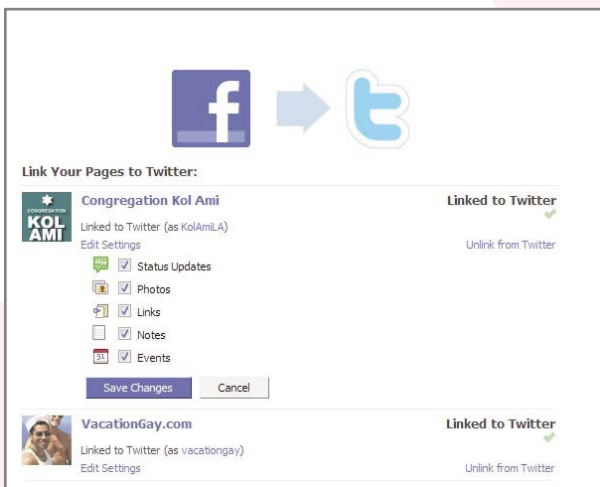


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How Do I Get My Web 2.0 and Social Networking World All Working Together in Synchronized Harmony?

Finding the most efficient ways of using photos, blogs and videos to promote your company on the Internet, far and wide!

...from our **July 2009 Gay Business Report**, we went into great detail as to how and why to use Twitter, and over the past two months, even more has evolved on this topic that provides even greater relevancy to using Twitter in our business lives. But Twitter is still only part of the story, as it is both one of our primary **TOOLS** for managing our online content and one of our primary **TOUCH POINTS** for communicating our content's message to a wide and relevant audience worldwide...



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Our Seminars & Webinars

Community Marketing & Pink Banana Media Gay & Lesbian Market Symposium

September 28, 2009: Philadelphia - 8:30 am to 12:30 pm

September 29, 2009: New York - 8:30 am to 12:30 pm

Social Network Marketing Webinars

Part 1 - October 7, 2009 - 11 am to 11:45 am

Part 2 - October 14, 2009 - 11 am to 11:45 am

Business Event Highlights

Out & Equal Workplace Summit

October 6-9, 2009: Orlando, FL

www.outandequal.org

Community Marketing Conference - Gay & Lesbian Tourism

November 1-4, 2009: Boston, Massachusetts

www.CommunityMarketingInc.com

NGLCC National Dinner

November 6, 2009: Washington, DC

www.NGLCC.org



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How Do I Get My Web 2.0 and Social Networking World All Working Together in Synchronized Harmony?

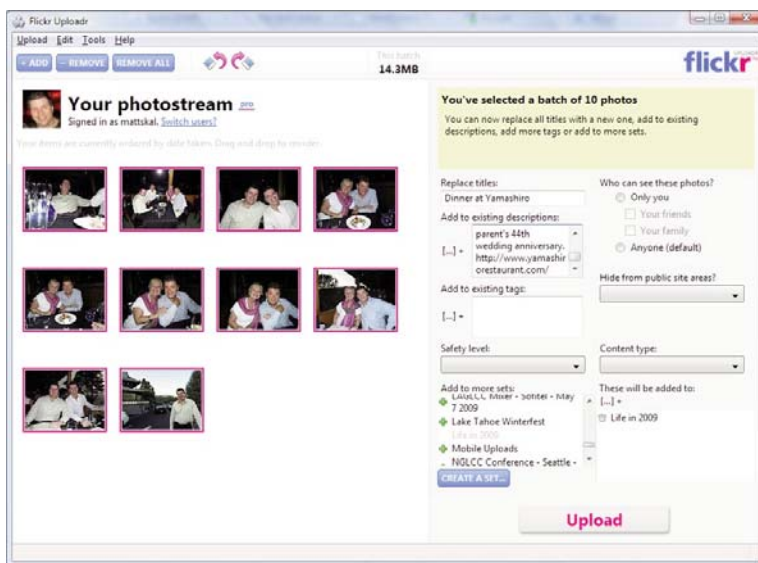
Finding the most efficient ways in using photos, blogs and videos to promote your company on the Internet, far and wide!

It's interesting, but as we enter into the latter half of 2009, we can look back less than a year and see how when it comes to social network marketing, we're living history as we speak. There was a day when only a small handful of early adopters even knew what **Twitter** was. Now, it's become part of our daily dialogue (can you say "Tweet"), the way "**Google**" has turned into "Googling" and become a verb.

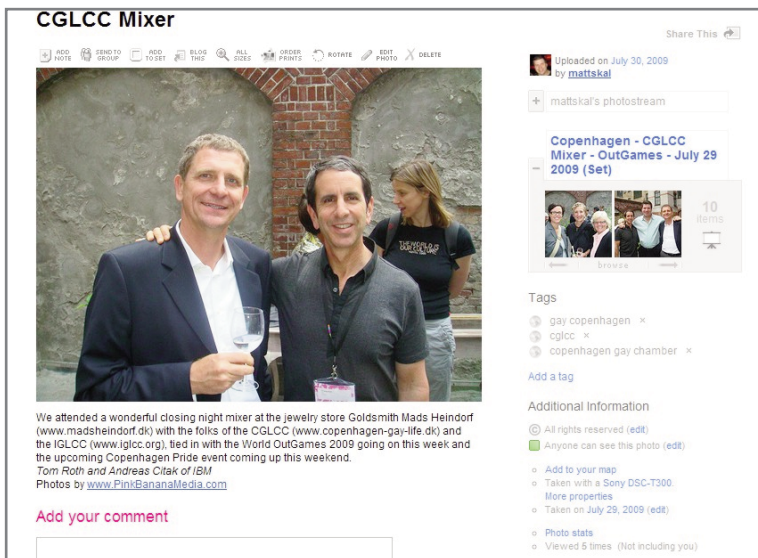
From our **July 2009 Gay Business Report**, we went into great detail as to how and why to use Twitter, and over the past two months, even more has evolved on this topic that provides even greater relevancy to using Twitter in our business lives. But Twitter is still only part of the story, as it is both one of our primary **TOOLS** for managing our online content and one of our primary **TOUCH POINTS** for communicating our content's message to a wide and relevant audience world-wide.

Our company's main focus with clients is to break up the social networking world into two main components, the **TOOLS** used in social networking (photos, videos, blogs and micro-blogs) and the **TOUCH POINTS** used to broadcast the photo/video/blog message to as wide an audience as possible.

There is a lot of gray area in this concept, as the tools used in placing photos, videos and blogs online are also some of the best touch points to use when broadcasting that message and communicating with as wide an audience as possible. When placing photos online, **Flickr.com** serves as both an excellent site to post, **manage** and **maintain** a user's photo albums, as well as serves as one of the best sites to **share** photos with other Flickr.com users using some of their social networking features they've built into their site. Lastly, Flickr.com is also one of the best sites to use when virally **spreading those photos** far and wide online, as their RSS and XML features, as well as their integration with Twitter.com, blogs and other sites.



It is this concept, using sites such as **Flickr.com** for photos, **YouTube.com** for videos, **Blogger** or **Wordpress** for blogs and **Twitter.com** for micro-blogs (also known as status updates) that should form the cornerstone of every social network marketing plan in place today. This content is then integrated with your social networking sites including **Facebook**, **FriendFeed**, **LinkedIn** and **Twitter** (yes, Twitter... thus the gray area of Twitter being both a tool and a touch point), and the more automated this integration is for you, the easier your life is and the more efficient your social network marketing strategy becomes.



For example, let's say you have some photos you've taken of a business reception or mixer you attended, and you plan on using a few of those photos for your blog posting as well. Here's what to do.

1. **Upload the photos to Flickr.com** and specify that they are part of a SET all their own (in Flickr.com, a set is synonymous with a photo album). You can upload the photos directly online at Flickr.com or use their handy photo uploading software, which makes your photo uploading work even quicker and easier.

