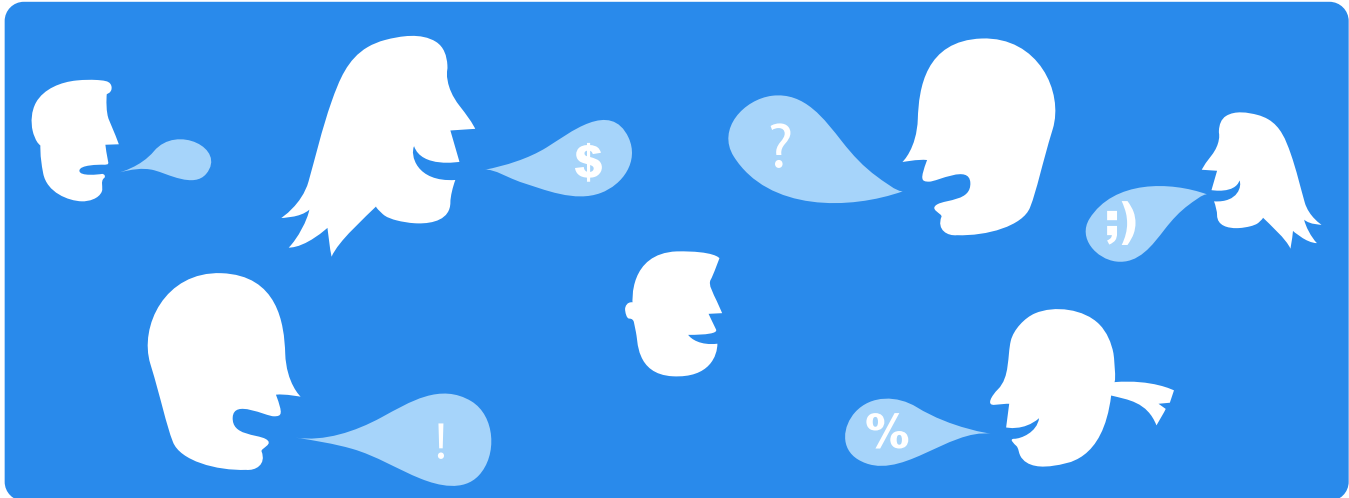


Distribute & Sell Your Content Online via Social Media

- 1. Introduction to Social Media**
- 2. Selling Content with the Help of Social Media**
- 3. Distribution: Start to Finish**
- 4. Introducing the RightNow On-Demand Storefront**
- 5. Using Social Networks & Websites**
- 6. Advanced Social Media Strategy**
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1. Introduction to Social Media



What is Social Media?

When you participate in Social Media you are actively sharing and receiving information with people in online communities. These communities consists of social networks and websites that connect you to people you already know and gives you access to their extended network of friends and colleagues. The advantage of online social networks is that you have insight into previously unrealized connections to people who are seeking others with common interests. This is your potential audience.

Carving out your unique niche in the Social Media space can lead to:

- building awareness and visibility of your product or brand
- finding your audience and gaining customer insight
- being seen as a leader in your industry

The nature of Social Media establishes a 2-way dialog within your community by engaging your listeners and eventually turning them into loyal fans. Relevant conversations are happening online with or without you. It's never too late to get involved.

Why use Social Media?

Social Media provides you and your products a presence where your potential audience is already congregating online. It is less about driving internet traffic to your website, but instead is about getting your voice, products and content in front of your audience the moment they are seeking it. A recently study from Nielsen Online showed that by the end of 2008, social networking had overtaken email in terms of worldwide reach.

If you're new to social media and feel overwhelmed, a good first step would be to join a social network and see what it's all about. Please refer to the Social Media Resources section at the end of this document for recommended links.

