.

A very useful function is to have your WetPaint site redirected to a custom URL. So instead of *exoticweddinglocations.WetPaint.com* you can redirect your site to a domain purchased separately. This way you can have a shorter, "nicer" looking URL like *exoticweddings.com* yet still have it end up on your WetPaint site.

This can be worth it for those who have NO clue what they're doing site building-wise and need a point and click options. And it's free as far as WetPaint is concerned – your only expense is your domain fee and hosting charges. Then you set up the redirect via WetPaint and your customers end up on a clean URL but see your WetPaint pages!

That's the quick tour of WetPaint. Now let's dig a little deeper into how you can use it to promote products and services in your niche.

Use WetPaint for Marketing in Your Niche

WetPaint has a very helpful and user friendly support and FAQ page called [WetPaint Central](#). Here, you will find answers and ideas to all of your many questions. But they don't really cover how to use WetPaint for marketing - so here are a few ideas to consider:

Once you set up your WetPaint site, make sure to broadcast an invitation to your niche list, letting them know that you've set up a site that encourages others to participate in the building and editing.

For example in a Forex software niche, there is a great need for community and input. A WetPaint site will allow for anyone who owns (or affiliate markets) the report or software to share tips and advice to those who need it.

Another idea would be to start a site on model train collecting or how to design and build “green houses” (eco-friendly). These especially lend themselves well to community discussion and so the wiki style will be a huge boon.

Other ways to promote your wiki other than invitation would be as simple as chatting about it on other similar niche forums. Make sure to mention it on [Twitter](#) or Facebook and other social media sites. Just spread the word anywhere you go.

As the originator, you'll want to monitor what happens to your pages - especially when you hope to educate visitors on your subject, then lead them to your site or affiliate offer.

You'll use the wiki site to educate, rather than sell, with occasional links to your sales sites. Remember people like to buy - but they hate to be *sold*. So education is more important on your wiki site with judiciously placed outbound sales links.

So far it seems that there's no signature in the forum, but you know you can link your URLs in posts. This way you get natural linking to your main site away from WetPaint.

Using your WetPaint site for building community and goodwill will go a long way toward you being reachable by your visitors and customers. And like so many other social network sites out there, here you can monitor the pulse of your niches. See what consumers are talking about and be able to discern what new products or services you can create to add value to your brand.

Take some time to poke around other WetPaint sites to get ideas for layout. From the WetPaint home page you can view the top 500 sites. They also offer tips and tricks to get the word out for your WetPaint site.

Don't forget to visit other sites and leave comments on their forums leading people back to your own site.

The Internet is getting bigger and bigger - with thousands of sites being created every minute! WetPaint gives the new user a chance to make a clean professional looking site in an afternoon.

And the seasoned marketer will find it pleasant to not have to mess with coding and planning a website – it's all here, ready to go. Start your new online community today and watch your business expand quickly!

It's time to get this thing going and get started right away.

Take action now and take advantage of as many free and paid tools online as you can to make your business go to the next level. Don't get complacent – always reach higher.

To Your Success!

Frank Salinas

<http://AdExchangePro.com>

<http://AdExchangeRankings.com>

<http://AskOnTwitter.com>

<http://ExitProfitGenerator.com>

<http://ExitSalesGenerator.com>

<http://ExitTweetGenerator.com>

<http://FollowURL.com>

<http://IMVideos4Free.com>

<http://MyFreeTextAds.com>

<http://TheIMDictionary.com>

<http://TweetMyProfile.com>

<http://YourEZAds.com>



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- i** How Social Bookmarking will explode the SEO of your site
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Free Instant Access

Be Sure To Join My Wetpaint Page And Add To It!

<http://textadexchanges.wetpaint.com>