2. When using the Flickr uploading tool, you can both create a description for the Photo Set as well as for

each individual photo. If you have all of the photos selected (using CTRL-A or your Control Key to select multiple individual photos at once), you can also specify a generic description for each photo as well. **Make these descriptions work for you** by being exact about what event the photos were taken, along with the website addresses of the organizations you wish to promote. If you're just an attendee, be sure to add "Photos Taken By: xxx" and enter both your company name and your website address. Do the same for the general photo set description, and now when someone clicks on any of your photos, they will be just one click away from where you want them to be... either your website, a specific page on your website, your client's website, etc. Your Flickr.com profile will also have

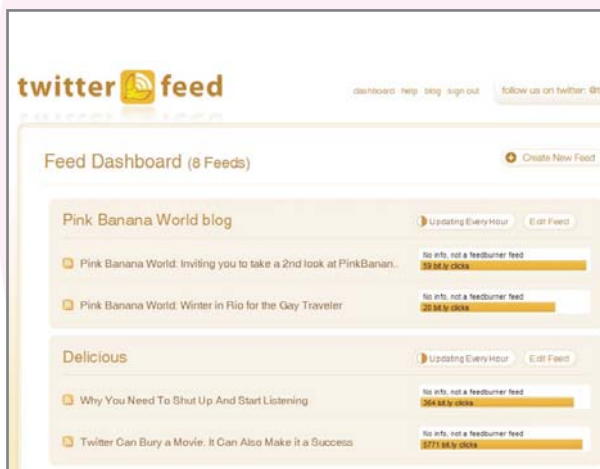
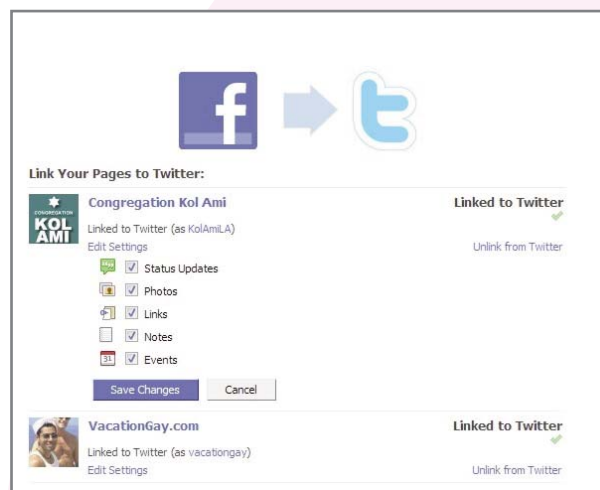
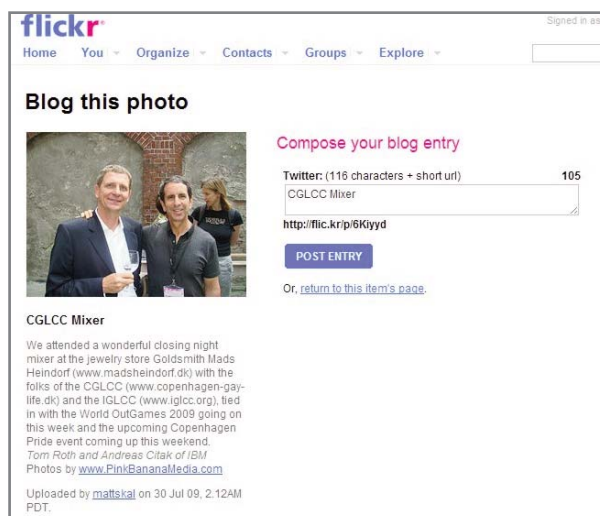
your website information on it as well, but since the user has to actually find your profile link, click on it, etc., you've now maximized your photo's performance by placing all of that information and more directly in each individual photo's description.

3. Place a few of these photos into one or more relevant [Flickr.com groups](#). If the photos are related to gay travel, then make sure you're a part of a few gay travel Flickr.com groups (some groups have thousands of members). This creates just another way for your photos to be seen.

4. Using the [integration feature of Flickr.com to Twitter.com](#), you can select a few key photos and click on "Share". Scrolling down to their BLOG selection under Share will allow you one-click access to then sharing your photo using Twitter as well. Use some good key words to describe your photo as you send it out into the "Twittersphere" as you want as many people to find and click on the photo as possible. Your photo will have a new link using <http://flic.kr> and this link will display your photo, the descriptive text you entered along with hyperlinks, thumbnails of additional photos in this photo set, direct links to your other photos and to your profile, etc. All of these can then allow a user to discover more and more about you, your company and some of the various activities you and your company are doing. You are both informing and entertaining your viewers, with the hope of further engaging them and converting some of them into potential clients.

The rest is easy... you would then write your blog, use some of your photos in the blog posting, and link to this Flickr.com photo set directly from your blog. You would also make sure to upload these photos into a new album you've created, but from your **Facebook Fan/Business page**. Placing these photos onto your business page and not your personal page means that every online Facebook viewer who checks out one of your photos is exposed to your business, not just you as an individual. Of course, since you'll probably be in a few of the photos, they will be linked from your personal profile since you'll be tagging yourself in these photos as well and they will be featured in your profile's news feed.

And yet, we're not stopping here... your **blog** is hopefully already integrated into Facebook Fan page using the **NOTES** feature of Facebook, whereby you can automatically have your blog postings appear in your Facebook Fan page with no extra work on your part. Thus, after posting your blog and waiting a few hours (these integrations aren't always instantaneous), you can check out your Facebook Fan page and find



that your members have already commented and shared this posting with their friends as well.

A lot of time was not spent on these last concepts, as most people seem to be more and more comfortable with how Facebook and blogs work nowadays. We've written extensively on them in previous Gay Business Reports as well. Our main focus now is to do a more in-depth analysis of the way these components work together, especially using some of the newest tools at our fingertips such as Twitter.

On that note, let's continue the thought process from above. Your blog posting is now on Facebook, but it hasn't made its way automatically to Twitter. That is where **TwitterFeed.com** comes in. Using TwitterFeed.com (or other programs out there including **HootSuite.com**), you can automatically have your blog postings converted into a Twitter, along with a shortened URL, and posted to your account automatically. By also having a **Bit.ly** account (<http://www.bit.ly>), you can also make it so that you have more detailed analysis of how many click-throughs you receive, as well as how many click-throughs your blog posting has received from others ReTweeting it as well. You'd be fascinated to learn that some articles and blog postings are now receiving between 100 and 1,000 click-throughs on a normal run, and others related to hotter topics receiving upwards of 10,000 click-throughs and more. Thus, Twitter is a force to be reckoned with... do we really want to ignore such click-throughs driving RELEVANT traffic (aka potential clients) to our website?

Further continuing along the thought process from above, let's go back to Facebook but keep thinking about Twitter. You're on your Facebook Fan page and you want to communicate with your members and other viewers of your fan page. Just a week ago, Facebook enabled your **Facebook Fan page to integrate with your Twitter account** so that when you post a business-oriented status update in your fan page, it can automatically appear as a Twitter as well. This is powerful, in that it allows you to

post once on Facebook and have it appear on Twitter as well. We've argued in the past that to post your Twitters automatically into Facebook is not the right way to go, and we stand behind this still. Twitter conversations are developing a life of their own, with retweets, Twitter replies, shortened URLs and more, and these conversations are no longer in the form of status updates to be shared on Facebook as well. Especially in your personal profile. But to share a business posting FROM Facebook TO Twitter is relevant, in that you are starting a conversation from Facebook and allowing it to have a life in both places now. On

Updates on our Social Network Marketing Webinars

Now divided into a 2-part series, to allow us to delve deeper into the specifics of HOW TO market strategically in this new environment

Due to overwhelming demand on our social network marketing webinars, we are now offering these in a 2-part series every month.