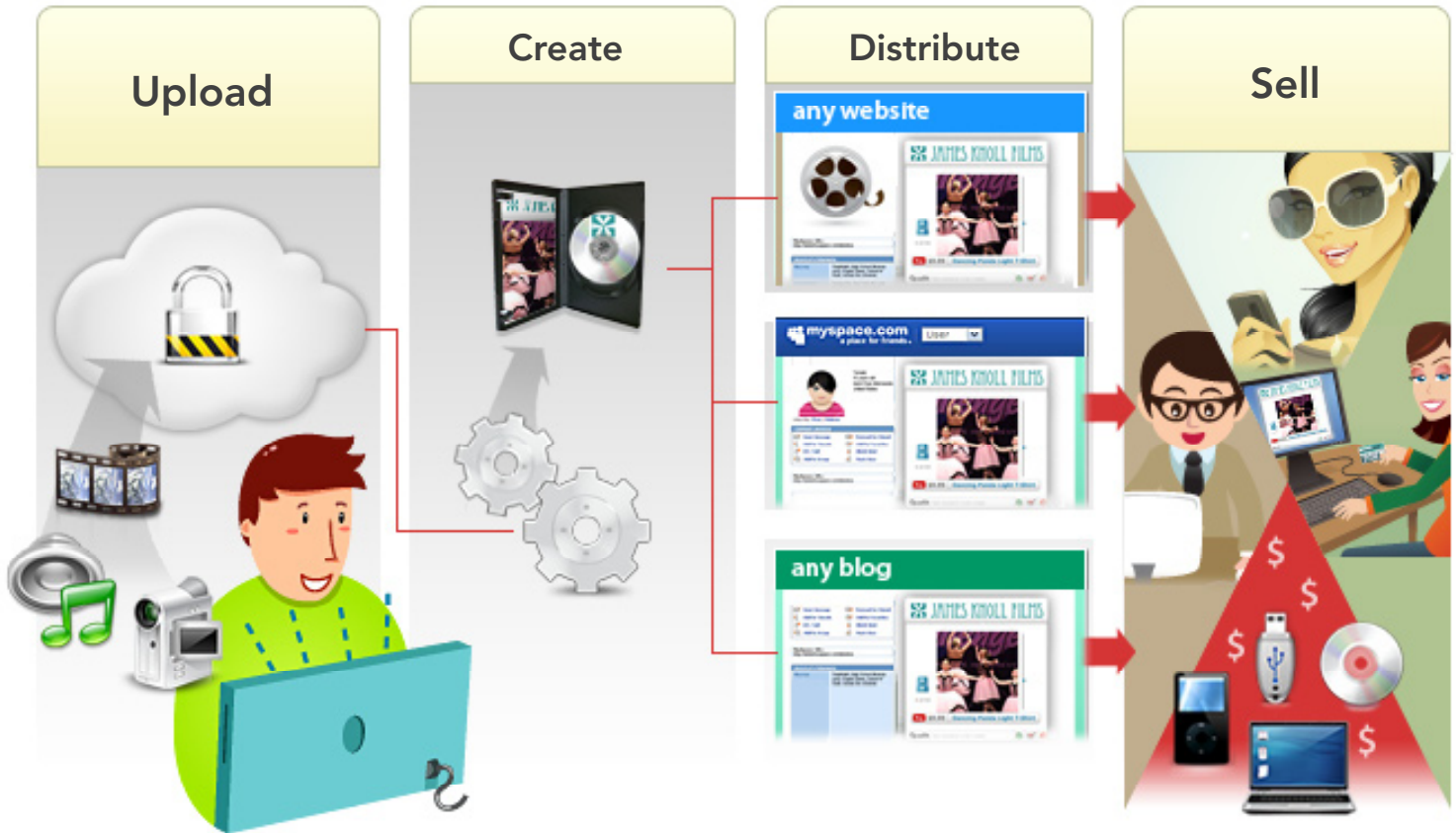
2. Selling content with the help of Social Media



Your Content + Social Media = Online Sales. You need a plan!

- The combination of setting up your content to be sold via the RightNow On-Demand Storefront and participating in Social Media will help you sell your content online. Web visitors can click to purchase your content which will then be manufactured and shipped the same day.
- Find your online communities and the related conversations that are currently happening online — they're out there. For more ideas on how to utilize Social Media, please refer to Section 6. *Advanced Social Media Strategy*.
- Direct your clients and community to your storefront and/or use a variety of Social Media tools to distribute your content for sale on other websites like Facebook, MySpace and blogs. Refer to Section 3. *Distribution: Start to Finish* for details.
- Finally, encourage your clients and community to share and distribute your content on their Social Media websites too.

