

## HOW TO BE IN 10 PLACES AT ONCE

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RSS feeds allow you send you message or video out to several sites at once. Often, different social media sites have different audiences. Think of these sites as cities, each one having a different landscape and population. For example, you have readers who will buy books from Amazon, review on Amazon and read your blog from Amazon.

These people are not interested in being on MySpace or Facebook. You can write one blog on your MySpace, send that to your Blogger account that places a short summary on your website homepage, and forward your RSS feed from Blogger to Amazon. With one blog you now have new material put on 4 different places and you don't need to go to those sites to put that blog up, it will happen automatically, each time you blog.

How do you follow up on comments on sites you don't always go to physically each day?

Blog programs, such as Blogger, give you an RSS feed specifically for comments. Send the RSS comment feed to your RSS reader, such as iGoogle so that you only have to go to that one site in order to monitor any comments.

Another great way to forward information and monitor comments is through social media aggregators such as FriendFeed.com or Profilactic.com. These sites all you to go to one place to send and monitor your online conversations.

For video there are hyper-distribution sites such as TubeMogul that forward video to various sites for you. Our TubeMogul uploads forward to 12-14 sites and from there we utilize RSS feeds to send the video on to an additional 25 sites. So, with a single upload of a video it is distributed to nearly 40 sites.

With the potential of RSS feeds, social media aggregator sites and various other new technologies it is possible to be in 10 places at once online. You can cut down the amount of time you spend online but still get yourself out to a wide audience.

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Other digital media information available from Circle of Seven Productions-

Ebooks:

The Book Trailer Revolution –Book marketing and promotion through digital video

White Papers:

Residual Marketing Effect – A study of the long-term effects and various opportunities of digital video marketing and promotion beyond initial utilization

BEA Handout:

Building Relationships Online

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