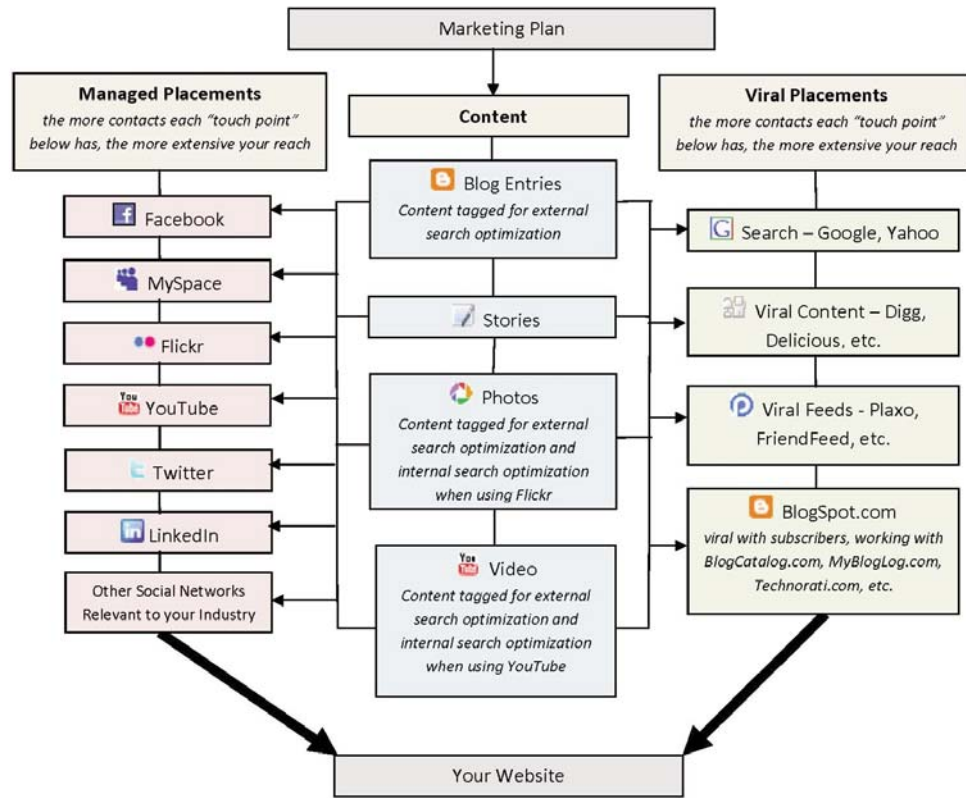
We will be walking you through step-by-step on both how this works and how you can make it work for you. We will be showing you some of the current trends in making outreach to consumers using the latest **Web 2.0 tools** including **FaceBook, Twitter, Blogs, YouTube, Flickr** and more. Find out how and why other companies are utilizing these technologies to get the word out to consumers online, and learn more about some of the unique opportunities in the **GLBT Web 2.0 space in targeting gays & lesbians online.**

Part 1 will focus on the basics and how to get started in Facebook. **Part 2** will focus on more advanced topics, working with social networking sites outside of Facebook and tying all of those efforts together so that you do just a little work and get maximum exposure and effect! A lot of emphasis will be placed on the use of photos, blogs and Twitter and how these tools work well with LinkedIn, Facebook and other social networking sites.

More detailed explanation of how we approach Social Network Marketing and this webinar:

The focus of this webinar, and what we offer as a service to our clients, is all about setting a social network marketing strategy that includes and brings together the various social network marketing activities a person or company is doing, into one cohesive marketing plan and execution.

Part 1 of our discussions is always easy... it focuses on Facebook, as Facebook is a great place for most of us to start... to cut our teeth, so to speak, on how social network marketing works. And for many of us, Facebook can be the beginning and the end of our social network mar-



keting strategy, as it provides us a platform from which to speak our mind (status updates), share links of our own blog postings and articles we like, share and tag photos and videos, and most importantly, provides us with a strong and lively audience paying attention to what it is we have to say.

From this Facebook page, all social network marketing techniques and habits can be taught and learned, and it's no secret that the majority of businesses large

and small are in the process of figuring this out now.

But what about the world outside of Facebook, starting with Twitter? The #1 thing many of us in social network marketing hear nowadays is "why Twitter?" or "I don't understand Twitter", or better yet "I don't give two hoots about Twitter!" Which is all fine and good. But if you're in business... any business... your competitors probably do understand Twitter and do give two hoots about putting it to work for them.

A lot has been written about Twitter, and we've summarized our thoughts on the subject in the blog posting found in our previous Gay Business Reports. The real question isn't "why Twitter" anymore, but rather, how do we get our Twitters, our Flickr photos, our YouTube videos, our blog postings, our bookmark sharing, our Google Reader article shares and more all working in sync with each other, and in a more fully automated fashion, broadcasting their message to our various audiences found on Facebook, Plaxo, LinkedIn, FriendFeed and more.

Thus, when you post a new blog entry or upload a new photo onto not just Facebook, but also Flickr, how do you get those blog entries and those photos out there working for you, automatically. When you read an article related to your business, product or service, how do you share this article with your peers and set yourself up as a thought leader on

one or more particular subjects. And lastly, why is it wrong if your business simply synchronizes your Twitters to your Facebook status updates, not realizing that the conversations being had on Twitter are becoming completely separate from the status updates you're posting on Facebook.

More importantly, once you've got this system in place and working smoothly, how do you spend the least amount of hours possible in this new marketing initiative and yet get the most marketing output, in the form of web traffic, leads and sales, out of this strategy? That is the key... to first get all of these social network marketing activities working together, ensuring there is an audience out there paying attention, and then automating this in a way that allows you to carry on and conduct business, as well as follow up on all of the new business this marketing strategy has opened up for your company.

If this is of interest to you, please do attend Part 2 of this webinar and/or request from us a proposal for putting together a unique social network marketing strategy that is right for your business.

Webinar Schedule

Part 1 - Wednesday, October 7th, 2009 - 11 -11:45 am

Part 2 - Wednesday, October 14th, 2009 - 11 - 11:45 am

Cost: \$45 for Part 1, \$49 for Part 2, \$75 for both

<http://www.pinkbananamedia.com/webinar/>

Seminar and Workshop Schedule

Sept 15, 2009 - San Francisco - 5:30 - 7:30 pm

In association with the **GGBA**, San Francisco's local GLBT Chamber of Commerce

<http://ggba.com/programs-events/talk-of-the-town/>

Sept 28, 2009 - Philadelphia - 8:30 am - 12:30 pm

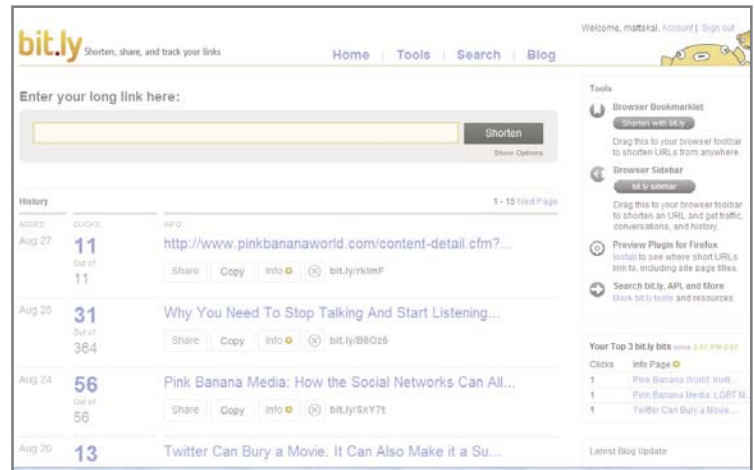
Sept 29, 2009 - New York - 8:30 am - 12:30 pm

A Productive Session of Education and Networking: Research, Insights, Strategies and Case Studies

In association with Community Marketing

http://www.communitymarketinginc.com/mkt_int_glms.php

Article continued from Page 3 above...