3. Distribution: Start to Finish



Create your own RightNow On-Demand Storefront, and enable your clients to sell for you:

- **Upload** your digital content for sale to our secure cloud server.
- **Create** your media with our easy-to-use suite of tools to generate covers and disc art.
- **Distribute** your content for sale on websites by using a variety of Social Media tools*.
- **Sell** to web visitors in desired media format. Our eCommerce engine takes care of the selling, and our manufacturing center takes care of the shipping. You just sit back and watch the sales roll in!

*RightNow is working with third-party developers of Social Media tools and widgets to offer complete end-to-end services.

4. Introducing the RightNow On-Demand Storefront

The screenshot shows the RightNow website interface. At the top, there is a navigation bar with links for Home, How It Works, Pricing, About Us, Contact Us, and FAQ. The main header features the RightNow logo and a 'Get Started' button. Below this, a large section titled 'Distribute your content across the web' contains a diagram illustrating the process: 'YOUR CONTENT' is uploaded to a secure network using 'DISTRIBUTION TOOLS', then 'DISTRIBUTED' as an example on a website like Myspace, and finally 'PURCHASED CONTENT' is sold to website visitors in various media formats. Below the diagram are three columns: 'Key Features' (highlighting the elimination of physical inventory hassles), 'Pricing Details' (highlighting no upfront or hidden fees), and 'Distribution Networks' (highlighting the ability to market and sell products like never before).

Market and sell your products like never before

- A secure personal website to manage your media for sale
- Pay only when you sell, no out-of-pocket costs, no upfront or hidden fees
- Say goodbye to the hassles of managing physical inventory
- No minimum orders, convenient payment processing through PayPal and any major credit card
- Sell your content via multiple mediums including: CD/DVD and future offering of Blu-ray/Mobile Devices/USB Flash

5. Using Social Networks & Websites: MySpace

The screenshot shows a MySpace profile for a user named Jessica. The profile includes a profile picture, personal information (Female, 18 years old, Saint Paul, Minnesota, United States), and a navigation menu. A pink box highlights the text "Jessica is in your extended network". Below this is a section for "Jessica's Latest Blog Entry" with a link to "Subscribe to this Blog" and a link to "View All Blog Entries". A "Jessica's Blurbs" section contains a text blurb: "Check out my recital video! You can buy it from James Knoll Video (below) & help me raise money for our Spring Show!". A red-bordered box highlights a "ProductBadge" widget for "JAMES KNOLL FILMS". The widget features a video thumbnail of a ballet recital, a "share" button, a "shout-out" button, and a "Buy" button for "\$25.00" with the text "Jessica's Ballet Recital: Feb 12, 2009". Red lines point from the text "ProductBadge widget" and "Your client's video" to the widget and its video thumbnail, respectively.

MySpace.com a place for friends. User Shortcuts: [dropdown] Web Search POWERED BY Google

Home Browse People Find People Forums Music Video More Log In Sign Up

Jessica

Female
18 years old
Saint Paul, Minnesota
United States

Jessica is in your extended network

Jessica's Latest Blog Entry [Subscribe to this Blog]
[View All Blog Entries]

View My: Pics | Videos

Contact Jessica

- Send Message
- Forward to Friend
- Add to Friends
- Add to Favorites
- IM / Call
- Block User
- Add to Group
- Rank User

MySpace URL:
http://www.myspace.com/jessica

Jessica's Interests

Movies	Twilight, High School Musical, Juno, Legally Blond, School of Rock, Across the Universe.
Television	Gossip Girl, One Tree Hill, Lost, American Idol, America's Next Top Model, Smallville, 90210, John and Kate Plus 8.

Jessica's Details

Status:	single
Here for:	friends
Orientation:	straight
Hometown:	Saint Paul

JAMES KNOLL FILMS

share shout-out

Buy \$25.00 Jessica's Ballet Recital: Feb 12, 2009

ProductBadge widget

Your client's video

As a filmmaker and for-hire videographer, "James Knoll" has content to sell online.



