

INTEGRATING SOCIAL NETWORKS

Introduction

Shopping Cart Elite is integrated with several social networks allowing you to promote your website using social marketing. To learn more information about social marketing please read Marketing Tutorials > 30.8 Social Marketing Lesson.

Shopping Cart Elite supports the following Social Networks as can be seen in the right hand circled screen shot of a typical home page:

- Twitter
- Facebook
- MySpace
- LinkedIn
- YouTube
- Vimeo
- Blogger
- Flickr
- eBay

The screenshot displays the homepage of VehicleGraffiti.net. At the top, there are five product category tiles: 'Real Carbon Fiber Door Pillars', 'Headlight Film Covers', 'Carbon Fiber Dash Trim Kits', 'One 4"x8" Universal Film Cover', and 'Wood Dash Kits & Solid Color Dash Kits'. Below these is a 'FEATURED CATEGORIES' section with six more tiles: 'Lamin-x Protective film', 'Vinyl Decals & Graphics', 'Exterior Accessories', 'Universal Products', and 'Interior Accessories'. A 'VEHICLEGRAFFITI NEWS FEED' section follows, listing several articles from December 2009. On the right side, there is a search bar and a social network section. The social network section includes links for 'Follow us on', 'Become a fan on', 'Network on', 'Befriend us on', 'Watch us on', and 'Read us on', each with corresponding social media icons. A red circle highlights the social network links.

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- Sample of how the Social Network display on your website

RSS Feeds (more on page 6)

Another feature that is available through Shopping Cart Elite is a multi-RSS feeder. Your homepage has a "NEWS FEED" where you can post updated news about your company or the products your company releases (Another new feeds is available under MY ACCOUNT section when your client logs in to your website, you can maintain the same or separate feed on that section). You are able to create your own company RSS feed, and others can follow it. You can also integrate other company's RSS feed into your news feed for your clients to read. See the example below of RSS feeds on the home page:

FEATURED PRODUCTS

 <p style="font-size: 0.8em; margin-top: 5px;">MimoUSA M3 Power Side View Mirrors with LED</p>	 <p style="font-size: 0.8em; margin-top: 5px;">MimoUSA Fiberglass F1 Fenders</p>	 <p style="font-size: 0.8em; margin-top: 5px;">Carbon Fiber Headlight Eyelids</p>	 <p style="font-size: 0.8em; margin-top: 5px;">MimoUSA Dash Trim</p>	 <p style="font-size: 0.8em; margin-top: 5px;">MimoUSA Gloss Black Pillars</p>
 <p style="font-size: 0.8em; margin-top: 5px;">Cold Air Intake System</p>	 <p style="font-size: 0.8em; margin-top: 5px;">MimoUSA Chrome Door Pillars</p>	 <p style="font-size: 0.8em; margin-top: 5px;">MimoUSA Scissor Slide Kit</p>	 <p style="font-size: 0.8em; margin-top: 5px;">Aluminum Floor Mats, Car Mat, Floor Mat, Car Floor Mat</p>	 <p style="font-size: 0.8em; margin-top: 5px;">Polyurethane Headlights Eyelid</p>