Facebook, the conversation takes the form of comments which stay on Facebook and appear below your original status update. On Twitter, they take the form of replies using the @ symbol and ReTweets using the RT sign, with perhaps a few # signs thrown in by other users to improve their search relevance. All more indications that your Twitters now have a life of their separate from status updates in Facebook.

Of course, these same rules starting with Flickr.com above apply equally well to **videos** on YouTube.com as well. You'll typically have less views on a video than you would on a photo, but the views you do receive are considerably more engaged in you, your product and your service. Using sites such as 12Seconds.TV, your video can quickly and easily be integrated on Twitter as well.

Stay tuned for our next posting in the upcoming Gay Business Report where we apply everything we've just discussed here in this article and take this process further, setting you up as a potential **"Thought Leader"** in your specific field.

Tips & Tricks: Shooting Photos at Events

Photos are definitely VIRAL in the social networking world. But how do you get those photos tagged and working for you in Facebook?

The challenge: you already know that photos are one of the most viral components, other than a blog, in your social network marketing efforts. So you have a reception or a mixer, or you're sponsoring a major event, and you have a photographer taking some great photos you'd like to post on Facebook and get those photos working for you! The trouble is, how do you possibly TAG all of those people in the photos you're taking?

I've seen photographers trying their hardest to get people's names so that they can first locate the person on Facebook, second add them as a friend, and then third, tag them in the photo so that all of their friends can see the photo, the event, and thus get some promotion for the business. The problem is, in general this just doesn't work very well. There are too many variables, including recording which photos go with which names, as well as the hope that the person will be found, accepted as a friend and then tagged, all low on the probability scale and time consuming.

The opportunity: Our client was sponsoring a major event at Disney World in Orlando. There were many, many photo opportunities, and the excitement and interest of consumers to have their photos taken and shared while at Disney World for this event was high. The method we decided to employ was to hand out some cute cards to everyone we took photos of. These cards had a URL which redirected to the Facebook photo page, and said as follows:

"Thank you so much for having your photo taken with me - I must say, we both look smashing, don't we?

Once you get home and hang up your dancing shoes, head to my website, where you can find your picture, tag it, and share it with the people you want to make jealous.

(You'll also find travel deals from us, too. Hurrah!)

The results: after one week, we found approximately 20% of the photos were self-tagged. No extra work on our part, and the photos were allowed to "work their magic," allowing our client to make outreach to "friends of friends" and expose their brand to like-minded individuals who may have never reached before.

Another example of this can be seen at:

Faces of Pride from Progressive Insurance

Progressive Insurance has launched a new campaign that shows they truly are a progressive company. They're attending Pride events and have created a Facebook page, Faces of Pride, where LGBT supporters can become fans, connect with each other, view photos from Pride events across the country and add their own pictures celebrating Pride.

Visit <http://www.facebook.com/facesofpride> to become a fan, view and add photos!



... from our blogs



IGLCC Conference - Copenhagen
July 29, 2009
<http://gaybizreport.blogspot.com/>

GNetwork360 GLBT Turismo - Buenos Aires
July 14-16, 2009
<http://gaybizreport.blogspot.com/>

Articles of Interest

HOW TO: Manage Social Media Goals and Expectations

You have insightful tweets, write amazing blog posts, and can make a viral video like it's nobody's business. So why don't you have 500,000 followers, 50,000 views per video, and your own personal social media army?

People have been setting some strange, unrealistic, and possibly misguided expectations recently in social media. While you might believe that you're only worth something in social media if you have a huge audience, the simple fact is that it's not true. Understanding what you want out of social media and having smart goals can mean the difference between frustration and enjoyment. This guide provides an overview of some ways to avoid the pitfalls of social media expectations and how to manage smart goals on the social web.

The desire for social media popularity has been a growing phenomenon in recent years. There is an (unfair) perception that more followers or more readers = more value, and thus people have done some crazy things to grab attention. Even Facebook is succumbing by adding Facebook profile fans.

Yet while it's true that more attention can mean more shareability in general, you aren't going to gain anything from people that don't truly care about what you have to say. The value of social media drops dramatically if your accounts and activities are filled with people that don't engage with you and don't share what you have to say. There are so many ways to utilize social media beyond the popularity game that you are doing yourself a disservice if you obsess over your RSS reader count.

So the first step in managing your social media expectations is this: **don't get caught up in the popularity game. Find your own path in the social media world, one that is linked to your enjoyment and education.** You don't need to be the most subscribed-to person on FriendFeed to share music socially, to use social media for enterprise, or to make millions.

The biggest pitfall you can fall into when managing your social media expectations and goals is frustration and despair. And when you are frustrated or desperate, you make bad decisions and say things you'd like to take back (i.e. how Astrospace destroyed its Twitter brand in minutes).

Control your emotions. Be aware of your emotions and how they can direct your interactions on social media. Because you have less LinkedIn connections doesn't mean they are better or more popular. Here are the best tips for generating value and starting conversations with people that each side will care about:

Reach out: You will always be surprised by how many people reach back. Reaching out always builds real connections. And in the case of one person, reaching out even got her a job.

Focus on helping others: Give people a reason to follow you. Saying "I want you to follow me" isn't a reason to follow someone. Check out some common reasons why people won't follow you back on Twitter.

Be authentic: Authenticity is one of the key pillars to social media.

You're probably tired of hearing about it, but we'll say it again – using a persona that is not your own will not end well. Sarah Evans highlights the importance of authenticity in her article *Social Media for Business: The Do and Don'ts of Sharing*.

Be conscious of the pitfalls that can cause frustration, and then focus on real value.

Setting goals

Goal-setting, and writing those goals down, is an essential component of success. It's also essential to really managing your social media expectations as well. When you have something to work for, rather than despairing over what you don't have, you're just more productive.

Why set a goal? - Set a goal to give you focus, to avert frustration, and most of all, to understand why you're blogging and using Twitter, Facebook, and MySpace anyway. Is it just to connect with friends? Is it to promote a business? Or is it to build a reputation of expertise? Goal-setting is always an exploration of purpose, so take the time to explore.

What goal should I set? - Don't be stuck with the mindset that the only metric that matters is popularity and the number of readers, followers, friends, subscribers, and viewers you can amass. Chatting with a new person every day or writing a great article on your blog every week are worthwhile goals for yourself and for others.

What if I don't reach it? - Don't stress: these goals are for you to have focus, not for you to pull hairs about. The key thing is to understand why you're using these social media tools and to set your expectations and goals accordingly.

If you want a nifty tool for goal setting, one good choice is Goalfort.

Remember, it's not a race

Social media is about people, conversations, friendships, education, and communication. **Social media is not a race.** If you get over-competitive with people over followers, retweets, and popularity, you lose sight of the communication and learning aspects of social media, and the fun gets sucked right out.

When you are setting your social media expectations and goals, remember to avoid pitfalls that many enter. Really assess what you want to get out of your experience. If you do this early, you can avoid the frustration of aimless wandering quickly.

Article provided by Mashable.com

Interview with Scott Monty, Global Digital Communications Manager at Ford



Scott Monty is the Global Digital & Multimedia Communications Manager at Ford Motor Company. He is an expert in the corporate use of social media and was named one of the Top 25 Internet Marketing Leaders & Innovators by iMedia. He is serving as a Judge of the SAMMY Awards this year and the author of *The Social Media Marketing Blog*.

