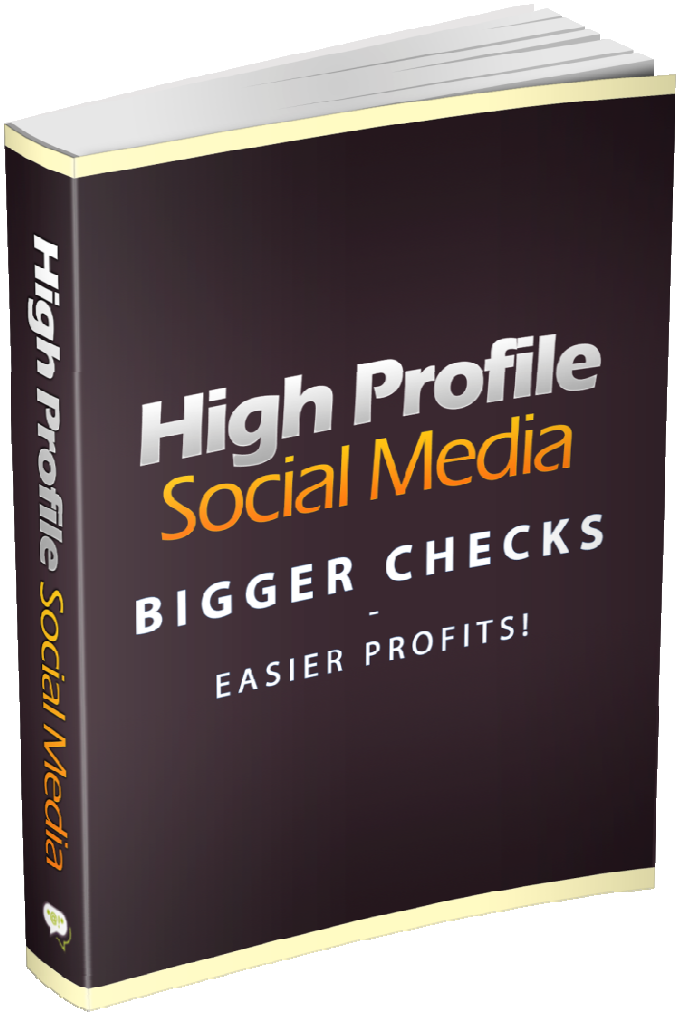
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MODULE 3: BRANDING & MARKETING YOU’RE SERVICE

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Introduction

By now you should be confident enough to provide a social media management service to celebrities and other high profile people.

The reason why some many people in the offline marketing world is because they can’t show their potential clients that there already successful in creating a market demand for themselves.

When you don’t have a social media brand around yourself then you might not seem like a very reliable person to hand over social media control to.

At the same time, if the celebrity finds you, chances are they are already sold on what you have to say and how you are saying it.

If you are completely new to the social media arena and you just poke around on Facebook for fun right now, it’s time to get a crash course in branding yourself as someone to trust and someone to hire.

How to Brand Yourself

First of all, you need to know who you are so that you know how to sell yourself.

For many people, they want to be everything to everyone, increasing their chances of being found by that perfect client who will love them. But instead of trying to be everyone, it's time to get more specific.

Craving Out Your own Niche

You want to find out what you can offer to other that no one else can. What do you possess that will make you someone that others want to follow?

This doesn't have to be related to your celebrity at all. You just want to find something which will bring people to you.

Let's start with an example.

If you're a writer, you might think that's pretty dull. And if that's the only thing that you talk about, then yes, you might be lost in the shuffle of so many other writers in the world and online.

But if you were to talk about how you are a GHOSTWRITER, that's going to get the attention of people.

First of all, it still shows that you are a writer, but it also makes those who are not familiar with ghostwriting want to learn more about what exactly this means to them and to their needs.

It starts a conversation which the other side will want to continue. You want to find one thing that makes you special.

Maybe it's your crazy obsession with knitting or a need to color your hair every two days. Whatever it is, you want to find a way to set yourself apart from the rest of the world, even if there are hundreds of others like you.

- **Make a list of things you love**

  Taking some time to think about what you really love about yourself and what you might want to spend more time on is where you begin.

