

## Social Networking Landing Pages

Isn't ethnic networking fun? You get to meet all these grouping and connect with them and spend hours hunting at their profiles and videos and photos and...

Okay, so clearly ethnic networking crapper verify an direful lot of time. The question is, is it worth it? Will outlay all that instance doing ethnic networking lead to an increase in sales?

And the answer is, yes it can. But you requirement to be strategic most it &mdash; just like you requirement to be strategic with all your marketing. And one way you crapper do that is to have a ethnic networking construction page.

So what the heck is a ethnic networking construction page? Well, it's a primary tender on your scheme place or journal fashioned specifically for your ethnic networking folks. This primary tender continues the conversation you started on other ethnic networking sites. (This is very important, you should always design construction pages as continuing the conversation started elsewhere, whether it's your prospects clicking on a Google ad or followers intrigued by something you tweeted most on Twitter.)

You see, many grouping beam their ethnic networking friends to the bag tender of their scheme place or their blog. And while that's not a intense abstract to do, you could definitely do better. You see, the bag tender of your scheme place or the first tender of your journal is more general. It has to be. You don't know how grouping are finding your site. They could be on it because they just heard you on a teleclass or feature an article by you or someone referred you. You don't know so you have to keep it pretty generic most the problems you solve and the solutions you provide (and of course, push them to provide you their telecommunicate address).

So by creating a construction tender specifically for your ethnic network buddies that continues the conversation already started in the ethnic networking scene, you'll be that much closer to transforming them into eventual customers.

Okay, so what do you put on this ethnic networking construction page? Do you try and delude them there?

In a word &mdash; NO! Remember, ethnic networking is all most building relationships and making connections. And, through those relationships grouping will naturally want to support you and embellish your customer. The last abstract you want to do is beam your ethnic networking buds to a tender and try to delude them.

(Now, that doesn't mean your tender can't include a couple of links to some products so they crapper feature more and buy, but no hard core selling.)

Instead, share more most yourself, your family, your interests and your business. Then invite them to provide you their telecommunicate address in exchange for a liberated gift from you.

By getting on your telecommunicate list, you are now in a position to increase the relationship. Along with getting your lawful newsletter (you HAVE one, don't you?) which contains great aggregation and content, you crapper also invite them to your liberated teleclasses, which also contain fantastic content but also includes an invitation for them to embellish a customer, or you beam emails to them also inviting them to embellish a customer.

See how this works?

So verify a few moments to put together a ethnic networking construction tender and wager how it crapper start transforming your ethnic networking activities.