ABOUT OUR COMPANY

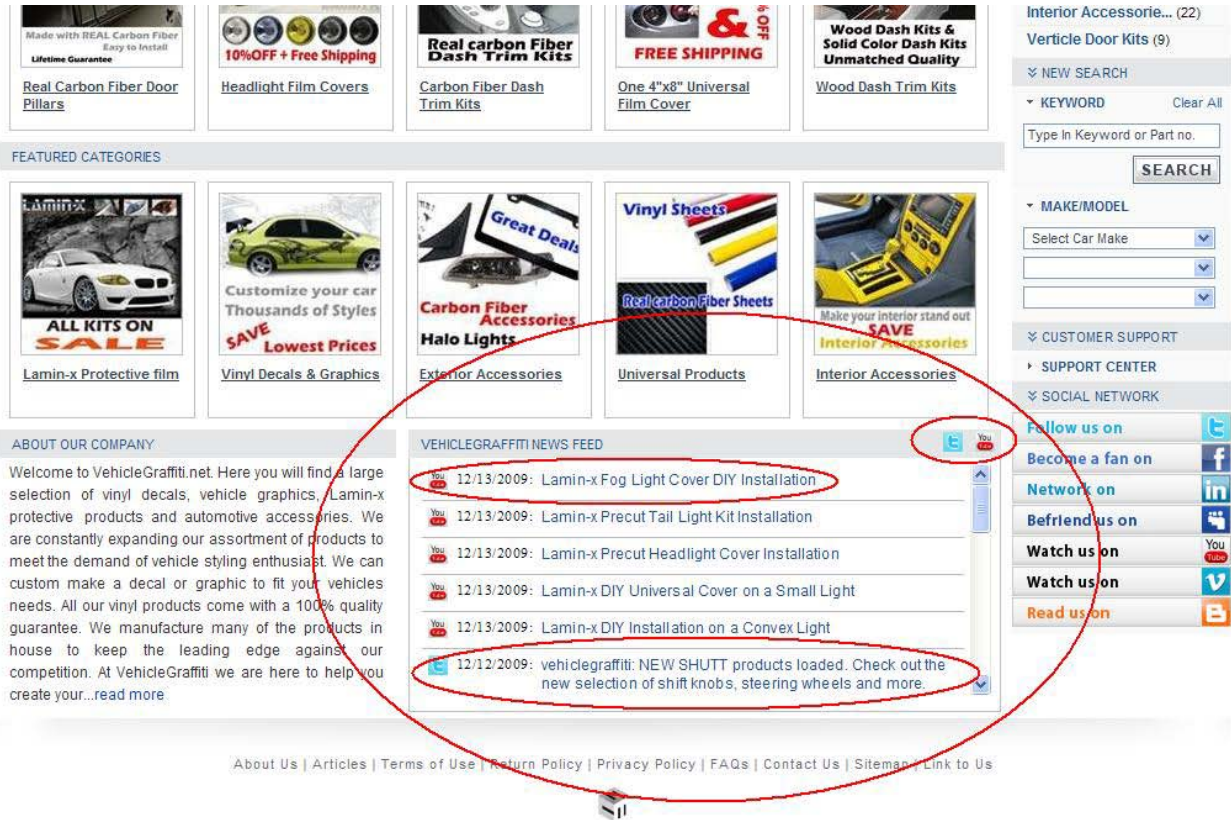
Yarkuza specializes in wholesale Drop Shipping of After market auto parts. We carry the most popular lines of brand name aftermarket car accessories that range from dash trim kits, exhausts, air intakes, body kits, Suspension kits, Big Brake Systems, Train Horns, Pillar Covers, headlight Eyelids, and much more. Our dealer network consists of Entrepreneurs selling on a variety of different platforms that range from Retail shops, Websites, ebay, Amazon and other networks for selling products online. We have partnered up with...read more

WHOLESALE DISTRIBUTOR CAR ACCESSORIES NEWS FEED

- 12/11/2009: TURBINE MILEAGE MAXIMIZER VIDEO 1
- 12/11/2009: Weapon*R Engine Damper Kit Demo (Before Damper)
- 12/11/2009: Weapon*R Dodge Neon SRT4 SW Intake Dyno Test
- 12/10/2009: New Products coming next week
- 12/10/2009: Weapon*R Mazda RX8 SW Intake Dyno Test
- 12/4/2009: Weapon*R Honda Fit SW Intake Dyno Test