- **Research others like you**

  Once you have an idea of who you are and what you want to promote, see how other successful people online have done it. What do their websites look like? Their blogs? Their Twitter accounts?

- **Find a mentor or example**

  You will probably find one or two people who you think are close to doing what you wish you were doing right now with your branding. Try to do things similar to what they are doing. However, realize that

copying is not the sincerest form of flattery online. It is the sincerest form of plagiarism.

The One Line Bio

Ideally, the biography that you have for yourself will be no more than one line. This makes it easy to fit on a business card or in a small profile box. In addition, you will be able to easily remember what you have said before, helping to make your identity congruent and believable.

You will need to spend some time crafting this bio, but if you look around the internet, you will find that there are many examples which can inspire you.

Other things to keep in mind:

- **Include keywords**

  Just like with Twitter, Facebook, and YouTube, find words that you can include in your bio which will be searched by those who you want to have contact you.

- **Be witty**

  Don’t be boring in your bio. Though most people will forget your bio as soon as they read it, getting them to want to learn more is the goal. So long as your bio pulls someone in and makes them want to find out more, that’s all you need to do. And wit makes a great first impression.

- **Change it up**

  Though you might not change, your bio should be updated and fluffed up every few months. This will help you to look expansive and creative, not boring and dull.

Ways To Show Your Brand

Here are some quick ways to ensure your brand shows up in everything linked to your name:

- Have one design theme/set of colors.
- Use your one line bio on everything about you online.
- Include your bio and your links at the ends of all of your emails and posts.

We'll talk about spreading the word in just a moment.

Creating You're Resume

When you are trying to create a brand for yourself, this isn't just about talking about who you are and what you do.

This campaign should also include how wonderful you are, how much people should want to know more about you, etc.

This is a time and an opportunity to ensure that you are sharing the things which make you the greatest person ever.

- **Talk about accomplishments**

  When something good happens to you (a new client, a raise, etc.), you need to spread the word via your various social media outlets. Let others know how cool you are and how cool others think you are.

- **Talk about clients, if you can**

  If you can mention your clients by name, that's going to be all the better. Or talk with your bigger clients about whether they would feel comfortable with you talking about them, though not in the public arena.

- **Talk about your success in reference to others**

  Another great way to talk about your success without sounding snobby is to talk about what you did and then thank a mentor in a public way.

This will help you look like a good person who doesn’t forget who helps them out.

- **Have your resume readily available**

  If people want to know what you have done, your resume should be readily available to send to a person or it can be posted on your website. Update it regularly to ensure it looks like you are a success and you continue to be a success.

Talk about Your Experiences

Of course, if you have experience in helping clients get noticed online, then this is something you need to sell.

You might want to point clients to the areas where the other clients are being found or you can be coy and only talk about your clients in terms of vague details.

When possible, give references to clients who want to verify your experience level.

Have them call the other celebrities or their agents to ensure that you are as good as you say you are.

If you don't already have celebrity clients, then talk about how successful your personal social media approaches have been – traffic counts, ROI, etc. This way, you can show with concrete figures their estimated success rate as well.

Be 100% YOU!

If you're like everyone else, you're going to blend into the background like everyone else.

Instead, find ways to make yourself stand out. Whether you dye your hair a strange color or you find catchphrases that only you use, find ways to establish yourself as unique and different.

Celebrities will also be more willing to trust someone who is confident in the unique person they are.

So, if you have something unique that you want to share with others, make sure this is a part of the branding you do for yourself.

Include a picture of yourself on your website and in your marketing for yourself.

Don't be a stranger to the celebrities you want to cater to. If you are passionate about certain causes, then make sure these are a part of your brand too. This is a time to accentuate the things about you that are YOU. And only you.

Other unique ways to be unique:

- **Have the same theme and colors for all of your materials**

  Choose colors that are bright, but not obnoxiously bright. They will be more memorable and make you look unique.

- **Have a unique website structure**

  If you can, make sure to create a website that doesn't look like other ones. Take time to research your competition and then be different.

- **Have a video to introduce yourself**

  Though you might never meet your celebrity in person, you can introduce yourself by creating a video sort of interview for your website. In this video, you can talk about who you are, what you do, and why you do it. That will get you noticed.

