

The MONSTER Must Be Fed!

Advice on using the Social Networking sites for marketing.



What is the MONSTER?

The Monster is the madness that surrounds your marketing voice using online Social Network sites like Twitter, MySpace, Facebook, LinkedIn, BrightKite, and hundreds more. The Monster has a voracious appetite that if it is not your passion to feed it, it will eat you up, spit you out and forever leave you with a perpetual smell of disappointment and failure. The Monster is never satisfied, it must eat. If it does not feed at least multiple times daily it will reject you on the first sniff of no food in your hands.

When you first approach the Monster it seems harmless and will give you the impression maintenance will be easy, carefree and leisurely. You'll think you can simply pick one or two items for it to eat from and all will be well, but it won't. The Monster may embrace your offerings at first to see how you will feed it. It will hang around to see if it can use you to grow. Then subtly it will leave some food on the table little by little but you won't notice why its not eating as much until it leaves half a plate of the food you offered and yet it seems to still grow. You'll be concerned for the monster and track it to see what it does when it is not around you. You'll discover that the Monster is feeding from another master who is offering different food for it to eat. The monster will demand variety, variety without notice, but it will demand access to that variety at all feedings.

At first the Monster will endear you to itself and you to it. You'll find comfort and comradery with it. It will sit at your feet and follow you room to room. It will know your routine better than you. The Monster will even growl for you if it thinks others are a threat to you, and scare them off. Then the Monster will want to take longer walks and keep you from your business or family. It will pout and guilt you into playing just a little longer at the park and demand you think about it when out with your friends and family. Eventually it will demand you check in with it to verify that you are thinking about it. You'll slowly descend into obsession over giving it attention, because you'll feel guilty for not paying enough attention to it and you see it at the feet of others. The more you pay attention to it the less you care about the burden of giving the attention, until the weight becomes too much and you fall under that weight.

Not only will the Monster command great feats of attention from you but it will see other Monsters and their deceived masters doing new and exciting things. It will let you think it still enjoys your routines, playing at the same park on the same days with the same scenery but it is bored. It will suffer from lack of enthusiasm and ask what you have done for it lately. It will mention the other Monsters and their adventures as a slight to you. Through glassy eyes it will watch the other Monsters and become jealous, there will be no arguing with it, nothing will change its mind. It will demand you incorporate what the other Monsters are doing in addition to your Monsters own preferences. You'll discover your Monster is never happy with the status quo of what brought you two together.

If you take up with the Monster you must remember:

- * **THE MONSTER HAS NO LOYALTIES**
- * **THE MONSTER DEMANDS VARIETY**
- * **THE MONSTER DEMANDS ATTENTION**
- * **THE MONSTER IS BORED**

The Care and Keeping of A MONSTER.

Chances are you think you can tame the Monster. I wish you the best in your upcoming adventure. After this chapter I will provide you with as much food and Monster Master advice as I can for the different Monsters out there. Keep in mind the key points of a Monster –disloyal, variety, attention, bored. You must continue to stay ahead of the Monster in all areas. Even the areas and advice I give you here will have to eventually change. It's the nature of the Monster.

TIME

- Plan to spend at minimum 2 hours a day to keep the Monster within your domain.
- To keep your Monster's attention on you, spend about 3 to 4 hours a day with it.
- Monsters don't sleep or take weekends off. Plan on at least a few late nights, or weekend attention.

FOOD

- Monsters don't like bland food.
- Monsters tolerate the same food for less than a week.
- What you serve the food on is as important as the food.
- Monster appetites continue to grow. Plan on bigger and better feedings.

CHARACTER

- Not all Monsters are the same.
- Not all Monsters will be attracted to you.
- Monsters change character.

SHELTER

- Monsters are vulnerable to smaller Monsters. Watch for little Monsters in the neighborhood.
- A Monsters house must continually be rearranged.
- Monsters are not house broken.
- A Monster will leave if expansion on its shelter does not keep pace with its own growth.

Before we get into some of the more common monster types out there you should know that the top priority of the care and keeping of a Monster is to keep it fed! Feed your Monster and you stand a better chance of keeping the Monster happy even if you get the time, character, and shelter wrong.

If you fail at keeping up with the Monster or it chews you up and spits you out don't worry, the majority of Monster Keepers don't make it past the first few months. At the end of this little book I'll offer up some help for those whose passion is not in the feeding of the Monster.

The Twitter MONSTER

www.TWITTER.com

TRAITS

- 140 spaces for your message.
- Rapid fire postings. Its like being at a party where everyone talks, few listen.
- Loves talking about itself.

FOOD

- Loves rumors.
- Does not like pictures.
- Links in posting will feed growth.
- Repeat postings are a must to be seen and heard.