- *Your RSS post on your news feed*

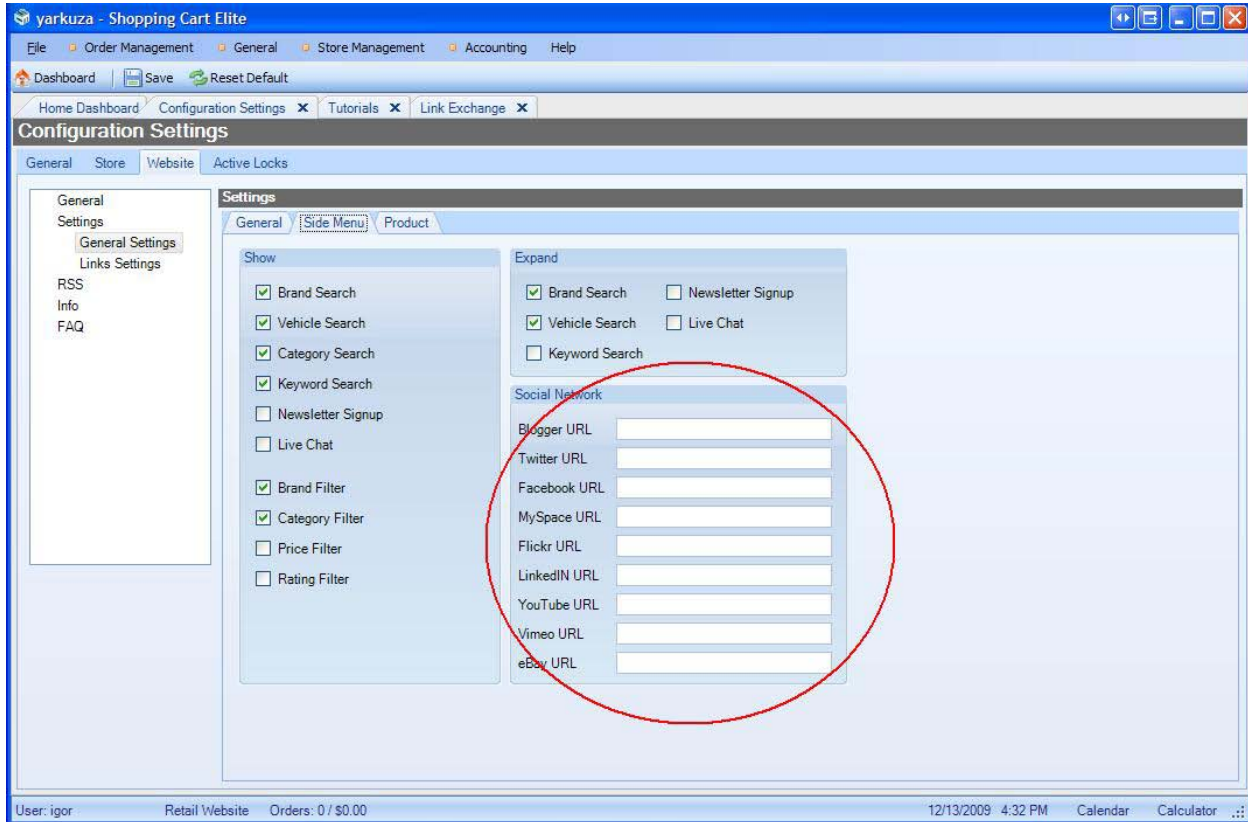
For example, your company name is Yarkuza, and you sell brands such as Weapon R, MimoUSA, HKS, etc. If these manufacturers main a social network feed (such as Twitter, YouTube, Blog RSS feeds) for their customers, you are able to integrate their feed into your own news feed for your customers. So whenever Weapon R will post a new press release or video, it will automatically sync into your news feed for your customer to read. You can also create your own news feed that your clients can follow using their own RSS aggregator.



- Sample of how you can follow other RSS feeds into your own News Feed that your customer can read.

Adding Side Menu Social Networking Links

Go to STORE MANAGEMENT > SETTINGS > WEBSITE > GENERAL SETTING > SIDE MENU and find the Social Networks text boxes. You can enter the website URL (Ex. <http://www.facebook.com/shoppingcartelite>) of all the social networks that you participate in. Keep in mind that this should be an active landing page of your social networks introduction page. Do not implement as an RSS feed.



- Sample of where to set up the URLs for the social network buttons

Twitter (www.twitter.com)

Twitter is a service for friends, family, and co-workers to communicate and stay connected through the exchange of quick, frequent answers to one simple question: **What are you doing?** Using Twitter you can type up to 140 characters per message.

Using Twitter for Business allows you to communicate with your customers fast and easy using a two way communication. Customers who have a Twitter account can now follow your updates without ever going on your website. In addition you can sync Twitter with your mobile phone to write and reply to messages from your customers. Using 140 characters per message which usually takes no more than one minute to write, Twitter should be used daily to communicate with your customer base.

Use Twitter for:

- Primarily to announce specials and coupons.
- Add at least one coupon every two weeks (if possible every week) and announce it on Twitter.
- Update press releases or let them know about exciting news.

More Details about using Twitter

The announcements are located on your homepage, they are made to communicate with your clients and notify them of any specials, company updates, news, etc.

The problem with the typical news and announcements is no one ever reads them. Unless the client is really interested in what you have to say you will lose 90% of the subscribing readers from your total visitors. Clients who read your announcements are usually dependent on your company to give them valuable information that they can't get anywhere else.