Get Your Name Everywhere

You need to follow all of the same rules that you will have your celebrity clients following – Facebook, Twitter, and YouTube.

The longer you've been online, the more easily you will be able to establish your credibility and people will be able to see your name more often.

But if you don't want to wait around forever, then you might want to start with some of the things that successful internet marketers do:

- **Find out your internet presence**

  Using tools like http://getlisted.org and just searching for your name in a search engine, see how many times you come up as a result. If you don't see your name often, it's time to make some changes.

- **Start a website**

  You need to create a website TODAY with your name as the domain name. This will encourage your name to be a possibility in the search engine. The website can be simple, no more than a few pages, giving some idea of who you are, where you can be found, what you do, your experience, etc.

- **Link a lot**

  On your site, link to your various social media resources, i.e. Twitter,

Facebook, etc. Make sure all of your pages also link back to themselves and to those social media outlets to increase your visibility.

- **Be active in social media**

  If someone is looking to hire a social media manager and the person they are looking at only has ten tweets to their name, this is not going to inspire a lot of confidence. You need to make sure that you are using social media networks as often as possible. Tweet and update your Facebook constantly so that your name is on the internet as much as possible.

- **Have others talk about you**

  Talk with some friendly bloggers about touting your services and recommending your skills. This will encourage celebrity clients to have faith in all that you do.

Your reputation needs to be out there in the eyes of all those who are on the internet so that you can not only change the way that you are perceived in the marketplace, but you can show a celebrity that their reputation can look like too.

Talk the talk, walk the walk.

Where to Find Clients

It seems like are two groups of people – those who are celebrities and those who are not. And though it’s easier to just give up and be someone who is not going to meet the big stars, if you want to find celebrities clients, you’re going to have to learn how to mingle and how to get these celebrities to talk to you – and to allow you to talk for them.

The good news is that in these days of less privacy, celebrities are just as ‘out there’ as regular people.

They have Facebook accounts, email addresses, and they know that interacting with fans is a way to make sure they stay popular.

Now, for those celebrities who are very, very popular, you will want to find these celebrities through their agents.

But when you have your sights on some of the more up and coming celebrities of the time, you want to go where they are.

Go Where the Celebrities Are

It never hurts to search around the internet to see who the newer celebrities are.

You can find these folks in all of the places you are normally watching: Facebook, Twitter, Myspace, etc. Look around to see who is trying to get famous and who is succeeding.

A great place to find the next big thing is on YouTube. Take some time to look at different videos to see who has posted good thing.

When you see someone special, you know that you will have someone to market and someone who will practically sell themselves. Good talents are always more appreciated than someone who thinks they're good, but they really aren't.

So, you will want to start keeping a list of all of the people you think have a talent.

Since everyone also has social media pages to their name, you can link up with them and see what they are doing before you approach them with your services.

The Art of The Followup

You need to be up to date on the latest news about the celebrities you are following. Take some time to set up a Google Alerts system for yourself – it's free.

All you need to do is to sign up for a Gmail account, then follow the menu at the time of the Google search engine page to find More, then Even More to find the Alerts feature.

There, you can type in as many search terms as you like to find new celebrities you want to manage or you will find specific news about specific celebrities.

Either way, you will begin to see what these celebrities have to offer and what people are already saying.

This system will also come in handy when you are trying to keep up with their marketing campaigns. The more you know, the more you can share with the world, after all.

Subscribe to as many gossip magazines as possible as well as any trade magazines where your celebrity's face might be featured. You need to make sure you are ahead of the news as much as possible.

Contacting High Profile People

Once you've done your homework, it's time to get out there and begin to interact with your chosen celebrity or celebrities.

You need to let them know what you can do, how you can help them, and how much more popular they could be if you were the one in control of their exposure online.

How To Get In With A Celebrity

You don't have to be a celebrity yourself in order to talk with one. All you have to do is:

- **Become their Facebook friend**

  Adding a celebrity as a friend is easy and most of the time, celebrities will accept anyone who requests their friendship. If they already have a lot of friends, then you might want to join their fan page, though this celebrity might already have a good plan for their social marketing, it seems.

- **Follow them on Twitter**

  Following celebrities on Twitter will help you to see what they are saying in just 140 characters.

