

Social Marketing *Secrets!*



**Break Into The Web 2.0 Rush
And Unleash Massive Profits!**

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**Break Into The Web 2.0 Rush And Experience The
Future Of Extremely Profitable Internet Marketing!**

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What Are Web 2.0 And Social Networking?

Web 2.0 and Social Networking are interchangeable terms that are used to describe interactive environments and communication strategies applied on the Internet.

Web 2.0 is a general term applied to any website that reacts to the input and activity of its users, such as a blog, a MySpace profile, a forum, or a Squidoo lens.

Social Networking is best defined as the regular interaction of people for some common cause. Of course there is really nothing new about social networking, and it's something many of us do every day offline, especially in schools or in the workplace. But as a marketing trend this concept is growing more and more popular online.

This is because unlike most high schools, colleges, or workplaces, the Internet is filled with millions of individuals who are looking to meet other Internet users and develop both business and personal relationships.

There are many portals for social networking on the web. Social networking websites are pretty much communities of Internet users that can range from small and tightly focused portals to enormous groups of people who all have different backgrounds and interests.

So a Web 2.0 resource, or social networking site can exist on the basis of anything from hobbies, religion, education, business, or politics. And the idea behind getting involved in such a site is to meet new people who fit into one of two categories:

1. People who have something you need.
2. People who need something you have.

There's a little more to it than this of course but the above two categories basically sum up the entire purpose of participating in social networking and Web 2.0 systems. You might be looking for someone with the missing element to your nearly completed Cajun recipe collection, or you could be searching for new prospects to bring into your personal sales funnel.

Whatever your goals are, the most important thing to do is just get involved. Join some social websites and begin reading the profiles or profile pages of other members, and even start contacting the people who meet the criteria of who you are looking for.

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