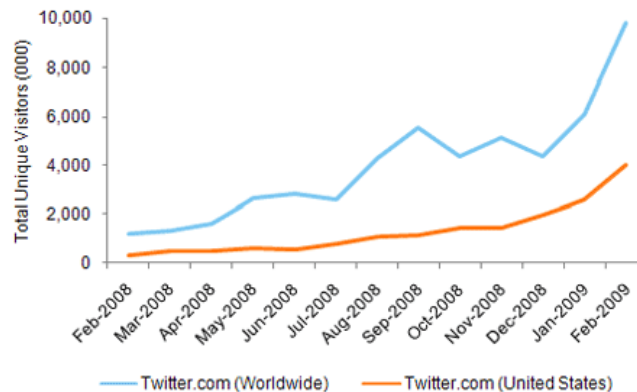
To solve this problem, we had to tap into a network which is used by individuals for their personal use and incorporate the announcements into this network.

We chose Twitter. Twitter is a service for friends, family, and co-workers to communicate and stay connected through the exchange of quick, frequent answers to one simple question: What are you doing? Using Twitter you can type up to 140 characters per message.

Here is an article from USAtoday how Twitter is used by the Fortune 500 to communicate with their customers. http://www.usatoday.com/tech/news/2009-06-25-twitter-businesses-consumers_N.htm

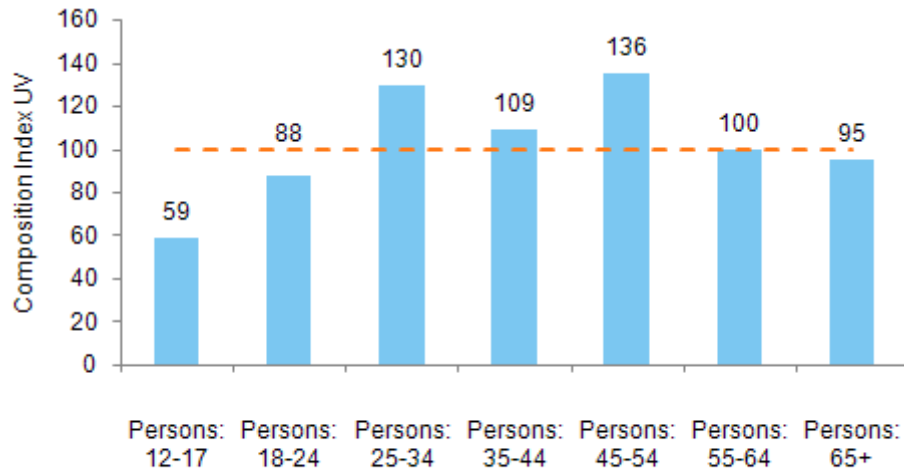
Many people have hopped on the Twitter bandwagon - from businesses to celebrities to professional sports players to President Obama.

Over the past several months, comScore has watched how quickly traffic to Twitter has exploded. Worldwide visitors to Twitter approached 10 million in February 2009, up to an impressive 700+% vs. year ago. The past two months alone have seen worldwide visitors climb more than 5 million visitors. U.S. traffic growth has been just as dramatic, with Twitter reaching 4 million visitors in February, up more than 1,000% from a year ago.



Source: comScore Media Metrix

Reuter's reporter Alexei Oreskovic recently authored an interesting blog post about the demographics of Twitter users. What he discovered was that 18-24 year olds, the traditional social media early adopters, is actually 12 percent less likely than average to visit Twitter (Index of 88). It is the 25-54 year old crowd that is actually driving this trend. More specifically, 45-54 year olds are 36 percent more likely than average to visit Twitter, making them the highest indexing age group, followed by 25-34 year olds, who is 30 percent more likely.



Source: comScore Media Metrix

Using Twitter for Business allows you to communicate with your customers with a fast and easy two way communication tool. Customers who have a Twitter account can now follow your updates without ever going on your website. In addition you can sync Twitter with your mobile phone to write and reply to messages for your customers. Using 140 characters per message, which usually takes no more than one minute to write, Twitter should be used daily to communicate with your customer base.

Facebook & MySpace (www.facebook.com / www.myspace.com)

These social networking services have friends communicate with other friends. For business, Facebook and MySpace allow you to create a Group for your company, and invite users to become your fans and read your announcements, which is similar to Twitter.