- **Subscribe to their YouTube channels**

  If the celebrity already has a channel, take some time to see what it's all about and what it's offering right now.

- **Talk with them**

  Once you're already signed up in every way you can be, it's time to start the conversation.

Sparking Conversation

You want to interact with a celebrity in a smart way and that will get you noticed.

Sounds pretty simple, doesn't it?

When a celebrity is interacting with others, you might notice that most of the messages on their Facebook walls or Twitter feeds are from fans who adore them or who hate them.

They all blend together after a while.

But when you can be the voice that actually discusses things with them and who really wants to learn more about who they are, then you're going to get answers.

You're going to get noticed.

- **Comment on their work**

  When they have just released a movie or they played a game or a show, show that you have been watching them by commenting specifically on it. This will separate you from a normal fan and it will cause you to get their attention. You don't want to gush, but you can certainly let them know that someone has been appreciating the work that they do.

- **Comment on their links and statuses**

  If the celebrity is making the effort to post things, be someone who comments on most everything, even if you disagree. Show that you are reading what they have posted and that you want to be engaged with them.

- **Pass on their invitations and event postings**

  If they have posted items about upcoming events and other interesting links, make sure to pass these on. Either 'Share' in Facebook or retweet in Twitter to spread their name around and show that you want to help them.

You can also try to direct message a celebrity in order to see if they will respond to you.

But their email boxes are generally overflowing, so it might be best to just use the walls and the comments sections as well as Reply in Twitter. Short and sweet interaction.

You might want to direct the conversation a little to be more than just a 'hey you're cool' sort of comment.

You might want to ask them questions and see how they feel about certain things that they are posting.

Try to see if you can get them to interact with you because once they start, you have a much better chance of getting them to be a client as well.

Positioning You're Services for TOP Dollar

When you want to take on a celebrity as a client, you need to let them know that you are someone who can handle the job.

While your online reputation is already stellar and ready for close scrutiny, it never hurts to help the celebrity see the impact that your marketing touch will have in the social media arena:

- **Start a mini-marketing campaign (and let them know)**

  It never hurts to do a little pro bono work to show just how effective your social media skills are. By using the social media they already have set up – or by using your accounts – spread the word about the celebrity and then let them know you did this. They will see how effective you are and wonder if you can do this all the time.

- **Post videos on your YouTube channel, Facebook page, Twitter feed, etc.**

  Again, go to your social media to post items about the celebrity you have already talked with to show just how many hits and comments they can get when they work with a social media manager.

- **Invite friends to their events to show how many contacts you have**

  Using the contacts you already have, encourage them to see the

celebrity at their engagements to help bring in more customers and viewers. In time, your friends won’t have to show up since the celebrity will have established their own following.

You want to do a little work for the celebrity ahead of time or you might want to ask them whether you can market something for them. In doing so, then you can let them know what you think you can do for them, then they can see the results.

As a result, you can offer yourself as a full time social media manager and your client can begin to focus on their craft and not on the social media aspect.

Word of Mouth Marketing

Referrals – they can be your greatest source of pride as well as your greatest source of income when you're a social media manager. It's like that old commercial says, "One person tells another person, who tells another person…"

Before you know it, celebrities can come to you, hoping you can help them, if you're not too busy already. The truth is that referrals and testimonials are some of the best sources not only of business, but also of creating a buzz around you, even without tapping into Twitter about your latest adventure.

But how can you get celebrities to talk about you? What's in it for them?

Make Them Happy

The first thing you need to do in order to make your celebrity clients talk about you is to make them happy.

Scratch that – you need to make them happier than they ever thought possible. You need to make sure they have every reason to jump head over heels in love with you and with your marketing skills.

And this isn't as difficult as it might sound.

You already know how to get your celebrities attention, but now you need to figure out ways to help them see how great you and your work are for their careers.

Though there isn’t much you can do about getting your celebrity the gig of their dreams, the more you can exposure them in the media and on the internet, the more you will boost their chances of being the next big thing in the world.

Send Weekly Reports

While you can tell your celebrity you're doing a good job, they don't actually know what that means until you show them what you're doing.

Some celebrities might only judge your progress on how many jobs they're getting, but those kinds of results might take time.

