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# **Using Social Media For MLM Marketing Businesses**

When a network marketer is trying to build an online business they will find few better places than sites concerned with social media - Social media - BetterNetworker, Facebook, LinkedIn, Twitter, YouTube to name a few. These sites are designed around networking and building groups of like minded individuals. They also have that advantage of allowing someone to network across the globe, so that they can reach beyond their own local area.

It is important to focus on building relationships on these sites. Don't immediately join a site and make all your posts about your products and your business opportunity. That is a very quick way to become unpopular. Find people and groups of people who are likely to be interested in your product or business opportunity and then build a relationship with them. Qualify them as prospects, not everyone is suitable, then the product and/or opportunity can be subtly brought to their attention.

These sites are an effective place to establish a reputation as an expert in the product area and a leader in the network marketing industry. When somebody becomes a trusted authority then hot prospects will begin to seek them out. It can be counter-productive to be seen as a sales person, especially a pushy one. Develop a good reputation and prospects will sell themselves.

It is very easy to spend hours on social networking sites. A useful plan will help to combat this tendency. Items to mention in a strategic social networking plan are: the choice of sites to be targeted, the frequency of visiting each site, the amount of time to spend with each site, a set of goals for each site and goals for this type of marketing overall.

An important asset offered by social sites is the individual profile. When someone visits these sites and discovers a useful and informative post they are likely to want to know more about the author, so they visit the profile of the author. This is where a network marketer has a chance to direct people to their business website and to give people a reason to start a conversation.

Spend time developing a good reputation on these sites and you will be rewarded with hot prospects flooding your way. Get a reputation for only being interested in your own business and not wanting to be a part of the community, or even worse as a spammer and people will stay away, your network will be small and useless.

To back up a good social networking campaign it is helpful to have a useful website that people can visit. This website will be a business one. It is a great idea to have it promoting the business and promoting the person behind the business. Convince people that you will make an excellent sponsor and that they should buy products from you and join the business with you.

The potential for social media - Social media - BetterNetworker, Facebook, LinkedIn, Twitter, YouTube and similar sites is enormous when used properly. A well thought out campaign will give the savvy network marketer a constant stream of warm prospects ready to buy products and join the business.

Gary Carter is an [internet network marketing](#) entrepreneur known for turning dedicated MLM network marketers into success stories. Learn how to attract endless new distributors and customers to your MLM network marketing business by signing up for the "[7 FREE Training Tutorials](#)." In these FREE tutorials you will discover the secret to getting automated leads, distributors, and sales for your business.

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