1. How did you become involved in social media?

I attended some marketing industry events



Banner Ads
E-Mail
Content
Blogs
Social Networking
SEO



GLBT Marketing Strategy & Online Media Placement



and began reading some blogs about the changing communications culture, and eventually started writing my own (the Social Media Marketing Blog) in 2006. While I was working for a B2B marketing agency in Boston, I tried building a social media practice there, based on what I was learning; but B2B typically lags B2C in most trends, and social media was barely even on the B2C radar at the time. I left and joined Crayon, focusing on strategic social media consulting to large companies; and then Ford picked me up.

2. What do you do as the Digital Communications Manager of Ford Motor Company?

I'm in charge of leading our social media efforts globally, as well as leading a team of web publishers that handle a number of internal and external sites, and our broadcast team that is responsible for placements on TV and radio. The role is both internally and externally facing, as we gear up our employees to become digital representatives of Ford, and as we continue to build awareness and improve the perception of Ford Motor Company with the public.

As you can imagine, the job is multifaceted and involves not only engaging with customers in real time over a number of social networks, but it also involves providing leadership to the The Ford Story team as we evolve it into our social media hub, and interaction and coaching with a number of internal departments as they gain interest in using social media for their teams.

3. You have worked in a variety of industries: Are there limitations to the effectiveness of social media marketing depending on the industry?

I think the limitations depend on the customers - if they're not involved on the social web, then it doesn't make sense for a business to try to reach them that way. But as far as industries trying to get a foothold, in my experience, the more highly regulated industries are the ones that are dragging their feet the most. And in terms of effectiveness, it goes back to how social media addresses the business goals that companies have set out. If the goal is to drive sales of Acme Company's widget, and people don't respond to direct marketing attempts on Twitter or Facebook, then maybe the goal is not at parity with the tool.

4. If you are a small business, is it better to host an online community on your own website or to participate on other online communities and reach people that way?

Yes. :-)

People will always congregate where they feel the most comfortable. Companies that will succeed in this place will participate in those external places as well as that provide a hub that can act as a center of conversation. And the ones that are really thinking ahead are the ones that provide an aggregation of external chatter on their very own hub.

5. You claimed that "people trust people like themselves the most" in the article, "What Matters in Most Word-of-Mouth Marketing?," what ways can a marketer or business owner be universally "trustworthy," or like the entire audience, to build an online community's trust?

I don't think there's such a thing as "universally trustworthy." However, I do believe that consistency is important, as well as the need to show

people – rather than tell them – what you're doing. In addition, if employees are trained well and can speak on behalf of companies in an informed way, their own networks will become more aware of what the companies are doing. What this equates to over time is a spirit of trustworthiness.

6. With the volume of social media available and the various channels in which to participate online, what tactics can smaller companies use to get people to stick and be loyal to their sites?

The only thing that matters is good content. Provide what your customers want and they'll keep coming back. Create it in every form, test it out, pull what doesn't work, and don't be afraid to experiment.

7. Business bloggers are encouraged to produce valuable content to increase user engagement with their site, how can businesses benchmark their social media communications against their competitors?

Interesting question. Personally, I don't think it's terribly valuable to dwell on. It's kind of like trying to determine which parent a child loves more based on how they interact with each parent. My advice would be that businesses should focus on how well their customers are engaging with them, not with someone else. Naturally, it pays to observe what competitors are doing, but ultimately, if you know your customers and are listening to them, it shouldn't matter what the competition is doing

8. Given that you deal with both complaints and praise about Ford online, what is your advice on negative comment management on the internet?

Know when it's appropriate to jump in; not every comment requires a response. In Ford's case, 9 times out of 10, the community will take care of it for us. In other cases, it may not rise to the level of urgency or importance to need a reply.

9. What is the best viral marketing campaign you have seen in 2009?

Honestly, I don't have time to keep up with everything. I'm doing all I can to focus on the job at hand at Ford. I'm sure your readers will forgive me if I plead ignorance on this one.

Article provided by Hubspot.com

13 Steps That Transformed One Company From Invisible King to Sought Leader

You might be the king of your field but if you are invisible, your kingdom simply won't see you.

Similarly, Elekta, a Swedish company with US base in Atlanta that specializes in clinical oncology solutions had a great business, but not one that was getting found in search engines. "A lot of our smaller competitors were beating us," Elekta's Andrew Rodgers said.

Elekta recognized this problem, and took a series of steps to fix it. The results were significant; in four months they move from a PageRank 6 to a PageRank 7, in a industry where most companies are stuck with

PageRanks between 4 and 6. The company also saw an increase in traffic globally.

Here's exactly what they did:

(1) Deleted Duplicate Content

Elekta deleted duplicate content from its site. The easy "cut and paste" was no longer an option. On the contrary, production of unique and regional content was necessary.

(2) Followed Up on Inbound Links

The company monitored the sites linking to it. Elekta compared inbound links and used alt tags for those with higher ratings. Following up on inbound links helped it build great SEO authority.

(3) Stopped PPC & Ad Words Campaigns

Elekta canceled its paid ad campaigns because, as Andrew noted, they "were just wrong." The company was losing money investing in campaigns whose analytics it didn't really measure. Soon Andrew realized that he preferred to be seen in organic search rather than in paid content. "We are getting more clicks from organic search than we ever did with PPC," he said.

(4) Started a Blog (3-4 times/week)

Andrew took much of Elekta.com's great content and "blogified it." Elekta's blog turned out to be a great channel for event information and direct communication with customers. It covers industry-specific news, not product information.

(5) Created RSS Feeds

RSS feeds enable people to get in contact with Elekta without visiting the site. Now that everyone has BlackBerries, Andrew suggested, it is easy to push information anywhere and keep people informed on-the-go. "Our syndication has gone from several people to several thousand people per month," he said.

(6) Created Twitter Profile

Elekta uses Twitter to publish RSS feeds, comment on industry-related news and build networks. Thus, it brings up relevant questions to hospitals and engages them in conversations. On Twitter, Elekta also monitors its competitors' performance.

(7) Updated Profile in Online Directories

In order to keep its site consistent and correct, Elekta updated its profile in many online directories. The company also keeps track of the accuracy and appearance of its Google images. In short, it has made it a priority that company information – web addresses, logo, SEO links, etc – is correct everywhere.

(8) Bought Relevant Domains

As an international company, Elekta has created satellite sites (.com, .net, etc) and regional pages with local languages. These pages feature in-depth content and point to landing pages.

When it releases a new product, Elekta also creates a domain name for it. Multiple relevant domain names enable the company to track what gives it the most inbound traffic.

(9) Created Well Structured Landing Pages

Elekta created a set of enhanced landing pages. As Andrew said, he wanted the new pages to be "short and sweet, and to the point." The landing pages got customized to different audience segments – health care professionals, patients and hospital administration. Thus, they offered critical information for targeted buyer personas.

(10) Checked Analytics

Elekta has been regularly monitoring its data – comparing web pages, following site traffic, and evaluating customer engagement and keyword performance. Andrew found out that what works in America might not work internationally. "We try something, look at the results and if the results don't work we go back and change it," said Andrew.

(11) Added, Updated, and Archived Content

As accuracy of information in healthcare is crucial, Elekta keeps its content fresh. For instance, Andrew suggested, nothing was worse than reading X-Ray was the best tool to use today. In order to feature the most up-to-date content, Elekta plans on adding a content timer of six months. Thus, authors will receive email alerts to check the accuracy of their six-month-old content.

In addition to adding and updating site information, Elekta is also archiving some of its old content. By archiving content as opposed to deleting it, the site keeps its inbound links.