To learn more information about social marketing please read Marketing Tutorials > 30.8 Social Marketing Lesson.

Use Facebook / MySpace for:

- Gather new fans for your company group.
- Advertise coupons / specials to your fans.
- Create contests and giveaways.
- Create and maintain your company/brand image.

LinkedIn (www.Linkedin.com)

LinkedIn is a similar Social Network as Facebook and MySpace, except it is geared more towards business to business communication.

Use LinkedIn for:

- Establishing a professional identity for your company.
- Maintain your company profile.
- Have your employees use it for social networking.
- Negotiate new deals with suppliers.
- *Wholesale* - Communicate with new dealers to sell your product.

YouTube & Vimeo (www.youtube.com / www.vimeo.com)

YouTube and Vimeo are social network video websites. You can start a Channel (group), and maintain videos about your company.

Use YouTube or Vimeo for:

- Start a Channel (Group) and maintain videos of your company and the products you offer.
- Upload videos of the physical products that you sell or manufacture. Installation videos are especially valuable for prospects and buyers.
- Upload inspirational videos for your company or products.
- Post video product reviews (you can record them professionally, ask your customer to make video testimonials or to a video testimonial yourself).
- Find images from other users or companies that are posted on YouTube and add them to your product descriptions (You can add videos of products to your product pages).
- Create educational videos about relevant subjects.

Blogger (www.blogger.com)

Blogger is a Blog Service that is offered for free by Google. This service allows you to write blog posts for your clients.

Use Blogger for:

- Promote your company.
- Write articles to generate traffic to your website.
- Write product reviews for your visitors.
- Maintain at least one blog post per week about a relevant subject.
- Write about relevant subjects.
- Get back links to your site.

Flickr (www.flickr.com)

Flickr is a photo sharing network. You can create albums about your company and company's ongoing activities.

Use Flickr for:

- Post photo albums from shows that you attended.
- Find or Take pictures of relevant installed examples of your products.
- Find or Take professional product picture shots.
- Find or Take pictures of models at car shows.
- Run a promotional photo shoot (such as beautiful models holding your products) for your company and post it on Flickr.

eBay (www.eBay.com)

eBay is an online auction marketplace, that you can use to sell your promotional, overstock or special priced items.

Use eBay for:

- For Specials. Start an eBay store and post your specials.
- Try to always maintain some specials, open box or overstocked item on eBay.

Successful Using Social Media

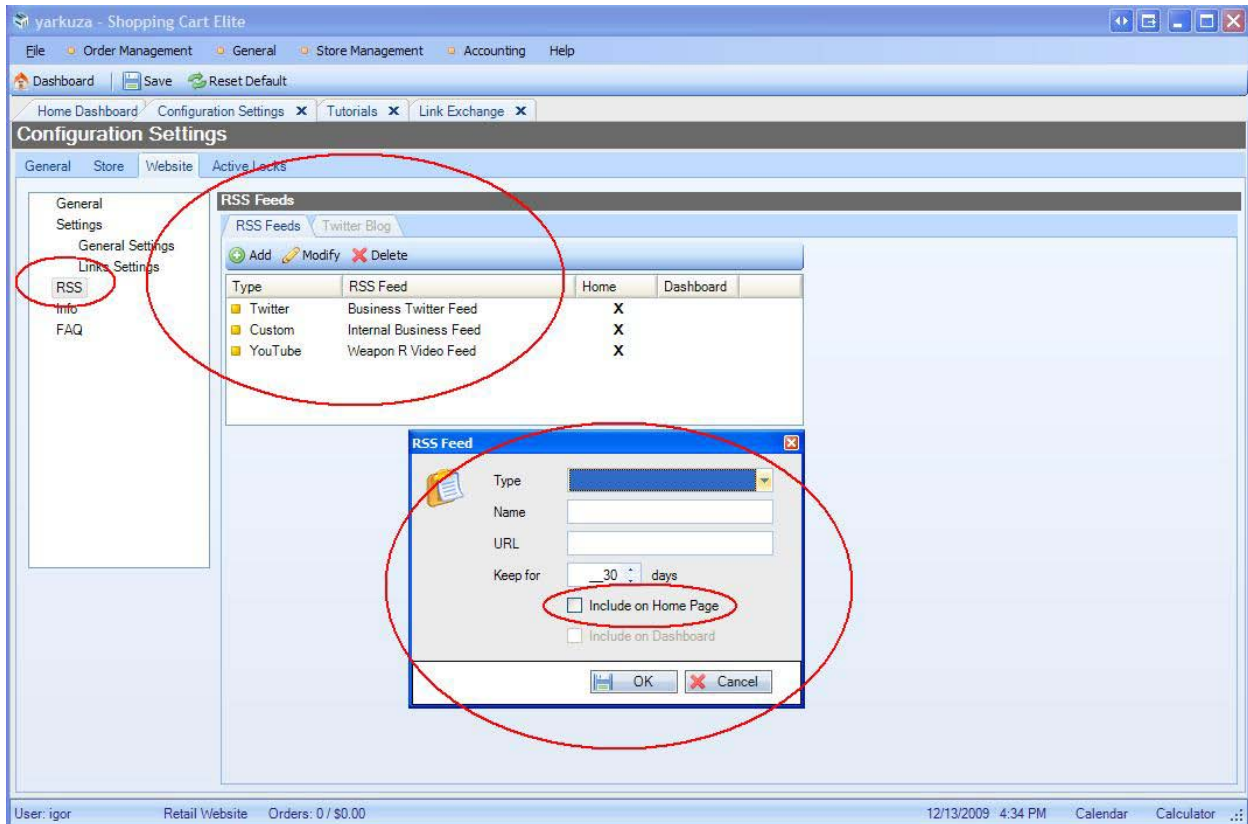
[New research by Citibank](#) reveals that social media has yet to penetrate the small business world, finding that 76% of the 500 organizations surveyed have not found social media useful in generating business. Maria Veltre, Executive Vice President of Citi's Small Business Segment says, "Our survey suggests that small business owners are still feeling their way into social media, particularly when it comes to using these tools to grow their businesses." However there are ways to generate income, not just brand identity from social marketing. Read about [5 Small Businesses Successfully Using Social Media](#).