PREFERENCES

- Loves a 1 to 1 ratio of following and being followed.
- Spammers are called out.
- Hard selling is ignored.
- The more postings the better.
- Never ever sleeps.
- Exceedingly finicky about missing a meal.

HOUSING

- Loves wide housing. Not deep.
- Minimalist adornment.

The Twitter Monster is one where single postings are largely ignored. You must repeat postings more than once to even be heard on a minimal level for return on investment. This particular Monster is the most difficult to feed and will demand all your time for such limited space. But with help, the Twitter Monster can be a big boon to your business.

The LinkedIn MONSTER

www.LINKEDIN.com

TRAITS

- All business.
- Organized like a rolodex.
- Odd habit of playing keep-away with member to member connecting.

FOOD

- Loves factual content.
- Q&A section a must.
- Used to like only I.T. people, now enjoys variety.
- Likes one to one conversations more than broadcasting.

PREFERENCES

- Loves the global scene.
- Acts local.
- Has disdain for what actually makes it grow.

HOUSING

- Loves tall and deep housing.
- Loves simplicity.

The LinkedIn Monster is a great connector of business of all types. If you don't use the Q&A section frequently you will fall off the radar quickly and your efforts will as well. You must be seen on this site as a proven expert, it will sniff out fakes and wanna-be's like a bee does a flower. The return on effort is well rewarded. This Monster must be fed good business content.

A good manual on how to best keep a LinkedIn Monster: www.linkedworking.com

The Facebook MONSTER

www.FACEBOOK.com

TRAITS

- Friendly.
- Loves to connect past friends.
- Loves games.

FOOD

- Updates are a must.
- Pictures keep it happy.
- Video's keep it somewhat happy.
- Games, games, games.
- Does not like selling of any kind.

PREFERENCES

- Likes quiet places
- Has a longer than average interactive/maintenance requirement

HOUSING

- Moderate.
- Has both a deep and shallow like. Depends on the day.

The Facebook Monster has a higher than average tolerance for times between feeding. But will grow incredibly well if daily feedings are maintained.

The MySpace MONSTER

www.MYSPACE.com

TRAITS

- Selfish.
- Lacks moral continuity.
- Loves music and movies.

FOOD

- Music.
- The more friends you feed it the more it likes you.
- Loves self promotion.
- Flashy attracts it more than content.

PREFERENCES

- Prefers “trains”.
- Consumed with looking younger.
- Spam is a love.

HOUSING

- Wide housing. Not deep.
- Must have music studio.
- Must have movie preview area.
- No religious items accepted.

The MySpace Monster is difficult to maintain. One day off and you've missed what feels like a year of effort. This Monster changes attitudes and likes on an hourly basis. It can be controlled by an owner who is younger and would buy a music CD before they would buy medicine that would save their life. The appetite of this Monster is voracious and is hungry at all times. Continual posting is a must.

The Bright Kite MONSTER

www.BRIGHTKITE.com

TRAITS

- Loves pictures.
- Doesn't talk much.

FOOD

- Visual items.
- Phone-in feeding encouraged.
- Inquisitive and interesting items. No mundane.

PREFERENCES

- Keeps to itself.
- Wants to see what you are doing.
- Enjoys watching global happenings.

HOUSING

- Shallow housing preferred.
- Occasionally has a deeper housing preference.
- Loves food type items.
- Loves the eclectic style.

The Bright Kite Monster is very quiet and unassuming. Probably the nicest Monster on the block. Very tolerant of missed feedings. Proper management in consistent and purposeful feeding schedule will allow this Monster to really pay off but you must get noticed first.

The Other MONSTERS

www.PLAXO.com
www.ECADEMY.com
www.YOUTUBE.com
www.PLURK.com
www.UTTERLI.com
www.TUMBLR.com
www.IDENTI.ca
www.XANGA.com
www.REJAW.com
www.YOUARE.com

So we've covered some of the more popular Social Networking sites and there are hundreds more out there that could eventually compete for eyeballs soon. Some will be better, some will be worse but for free advice you can't expect a full review of them all could you? It is hard enough to just maintain one Monster let alone two or more for you marketing campaign.

Take a peek at some of these other Monsters, maybe one of them will make a connection with you. After all, not all Monsters will like you, and you won't like all the Monsters. Whichever Monster you match up with, you must feed it or it will leave you and your business will suffer.

www.GaryUnger.com

www.GARYUNGER.com

My hopes with this little free Ebook is that you have gained an understanding of how to use and approach some of these social networking sites. It can be very overwhelming for some, others may enjoy the challenge. If you'd like someone like me to handle your social network marketing or would like some further consulting I'm always here to help.

Gary@garyunger.com

The Monster Must Be Fed!