- Knoll was hired by "Jessica" to film her dance recital.
- Knoll creates Jessica's video, uploads it to his RightNow On-Demand Storefront and uses a **ProductBadge widget** to post his video content onto websites.
- Knoll provides Jessica a link to the **ProductBadge** that contains her video.
- Jessica posts the **ProductBadge** that contains her video to her MySpace page.

5.1 Using Social Networks & Websites: MySpace

The screenshot shows a MySpace profile for Jessica, 18 years old, from Saint Paul, Minnesota. The profile includes a photo, contact information, and a video titled "Jessica's Ballet Recital: Feb 12, 2009" priced at \$5.00. Annotations with callouts and dollar signs describe the following activities:

- 1**: "AMY" (Grandma) sees the post and buys the video.
- 2**: "SARA" (another dancer) shares the video to her MySpace page, and "S.P. High" (Jessica's school) shares it to their blog.
- 3**: An extended network of friends and family purchases the video and shares the ProductBadge.

Jessica updates her MySpace page and a variety of activities can occur:

- 1** Family and friends see the **ProductBadge** and purchase* the video.
- 2**
 - A co-dancer of Jessica's ("Sara") sees the MySpace page, and clicks the share icon  to post the **ProductBadge** to her own MySpace page.
 - Jessica's High School clicks the share icon  to post the **ProductBadge** to their blog.
- 3** An extended network of friends and family can purchase* the video and share the **ProductBadge**.

*All transactions are directed to and occur securely on the RightNow On-Demand Storefront.

5.2 Using Social Networks & Websites: Blogs

The screenshot shows a blog post from Thursday, November 13, 2008, titled "The film 'Amy & Jack' now for sale!". The post features a red-bordered ProductBadge widget for "JAMES KNOLL FILMS" which includes a video player for the film "Amy & Jack" and a "Buy \$25.00" button. The video player shows a person walking down a street. Below the video, the text reads: "It's finally ready.. my documentary film 'Amy & Jack' is now available for sale. Thanks to my wife and family for all the support during the last 2 years. FYI: I'm donating \$2 per purchase to [Livestrong](#)." The post is attributed to "Bliz" at 10:25 AM with 10 comments. A second post from Friday, November 07, 2008, is partially visible below, titled "New 'Amy & Jack' trailer - take a look.".

ProductBadge widget

your film

As a filmmaker and for-hire videographer, "James Knoll" has content to sell online.

- Knoll has created a short film, and wants to distribute and sell it online
- Knoll uploads the digital film to his RightNow On-Demand Storefront and uses a **ProductBadge widget** that can post his video content onto websites.
- Knoll posts the **ProductBadge** that contains his film to his blog, and announces his film for sale.
- The same activity outlined in the previous MySpace example can also occur here on the blog.

5.3 Using Social Networks & Websites: Blogs

Amy & Jack...
The 2009 indie film by James Knoll

Thursday, November 13, 2008

The film "Amy & Jack" now for sale

JAMES KNOLL

share shout-out

Amy & Jack
A film by James Knoll

Buy \$5.00 Amy & Jack, a film by James Knoll

It's finally ready.. my documentary film "Amy & Jack" is now available for sale. Thanks to my wife and family for all the support during the last 2 years. FYI: I'm donating \$2 per purchase to [Livestrong](#).

Posted by "Bliz" at 10:25 AM 10 comments

Friday, November 07, 2008

New "Amy & Jack" trailer - take a look.



"AMY" Sees post & buys video

"JOHN" Sees post & buys video

"ALICE" Sees blog post, buys the film & shares the ProductBadge to her MySpace

"Indie-Mag" Sees blog post & shares the ProductBadge in their online review

Knoll updates his blog and a variety of activity can occur:

- 1 Friends and fans see the blog with the **ProductBadge** and purchase* the video.
- 2
 - A fan ("Alice") sees the blog, buys the film, and clicks the share icon  to post the **ProductBadge** that contains the film to her own MySpace page.
 - An industry connection ("Indie-Mag") sees the blog and clicks the share icon  to post the **ProductBadge** that contains the film to their online review.
- 3 An extended network of friends and fans can purchase* the video and share the the **ProductBadge**.