Until the offers start rolling in, you might want to create a weekly summary sheet that you can show to your client to let them know what you've done, what it means, and how it's helping them.

Here are some things you can put on the summary:

- How many more followers they have on Twitter
- How many more friends and group members they have on Facebook
- How many hits they have on their videos on YouTube

It's a good idea to start keeping a chart of the hits the celebrity has gotten each day, tabulating them as they come up to help you create a strong case for your effectiveness.

Many websites will offer stat reporting, but the other sites you are using don't necessarily have these same tools.

But creating a simple spreadsheet is a good way to begin to form a visual representation of what you do and how it's making a difference.

Though it might seem like counting the numbers every day is tedious, it is also going to help you see changes as they happen, just having a weekly tabulation isn't going to show you much.

Other things to include on weekly summaries:

- **Places where the celebrity's name has come up**

  You can track this in the Google Alerts that you have already setup for keywords. Making a running list of the links and when things really begin to blow up in terms of the number of links, you can print out the pages from the Alerts list or use the Print Screen option on your computer.

- **News media write-ups**

  Where they were, what they said, etc.

- **Reviews of celebrity's work**

  If your celebrity has been in plays or movies, take some time to note how they were reviewed.

The weekly summary can be as detailed or as simple as you like. But when your celebrity wants to see the true results of your hard work, the more details you can add, the better.

Getting Personal

While you've collected the links about your celebrity in the weekly summary, you might also want to take some time to print out and to share good stories you've seen and heard about your celebrity.

It can be helpful to schedule a weekly email or phone call to share these sorts of tidbits, plus print up a copy of the stories so you both have a record of what you've discussed.

These stories might include:

- People who are talking about the celebrity in a favorable way.
- Media outlets that have been asking for interviews.
- Any other stories that might have popped up online as a result of any of the postings you've made.

True, you might not always have good stories to share, but that goes along with being famous. Every celebrity has rough times, but that doesn't mean you need to highlight these during your reports.

If there is a big crisis which happens and your celebrity is well aware of it, it might be good to create a report about how it was handled and whether people are still talking about it.

Pass On Complimentary Emails And Messages

Should you receive any complimentary emails, tweets, or messages about the celebrity, put them in a special book of kudos.

This can be a virtual sort of message board or you can create a binder of the mails so that the celebrity sees what you have done and the impact it has had on the fan base they are trying to reach.

Everyone enjoys compliments, after all.

Go Above And Beyond!

Of course, the best way to ensure that your celebrity talks about you in a favorable way and refers you to their friends is to go above and beyond the call of duty when it really matters.

When you know the celebrity is up for a part or a gig, start putting out more information about them in the usual venues. If it’s your celebrity’s birthday or some other special day, then make sure to spread this far and wide (assuming they want people to know when they were born).

Ideally, you should be a person who is invisible to most, but you make your celebrity more visible than ever before. And you do this by thinking of every possible way to promote your celebrity and make them wanted by others.

Find things that you admire about your celebrity and make sure these are in the marketing materials, the websites, and on the blogs as often as possible.

While it might be the celebrity's time to shine, that shine will rub off on you too if you do it correctly.

Get It In Writing

Whenever your clients think you have done a good job, ask them to write it down. Or you could simply limit your interactions to email (far simpler than other communication styles) and then save these up for your testimonials.

Your celebrity is going to be impressed with you when you do your job and you begin to spread the word about them. While you should also ask for feedback from them about what else you could do, asking for positive feedback helps you.

Ask For Testimonials

When you want to have some praise from your client, why not just ask? The worst they can do is say no, but those clients who are truly impressed with what you do will want to give you praise.

It will make you work even harder to make sure the celebrity is pleased, after all.

Once a month, or so, ask the celebrity what you can write down for a testimonial. This will help you to bring in more business (be honest about that) and to ensure that you are getting more and more credibility in the social media management market.

Not only does this help you, but it also helps the celebrity.

When the celebrity is getting more attention for their work, because of you, it looks good for you too.

It looks like you’re a person who understands the celebrity and how to find good celebrities. Everyone wins.

Once in a while, it would be a good idea to ask for praise you can share with others. Show the celebrity what you want to share with others before you do and then make sure it’s in as many places as possible on your website, your Twitter account, and your Facebook page.