(12) Optimized Keywords

Instead of targeting just oncology, Elekta investigated what people were actually looking for when they think of oncology. "Let's use the stuff that not many people are searching for," said Andrew. Thus, the company went for the long-tail keywords and improved its SEO strategy.

(13) Increased Activity in Social Media

Andrew noticed that visitors were coming to Elekta.com not only via traditional channels like Google and MSN, but also through Twitter and Flickr. In order for people to stumble upon Elekta's brand, the company became active in the social mediasphere.

As a result of these 13 steps, Elekta increased its traffic globally. Now its kingdom is listening and the inbound links are there to show it.

Article provided by Hubspot.com

9 Rules of Facebook Promotion Every Small Business Should Know

You're the owner of a local small business and you are trying to figure out the best steps to get on to Facebook to drive new customers. It can be a daunting task and with little extra time in the day, how can you be expected to spend time promoting your business on Facebook? I completely understand the challenges of running a small business and after speaking with lawyers, florists, dentists, and many other small businesses, I've compiled the following list of strategies that should help ease the process.

1. Go Slow And Steady, Don't Overdo It

Any form of promotion is like compound interest. It takes time to build up the residual returns but if you stick with it, the pay off can be substantial. Many people hear that Facebook is a great way to promote their business but after trying it out for a few days or even a couple weeks, they don't see significant effects so they give up and decide to keep paying for Yellow page advertisements. Who knows how well Yellow Page ads pay off but that monthly check must be going towards something, right?

The difference between Facebook and more traditional promotional channels is that the small business owner needs to invest a little bit of their time. The extra effort can go a long way and can even provide a

rewarding experience as customers begin to provide feedback and communicate directly with you. So how much time do you need to be spending? Not hours a day! While promoting via Facebook can become an addictive process, you can allocate little more than an hour a week to your promotional activities.

While it's never bad to start off enthusiastically, you don't want to waste all of your efforts in the first few days. Build up your fan base steadily and you'll begin to see the benefits.

2. Contact Your Fans Directly

While digital media companies and large brands may have thousands upon thousands of fans, most small businesses don't end up with as many fans, especially if they are local. When you first start growing, it's a good idea to interact with each new fan on an individual basis. Send users a message after they've become a fan of your Facebook page. Build a relationship with each fan and they'll become a fan and a customer forever.

Once you build a connection there's a good chance the user will tell their friends. I'll be discussing that strategy further in an upcoming guide. The main point here is that each new fan can be considered a new lead for a small business. Selling on Facebook though is subtle and should not be done in an overly aggressive way. Just because someone became a fan does not mean you should send them a message saying "Buy my stuff today!!!"

Instead, reach out to each new fan individually to welcome them to your Facebook Page and begin a dialogue. In many times these initial conversations will lead to lasting business relationships.

3. Don't Spam

I've written about this before and it never gets old: don't spam your users. As the owner of a blog, I get countless people who try to spam the comments and I've seen the same thing take place on Facebook. Spamming your users with too many links or trying "black hat" tactics to rapidly drive up your Facebook Page fan base is not worth it. Facebook is aggressive at stopping spam and there is a good chance that they'll stop you somewhere along the way, and it can potentially cost a lot.

4. Consider It An Educational Experience

Rather than looking for an instantaneous return, look at it as a long-term educational experience. As you improve your strategy, you'll attract more fans. It takes time to master Facebook promotion and time to reap the rewards but the payoff can be significant. The main point of this rule is clear: stick with it for the long haul. As I outlined in last week's Facebook advertising guide for marketers, it's important to plan for the long-term. If you blow out your budget in the first few days and expect to have a massive response, you will be seriously disappointed. Learn from the experience, take notes, and improve your strategy over time. It may sound like a lot of time but you can do much of this in as little as 15 minutes a day. One other benefit of considering it an educational experience is that the whole process is deductible in your taxes.

You can write off the expenditure ad advertising or as education (you need to speak to your accountant to determine the best way to file an entry for this).

5. Limit Your Advertising Budget

As I just mentioned, more dollars on advertising does not always mean

more revenue. Start off with a few dollars a day to test out Facebook's advertising system. You can create your first ad here to test out all of Facebook's targeting capabilities. Make sure that if you are spending money that you're investing in some long-term goal, otherwise you'll end up spending a lot of money aimlessly. Trust me, I know from experience! As your performance improves and you figure out which ads work most effectively you can begin to steadily increase your ad spend.

Figure that you'd spend a few hundred dollars on a Yellow Pages advertisement so be willing to test out a similar budget on Facebook. If all goes well and your business starts to increase, you can always invest in more advertising as necessary. As I mentioned earlier, this is an educational process and with so many resources on the internet, learning has never been cheaper. Don't spend all your money when you don't have to!

To most effectively manage your budget, start off with one Facebook advertising campaign which has a limited budget (as pictured below). For all of the initial ads use that same campaign rather than creating separate campaigns for each advertisements.

6. Create A Facebook Page, Not New Profiles

A quick way to get banned from Facebook is to set up multiple accounts and multiple profiles. I have multiple friend requests in my inbox currently from people who've set up separate accounts to promote their business. Don't do this! You can go here to set up your own Facebook Page while keeping your existing profile. Under no circumstance should you be creating separate accounts. Not only is it against Facebook's terms, but it provides no additional value.

I could spend more time explaining why this is flat out a bad idea but I won't. It's much better to spend the time focused on the activities you should be doing!

7. Use Coupons And Other Incentives

So now that you've got a Facebook Page, some ads running, and a few fans of your Facebook Page, what should you be doing? In addition to engaging users on Facebook, you also want to get them making purchases. Keep in mind, which incentives you use depend on the type of business you are running. For example, a florist may have price sensitive customers, and special deals may be an incentive to make a purchase.

A florist may want to post something like "There's never a better time to show that special someone that you care. Today only we're providing a bouquet of _____, _____, and _____ for only \$9.99, and we'll deliver them to your work for free!" However if a dentist posted "50 percent off cavity fillings", I have a feeling that they wouldn't get the same response.

There are plenty of other creative incentives to drive people back to your page and to your business so test out different strategies and see which work best.

8. Emphasize Mobile Subscriptions

One of the best components of Facebook Pages is the ability to receive updates via your mobile device. Once updates come to your phone you can also reply to the updates, making it possible for instant two-way communication. It's a model that's similar to Twitter except that on Pages you get more features for engaging users. The mobile component adds an additional layer of interaction which can be used to build relationships with your new and existing customers.

As I outlined in the 5 phases of the Facebook sales funnel, Facebook is

a relationship marketing platform, not a direct sales channel. That's why it's important to build your relationship with others through Facebook. Configure your Facebook Page to function with your current mobile device and communicate with users while on the go. This can make for some great, instantaneous dialogue.

Ultimately most internet based promotions are going the way of mobile, and it is in every business's best interest to take advantage of that trend including on Facebook.

9. Post Occasional Entertaining Statuses

When was the last time you saw an update from your dentist in your news feed? You probably never have and you may even be weirded out to see one, unless of course it was a funny joke. For example if the dentist posted occasion updates about eating candy and junk food in general, you may get a quick smile and possibly even post a status update. Whatever the response, at least you are getting one, which is one additional level of interaction that you never previously had with your customers.

Keeping your fans engaged is an important component of any good Facebook strategy. How much time does it really take to come up with a clever status update? If you're like me then catchy ideas occasionally pop into your head (or at least ones that you think are clever) when you are on the go. If you've properly configured your Facebook Page to work with your mobile device, you can instantly update your Page's status while on the go.

It takes very little extra effort to bring a smile to your fans and it's something that they'll remember.

Conclusion

Every small business can take advantage of the promotional opportunities that Facebook presents. By using some of the tips listed in this articles, small businesses can get a great start on promoting their company on the site. While there are many other strategies to increasing the number of fans you have on the site as well as driving new business, much of that can be learned through experimentation. The best thing to do is to get started and figure it out from there!