*All transactions are directed to and occur securely on the RightNow On-Demand Storefront.

6. Advanced Social Media Strategy

Suggested Guidelines

Listen. What are people saying about you? What are your competitors talking about? What can you learn about your industry? – Set up Google Reader, search for your company, products and employees and do the same for your competitors. Find the blogs related to your industry and subscribe to them as well.

Search. There are great tools out there that can help narrow the playing field down for you by being able to search by key words again – Technorati, Twitter Advanced Search and Google Blogsearch.

Blog. If you don't have one, start one to communicate news, discuss the industry and share info (See "Blogging Software & Content Platforms").

Reach. Use other networks like Facebook and MySpace to point people towards you. Allow people to subscribe to your blog by linking it to Feedburner.

Update. Have social conversations on Twitter and Jaiku to meet people and update them on your current status, what has your attention and add value to conversations (See "Micro-Blogging Sites").

Be Reputable. Build your business profile on LinkedIn. Start your reputation management, give impression of your abilities and share knowledge.

Action Plan Checklist

Lay the groundwork by researching and putting tools in place so you can properly monitor where your current and potential customers are talking online. Open the floodgates by creating content, connections and community on places like MySpace, Facebook, Twitter and blogs. Go at your own pace and see what works best for you.

- | | |
|--|---|
| <input type="checkbox"/> Set up your RightNow On-Demand Storefront | <input type="checkbox"/> Start your own blog* |
| <input type="checkbox"/> Join communities where your customers hang out* | <input type="checkbox"/> Find the evangelists for your brand |
| <input type="checkbox"/> Be a positive contributor in these communities | <input type="checkbox"/> Develop your online reputation with LinkedIn |
| <input type="checkbox"/> Comment on people's blog posts | <input type="checkbox"/> Connect with people with common interests |
| <input type="checkbox"/> Congratulate accomplishments | <input type="checkbox"/> Use Micro-blogging sites* |
| <input type="checkbox"/> Give industry advice | <input type="checkbox"/> Re-post other people's messages & posts |
| <input type="checkbox"/> Share info and make recommendations | |
| <input type="checkbox"/> Choose your monitoring tools* | |
| <input type="checkbox"/> Educate your potential customers | |

*See Social Media Resources

7. Social Media Resources

Social Networks

[Facebook](#)
[MySpace](#)
[Linkedin](#)
[Hi5](#)
[Friendster](#)
[Bebo](#)

Blogging Software & Content Platforms

[WordPress](#)
[TypePad](#)
[Tumblr](#)
[Blogger](#)

Micro-Blogging Sites (for blog promotion)

New form of blogging which allows people to write small text updates and publish them easily. This practice has been adopted by many bloggers and advertisers as a simple way to promote their work. Lingo - Microposts, status updates or tweets.

[Twitter](#)
[Tumblr](#)
[Plurk](#)
[Jaiku](#)
[Friendfeed](#)

Monitoring Sites

[blogsearch.google.com](#)
[twitter.com](#)
[search.twitter.com](#)
[tweetscan.com](#)
[twistermc.com/plurk](#)

LinkedIn SM Groups

[Social Media Mafia](#)
[Social Media Club](#)
[ProMarketers](#)
[Social Media Marketing](#)
[Social Media Today](#)

SM Experts, Advice, Organizations

[Scobleizer.com](#)
[Chrisbrogan.com](#)
[Churchofthecustomer.com](#)
[Copyblogger.com](#)
[Socialmediaexplorer.com](#)
[Whatsnextblog.com](#)
[Socialmediacub.org](#)
[Commoncraft.com](#)

Articles

[How to launch a successful blog](#)
[Video: Blogs in Plain English](#)
[Video: Social Media in Plain English](#)
[A sample Social Media tool-kit](#)
[Starting a Social Media Strategy](#)

Rules to keep in mind

- Be a guide, not an expert
- Give more than you receive
- Build quality relationships
- Engage, respect and appreciate the community
- Listening is more important than speaking