Request Written Praise

If your celebrity doesn't want to write out a testimonial, you could always do the work for them. Include the statistics that you can prove from your weekly summaries – i.e. 50% increase in Twitter followers over one month period.

This will show your value to others and the celebrity just needs to sign off on it before you post it for others to see.

The only caveat to this request is that some celebrities might think you're trying to find another job because you want to leave them on their own. If this isn't the case, make sure they know this.

You will want to simply let them know that you are excited about the work you do (true) and that you want to make sure that you are keeping your job security stable for the long run.

Also, it's a good idea to let your long term clients know that if you get overwhelmed with a new client, then you will defer to their needs before anyone else's needs. In this way, your primary and first clients will never feel as though you will move onto something bigger and better.

Well, not yet anyway.

Create A Referral System

A referral system works for other businesses, so why not allow it to work for you in your social media manager position?

When you encourage people to tell others about what you can do for them, you're going to help everyone win. If you know how to do it right.

First things first, you need to make this offer something that's worth the while of your celebrity. Here are some tips to help encourage a celebrity to talk about you (in a good way) behind your back:

- Offer a discount on your services.
- Offer additional services for referrals.

The discount is the obvious way to encourage a celebrity to talk about your business and the benefits of it for other celebrities. By offering a percentage discount on services for a month, for example, you will save the original client money, but you're also taking on a new client, which means you will make more money overall.

Or you might want to give your existing client a free month of services for each new client they refer. It depends on your pricing schedule. You don't want to give away too much time (or money), but you will also want to make the referral worth it.

Adding on additional services can also be a great way to add value to your price when a celebrity refers you to others they know.

These services might include:

- Website management.
- One on call day per month.
- Marketing material writing or editing.
- Scheduling management.
- Additional promotional tasks.

The more you do for your celebrity, the more they will become famous and prosperous, so it’s really in your best interest to help as much as possible.

And the happier they are, the more referrals you will get, the more money you can make…

Marketing on A Budget

When you are starting your own business, you want to spend as little as possible. The good news is that as a social media manager, you generally don't have to spend a lot of money in order to get started.

Many people have started with a basic free website builder (i.e. Blogger or WordPress blogs), promoted themselves on a library computer, and then when they starting making money they started buying the tools they needed.

Marketing for your celebrity also doesn't have to cost a lot of money. In fact, most of the social media marketing tools online are free of charge, so long as you have a valid email address and are willing to give up some personal information as well as receive some spam emails.

It's not a bad trade.

And the more you can market through these free sites, the more likely you are to get buzz generated for your celebrity, which is going to make them successful, which is going to make you successful.

Free Advertising Techniques

The Internet is interested in making sure that you can market online without paying any money up front. Why? Because when you post items to their sites and these items become popular, the advertising dollars spent on the websites go up.

And the websites make more money.

To find new ways to market without spending any money, you should start by mastering the tools you already have.

Once you are comfortable with those, when you can begin to create a web of marketing that will take over the internet, or at least it will seem to.

Research Other Celebrities

Of course, if you want to learn how famous people got famous, you will want to watch what they have been doing (or what their social media manager has been doing, that is).

Take some time to pick a few celebrities and then research everything they've ever done. Look at their social media applications to see what they post, how often they post, etc.

This is sort of like the study of an animal in the wild.

You should be taking notes on what they're doing that you're not doing and then see whether the things they are doing work for them.

For a few months, look at three celebrities in the same arena as your celebrity to see how you can adjust the campaigns you have working out and then see if those tactics work too.

You might want to set up Google Alerts or have ways to follow all of these celebrities so that you can see what they're doing in nearly real time. Of course, if you've set things up right, you will already be following these other celebrities in Facebook and in Twitter, so this won't be any extra work for you.

Once you get an idea of what others are doing, then start signing up for the free marketing tools these celebrities use. And then you will see for yourself if things are working for you.

Ask Via Your Social Media Networks

If you've already built up a healthy following on your own social media networks, then it's time to turn to the people to see what they have to say. Just post the question of what their favorite Internet marketing tools or social networking tools are and why.