If you would like to learn more about ways that your small business can benefit from Facebook and social media in general, fill out your information in the form below. We promise to not spam you and take your privacy seriously so we won't give your email to anybody.

Article provided by AllFacebook.com

New Study Shows How Different Generations Use Facebook

Reports from Inside Facebook earlier this year have shown the growth in Facebook use amongst users over 35 and baby boomers especially. Now, a new study from Anderson Analytics shows how different generations are using social networking sites like Facebook, MySpace, Twitter, and LinkedIn.

According to the numbers, the top reasons for joining a social network across all generations are to "keep in touch with friends" and "for fun." However, as expected, older users are primarily using the site to keep in touch with family.

Generation Z users (13 to 14 years old) use MySpace and Facebook more than any other site in the study by a long shot, with Facebook slightly trailing behind MySpace at 61% to 65%. 9% of this group use Twitter, and none use LinkedIn.

75% of Generation Y users (15 to 29 years old) use MySpace compared to Facebook at 65%. Usage of Twitter (14%) and LinkedIn was up for this group. Respondents in the Generation X (30 to 44 years old), baby boomers (44 to 65 years old), and the WWII categories are more likely to use Facebook, followed by MySpace, Twitter, and LinkedIn. In other words, Facebook is becoming a popular site among the older generations – but the more telling stats here would be on growth and engagement.

Article provided by InsideFacebook.com

Reasons that US Social Network Users Joined a Social Network, by Generation, May 2009 (% of respondents in each group)

| | Generation Z | Generation Y | Generation X | Baby boomers | WWII generation | Total |
|---|--------------|--------------|--------------|--------------|-----------------|-------|
| Keeping in touch with friends | 93% | 82% | 71% | 62% | 57% | 75% |
| For fun | 91% | 61% | 51% | 38% | 30% | 55% |
| Keeping in touch with family | 27% | 40% | 40% | 47% | 51% | 41% |
| Was invited to use the site by someone I know | 22% | 22% | 30% | 46% | 60% | 30% |
| Keeping in touch with classmates | 39% | 40% | 27% | 12% | 10% | 30% |
| Keeping in touch with business network | - | 3% | 6% | 12% | 2% | 5% |
| Job searching | - | 3% | 4% | 10% | 1% | 4% |
| Business development/sales | - | 1% | 6% | 4% | 4% | 3% |
| Recruiting/searching for information on new hires | - | 1% | 1% | 0% | 0% | 1% |
| Other | 6% | 3% | 5% | 3% | 5% | 4% |

Note: n=1,000

Source: Anderson Analytics, "Social Network Service (SNS) A&U Profiler," provided to eMarketer, July 13, 2009

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www.eMarketer.com

Social Networking Sites Used by US Social Network Users, by Generation, May 2009 (% of respondents in each group)

| | Facebook | MySpace | Twitter | LinkedIn |
|-----------------|----------|---------|---------|----------|
| Generation Z | 61% | 65% | 9% | 0% |
| Generation Y | 65% | 75% | 14% | 9% |
| Generation X | 76% | 57% | 18% | 13% |
| Baby boomers | 73% | 40% | 13% | 13% |
| WWII generation | 90% | 23% | 17% | 4% |

Note: n=1,000; read chart as saying, 90% of social network users from the WWII generation use Facebook
Source: Anderson Analytics, "Social Network Service (SNS) A&U Profiler," provided to eMarketer, July 13, 2009

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www.eMarketer.com

Feature Story by PressPassQ.com

Ooh la la NLGJA: National Lesbian and Gay Journalists Association focusing on new media, economic pressures and professional development at Montreal convention this month

by Chuck Colbert

When they convene next month, members of the National Lesbian and Gay Journalists Association (NLGJA) will make history. This year's gathering – from Sept. 10-13 in Montréal – marks the first time the professional organization has met outside the United States.

"Montréal is a city like no other in the United States," explained Fred Kuhr, programming co-chair for the convention as well as editor of Press Pass Q. "No matter how liberal you think your city is, no city in the U.S. includes the LGBT community as part of the fabric of its civic being like Montréal."

Undoubtedly "the Village" – as the city's gay enclave is known – and its bars, restaurants, and pâtisseries are alluring. To some extent, Kuhr and other convention planners hope the location – Montréal with its Québécois à la French flare – will draw journalists, editors, publishers, and bloggers across the border.

This year's convention is shaping up to be one the organization's most important – and for reasons other than fun and fabulousness.

"We all know the pressures facing us in this economic and media environment," said David Steinberg, NLGJA national president. "The mission of NLGJA has never been more important precisely because people are spread thin, and there are fewer of us in the newsroom to raise issues of fairness."

Consequently, organizers are focusing on "the Monday-morning push," said Tom Avila, convention program manager. "What new skills can I bring back to the newsroom?" In other words, professional development is a major programming piece – all aimed at making sure members have the necessary tools to be an essential employee or freelancer.

"Or to transition out of journalism," said Jeff Truesdell, programming co-chair. "There are a number of people who have lost jobs or are threatened with losing their jobs. We've tried to take that into account," providing programming "to point people in different career paths if they choose."

Take one Friday morning breakout session, "Lessons for Luddites," which covers the basics of social networking sites like Twitter, Facebook and LinkedIn. The session explores what these new social networking tools are, how they are used and what should be kept in mind when putting oneself online, particularly when looking for a new job.

Later on that afternoon, professional development takes a slightly different tack. In "Making a Living Online," the focus is on "how to turn new media into new money." As the convention's promotional material puts it, "Facing a job change or layoff but not ready to walk off the beat you love? From politics to art and food criticism, folks are setting up shop online. But is establishing one's own website the foundation for a new career, or is it simply a place to hang out?"

While new digital platforms point to a brave new world, convention pro-

gramming does not ignore journalism's basics. "You still have to ask questions, to research backgrounds, to write and tell stories completely and efficiently with power and skill," said co-chair Truesdell. Accordingly, two of Saturday's breakout sessions focus on sharpening tools of the craft.

For example, "15 Minutes: Making the Most of the Interview," addresses how to deal with "limited time," an "uncooperative subject" or a "rambler who's answered everything but the question you asked." Here, the goal is to gain tips and develop strategies necessary for turning a difficult interview into a great story.

The basics continue Saturday afternoon, when veteran news producers, editors and writers, in "Writing in Real Time: Writing Fast & Writing Well," share best practice advice for writing a bulletproof story on deadline.

Beyond the basics and professional development, meeting across the border enables NLGJA to offer convention attendees an international perspective. The opening plenary session, entitled "Oh Canada," may well be eye-opening, Truesdell said.

Marriage equality has been the law of the land in the Great White North since 2005. Gay men and lesbians also serve openly in the country's armed forces. Gay service members and Royal Canadian Mounted Police even march in Gay Pride parades. But stateside, California turned back the clock with Proposition 8. The Obama administration has yet to deliver on his campaign promise to repeal "don't ask, don't tell."

Given the "startling difference" between the United States and Canada in the advancement of LGBT rights, said convention co-chair Kuhr, "What can we as Americans learn from the Canadian example? What lessons can be learned by professional LGBT journalists?"

Altogether, the Montréal 2009 convention comes one year short of NLGJA's 20th anniversary. The organization stands at a critical juncture. Cost cuts and staff reductions bear witness to NLGJA's current survival mode of operation. Unlike two decades ago, mainstream media now more fairly, extensively and accurately cover the LGBT-rights movement, including same-sex marriage, adoption rights and "don't ask, don't tell," among other topics. The Internet, furthermore, empowers citizen journalists and bloggers to be vigorous public watchdogs, often breaking LGBT news. Against this ever-changing, sometimes distressing media and economic landscape, where does NLGJA fit in, and how should it play a part?