Integrating RSS Feeds Continued

...continuation from page 1.

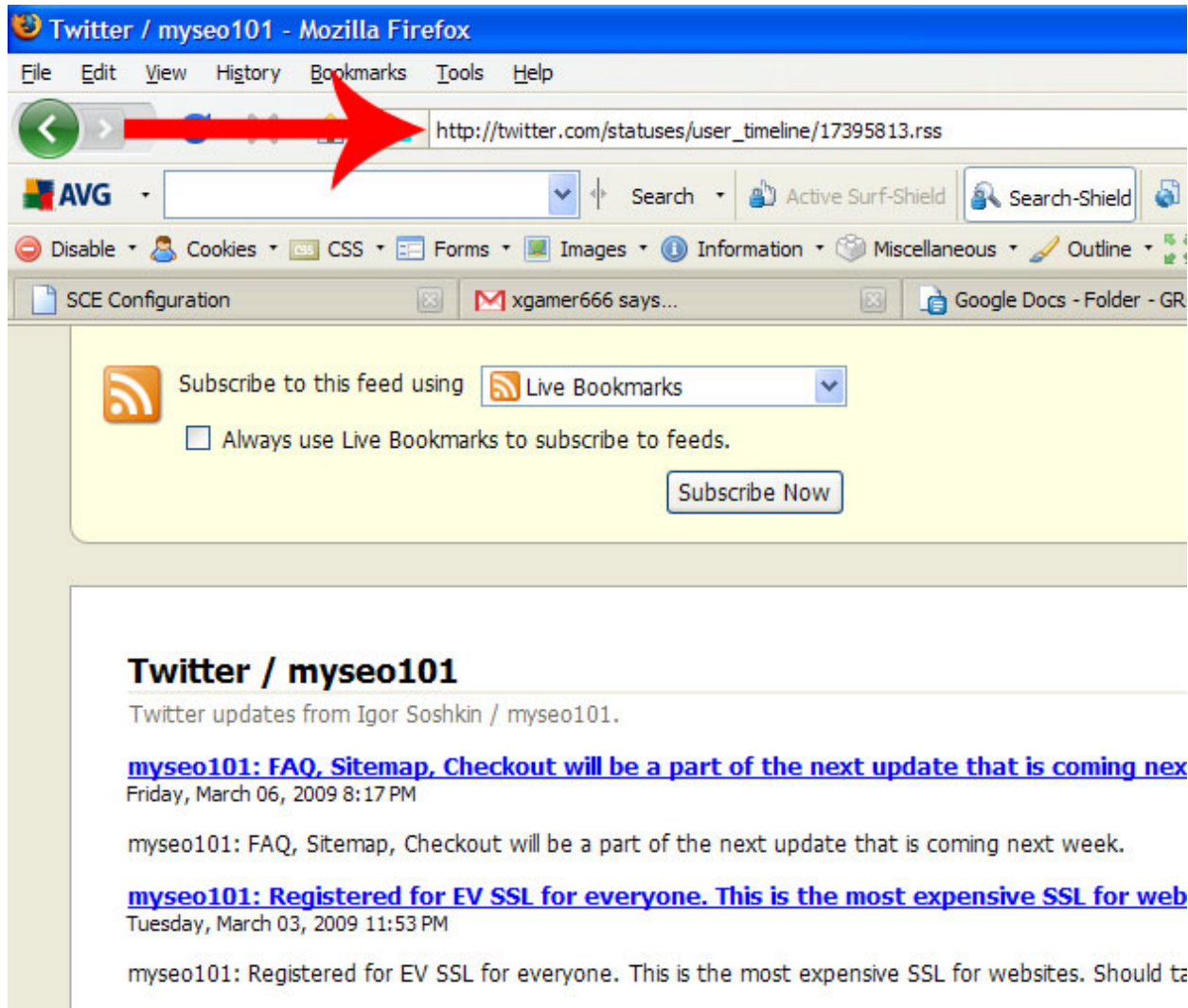
Consider integrating other company's RSS feeds to your News feeds (but watch out for their promotions). For example it may be a good idea to integrate a company's YouTube RSS feed, as they get new videos they will automatically show up and it may be a good idea to integrate a Twitter feed from a manufacturer. But if the manufacturer maintains one Twitter feed to announce new products and promote them to retailers, you may want to consider leaving it out.

