



# Gay & Lesbian Social Networking Marketing - Advertising - Community

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## Our Web 2.0 Marketing Services

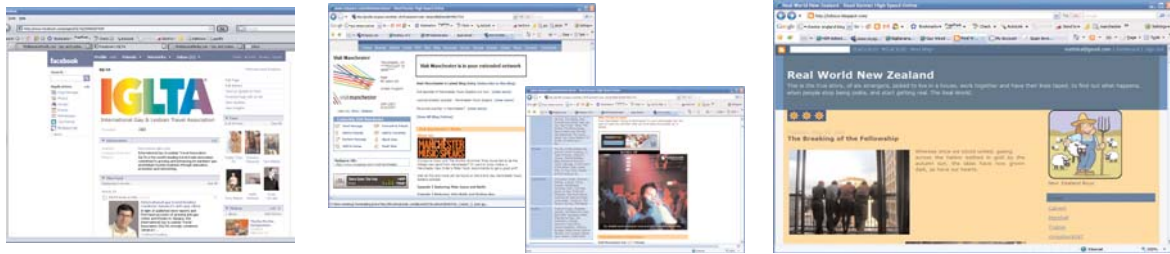
### Web 2.0 and the GLBT Market



Our services answer this question: "There is so much out there... Facebook, MySpace, Podcasts, YouTube and blogs... what should I do first?" We sit down with you and strive to better understand your product or service, and strategize on what would be some of your best solutions for utilizing the latest in Web 2.0 technology to your company's advantage.

### Step 1: Building Your Web 2.0 Presence

Building your MySpace page, Facebook page and group, and perhaps a blog, and why. Optional online video production as well.



### Step 2: Putting This Presence To Work For You

MySpace bulletins, comments and event notifications  
Facebook posts, e-mail, and more importantly, photos.  
- the power of "amplification" and how that relates to Facebook photos  
Blogs and their accompanying RSS feeds - why is this important to you?



### Step 3: How Do You Work With Others

Traditional advertising in social networking sites, GLBT community sites, blogs and more.  
E-mail campaigns  
Gay Ad Networks



**Rainbow Wire** brought to you by: Key West: City of Colors

**Win a Trip**  
Click here for your chance to win a Trip to Key West courtesy of our good friends at Orbitz!

**Own the Rainbow**  
Purchase your very own piece of the rainbow! Items include: stock images, furniture, clothing, limited edition 8 color Rainbow flags & DVD's.

**Party Like a Rock Star**  
Absolut Vodka is throwing amazing parties all across the country. Click here to find the location nearest you.



### Step 4: Let's Get Creative

Working with GLBT media to get your message out.  
Have a movie or CD? Let's get samples into the right hands in 40+ top markets.  
Have a destination to promote? Let's get the GLBT media talking about your region.  
Have a hotel catering to the GLBT market? Let's get creative in getting "heads in beds!"  
Have a clothing line? Let's get photos out there, both models and fashion show images.  
Let's make your website's own content viral!