So pressing are the concerns, a membership meeting is scheduled as a plenary session to discuss NLGJA's future. After all, "This is a membership organization," said convention manager Avila. "We are not like HRC or GLAAD," referring to the Human Right Campaign or the Gay & Lesbian Alliance Against Defamation. Rather, "We are here to serve our members. And it's time to take a pause and ask our members: What are their needs and where should the organization be headed? Where should NLGJA focus its energy?"

Whatever the future holds, president Steinberg remains optimistic. "Yes, we're smaller, but we're still working on our important programs," he said. "As the economy improves – and it has to at some point – we'll be in a position to rebuild and expand our programs."

Already, Steinberg noted, one new initiative that is up and running – RE: ACT, NLGJA's official blog. In creating the blog, he said, the organization intends to "foster conversation related to LGBT issues" and "to advance NLGJA's core mission – promoting fair and accurate coverage of those issues."

SIDEBAR: LGBT media to have their day at NLGJA convention

by Chuck Colbert

Why is NLGJA's one-day LGBT Media Summit – a full day of programming specifically designed for reporters, columnists, editors, publishers and bloggers who work in LGBT media – so important?

“For the same reason that Press Pass Q is,” said Fred Kuhr, editor of the only trade publication for LGBT media. “LGBT media is a relatively small community. And it is so motivating to know that you are part of this community of professionals who work in [LGBT] media.”

Just as Press Pass Q fosters community, so the Summit creates a forum, once a year, bringing journalists together to share information, network and learn from each other face to face, said Kuhr.

“For LGBT people who are still undecided about coming to Montréal, I think it’s valuable to understand you are part of a larger purpose,” Kuhr said. For that reason, “The Summit is so fulfilling.”

This year’s convening of the 6th annual Summit – scheduled for Thursday, Sept. 10 – comes at the best of times and the worst of times for LGBT media. Any number of national and regional gay niche publications are experiencing dire financial straits. Others have already folded.

But despite the industry-wide economic fallout, LGBT media finds its stride. “Our community’s readers continue to rely on LGBT media for news and entertainment. In fact, our community has a special relationship with [LGBT] media,” said Tom Avila, NLGJA’s convention program manager.

At the same time, respect for LGBT media professionals continues to grow among mainstream journalists. As Avila explained, “More and more, I hear mainstream media referring to LGBT bloggers” and reporters “holding up the fact that gay press organizations” and outlets “are asking serious questions 24/7.”

Early on, expect one question to pop up during a Thursday morning breakout session called, “Washington Goes Lavender,” moderated by journalist, blogger and activist Mike Rogers. As Summit co-chair Matthew S. Bajko, an assistant editor of San Francisco’s Bay Area Reporter, put it, “When will the president give an interview with LGBT media?”

Already, at least one request for a presidential interview with gay media – that of veteran journalist Lisa Keen – has been “turned down,” she said. Keen, through her Keen News Service, provides LGBT-related content for at least half a dozen weekly gay media outlets, including those in Boston, Chicago, Dallas, Detroit, San Francisco and Seattle.

And yet, if anyone can successfully press the president to speak to the gay community through “our” media, it may well be Mark Segal, publisher of Philadelphia Gay News (PGN) and a panelist on the “Washington Goes Lavender” breakout session.

During the primary season, Segal tried for months to line up interviews with then-presidential contenders Hillary Clinton and Barack Obama. When Clinton accepted the offer – and Obama declined – Segal decided to take the unusual step of running Clinton’s interview, at the same time leaving blank space alongside it, highlighting Obama’s absence. Local and national mainstream media noticed the Illinois senator’s rebuff and PGN’s rebuke, pressing him to explain himself.

The blank-page tactic apparently worked. Candidate Obama eventually relented, giving a telephone interview to Segal. But will President Obama really speak to the LGBT community through gay media? No promise or

commitment has been made just yet. Already, however, Segal said that he and the president “have had an off-the-record conversation” about that very question. For now, “That’s all I’ll say,” Segal added.

In other programming, “Ad Wars,” features publishers’ tips on LGBT media strategies for weathering the economic downturn with dwindling advertising revenue.

At the luncheon plenary, “Northern Exposure: LGBT Canadian Press,” attendees meet their Canadian LGBT counterparts for a discussion about working for gay media outlets in a country where same-sex couples nationwide can marry and where openly gay soldiers and sailors serve in the armed forces.

For the second year in a row, the Media Summit concludes with a live broadcast of Sirius/XM OutQ’s “The Michelangelo Signorile Show.”

“It should be a good, full day of interesting conversation and debate,” Bajko said. “We want you to feel like you really need that cocktail at the closing reception.”

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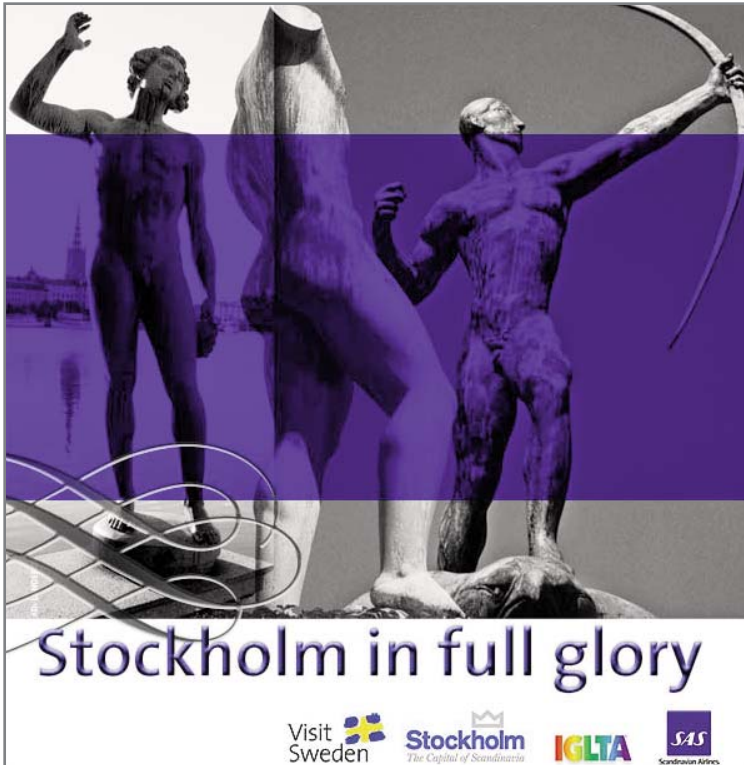
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Pink Banana Media | www.PinkBananaMedia.com
Matt@PinkBananaMedia.com
8205 Santa Monica Blvd. #1-167
West Hollywood, CA 90046-5912
Voice: 323.908.3653 | Fax: 253.295.0517



About The Editor:

Matthew Skallerud, President of Pink Banana Media and author of the *Gay Market Guide*, began his career in the gay & lesbian marketplace when he founded *GayWired.com* in May of 1995. He successfully led *GayWired.com* into one of the premiere and dominant gay websites worldwide, translating that success to *LesbianaNation.com* and *QTMagazine.com* (gay travel site). In 2001, he expanded this online reach by launching a company focused on both developing niche-oriented websites for the gay & lesbian community and helping companies large and small reach these gay & lesbian consumers through this expanded network of websites, which included *GayMonkey.com*, *GaySports.com*, *Navigaytion.com*, *PrideParenting.com* and *GayBusinessWorld.com*, just to name a few.

Having sold these sites, his focus is now on the latest in advertising and marketing utilizing social networks and tailoring their opportunities to the GLBT community.

E-mail: matt@PinkBananaMedia.com

Phone: 323 908-3653