People love to talk about what they do, so you're certainly to find out a lot about the tools you haven't tried yet, tools you haven't even heard of, as well as some complaints about tools that aren't worth your time.

Try to post this question and questions like this on your sites once a week to continue to get new answers about what else you can do for your celebrity to post information others need to know in order to keep your celebrity in the mind of as many people as possible.

Research Advertising Mavens

While you're already following other celebrities, you also want to look at what larger advertising companies and campaigns are doing.

You want to look at the folks like Nike and LiveStrong to see how they manage their social media and how they use it to spread the world about their products and services.

These mavens are some of the biggest companies in the world and they didn't get to being so by just printing some advertisements in the local newspaper.

They got big because they were willing to expand their reach in new ways, via the Internet.

Start researching these bigger companies to see what you can learn from them. You might want to start using these techniques that are currently being pushed in the social media outlets:

- Support charitable causes.
- Offer free videos, music, etc.
- Offer free guides and books.
- Hand out free pictures.

All of these add up to more exposure for your celebrity and they're generally free to offer out to others. And people like free stuff, so the more you can give out, the more they will want to come back to find out what else you have to offer them.

Online Marketing Primer

Now, the site for social media marketing tools you should and could be using right now shifts and changes every day. And it should.

When there are millions upon millions of marketers online, there are bound to be millions of new ides coming up at any particular time.

However since you want to take action as soon as you're done with this book, the best way to get started is to have a list of the places you should definitely use and sign up for in order to help your celebrity get noticed.

You might find that some tools are easier to use than others and some really don't help you out at all.

No matter the case, it never hurts to have as many possible venues for spreading the news about your celebrity. You never know what's going to catch on fire and spread around the globe, securing the love and the devotion of your celebrity to your marketing genius, hopefully anyway.

Here are some sites you should use for marketing:

- Plaxo.com
- FriendFeed.com
- Meetup.com
- Foursquare.com

- Gowalla.com

These sites are much like Facebook in the way that you can connect with other users in order to share ideas, news, and other information.

These can work well when you want to create a group of celebrities who can work to support each other.

When you want to create a more intimate setting than Facebook and these other network sites, you might want to go to Ning.com and setup a group that others can join.

These Ning groups can be set up in just a few moments and allow you or the celebrity to discuss things with other fans. Just checking into the user-friendly site once a day will help to create a closer connection to fans in the local area or just fans who want to keep their obsession with a celebrity off of the more public sites.

Having a blog is another way to create an ongoing conversation between the celebrity and their fans. Most blogging platforms are simple and they are free.

- Blogger.com
- LiveJournal.com
- Wordpress.com

- Posterous.com
- Tumblr.com
- Weebly.com

On these blogs, you can create simple posts about what's going on in the life of the celebrity and THEN you have a blog link that you can then post in all of the different marketing tools you already have setup. It's a simple way to link back and forth across the internet, for free.

These blog postings can also be used to create content for article sites. If your client is an expert at something, for example, they can extend their reach by submitting (well, you can submit them) their articles to a number of free article sharing sites:

- Ezarticles.com
- Akgmag.com
- Squidoo.com
- Hubpages.com

These articles will then have their own permanent links which you can post whenever you feel your celebrity needs a boost in their PR department.

When your celebrity wants to showcase more than just their thoughts, you can use these sites for different purposes:

- **Twitpic.com**
  Photos for Twitter
- **Flickr.com**
  Photo sharing
- **Picasa.com**
  Photos
- **12seconds.tv**
  Sharing 12 second videos
- **Blip.fm**
  Sharing music clips

These sorts of sites will help you showcase your celebrity in different ways, which often results in the links being sharing among different platforms by other people.

And you can pass these links around all of the social networking tools you already have working for you.

Automated Software tools

Of course, you can see where you might begin to get swallowed up by all of the marketing venues that are available. To help you balance out the work you have to do, there are a number of tools which can help you monitor all of these sites to ensure that you are posting all you need to post and that you are responding to responses.

- Tweetdeck.com
- Hootsuite.com
- EasyTweet.com
- Socialoomph.com

This is just a small sampling of the ways that you can watch and update all of the various Twitter accounts, Facebook accounts, and other places where you are marketing. Managing them all at once will save you time, effort, and energy.