To integrate an RSS feed go to Go to STORE MANAGEMENT > SETTINGS > WEBSITE > GENERAL SETTING > RSS Feeds. Click on New Feed and choose where the RSS feed will come from. See the example below:



You have the option to choose Twitter, Blogger, YouTube, Vimeo and Custom Feed. Custom Feed is your personal website feed that will be available to the public and you can maintain it without logging on to any other third party service.

When adding an RSS feed, you must make sure the URL you provide is a real RSS Feed. It will usually end with .rss. If you add any other URL, your RSS will not show up on the New Feeds of the homepage. If you notice that an RSS feed doesn't show up within 20 minutes of adding it, you may want to double check the URL. See the example below for a complete RSS URL:



Creating A Custom Company Feed

We recommend that you first integrate all your RSS feeds from all the social networks. Then you can start a custom feed, which can be maintained from Shopping Cart Elite Back office (GENERAL > RSS FEEDS). If you integrate all the RSS feeds, the content you post in the back office or on the social networks, will show up on your homepage under the news feed. See the examples below of posting a custom feed and what it would look like after posting, on your home page.

General

RSS Feeds


Feed	Posts	Last Update	Preview
Internal Business Feed	1	12/10/2009	

New Post Modify Post Remove Post


Publish Date	Title	Message
12/10/2009	New Products coming next week	<p><font face="Arial" size="2" color="#000000"...

User: igor Retail Website Orders: 0 / \$0.00 12/13/2009 4:38 PM Calendar Calculator


FEATURED PRODUCTS




MimoUSA M3 Power Side View Mirrors with LED




MimoUSA Fiberglass F1 Fenders




Carbon Fiber Headlight Eyelids




MimoUSA Dash Trim




MimoUSA Gloss Black Pillars




Cold Air Intake System




MimoUSA Chrome Door Pillars



MimoUSA Scissor Slide Kit



Aluminum Floor Mats, Car Mat, Floor Mat, Car Floor Mat



Polyurethane Headlights Eyelid

ABOUT OUR COMPANY

Yarkuza specializes in wholesale Drop Shipping of After market auto parts. We carry the most popular lines of brand name aftermarket car accessories that range from dash trim kits, exhausts, air intakes, body kits, Suspension kits, Big Brake Systems, Train Horns, Pillar Covers, headlight Eyelids, and much more. Our dealer network consists of Entrepreneurs selling on a variety of different platforms that range from Retail shops, Websites, ebay, Amazon and other networks for selling products online. We have partnered up with...read more

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