



Social Bookmarking

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Top Social Bookmarking Platforms

- Blue Dot
 - BookmarkSync
 - Del.icio.us**
 - CiteULike
 - Connotea
 - DIGG**
 - Diigo
 - Furl
 - GiveALink.org
 - Google Bookmarks
 - Linkwad
 - Ma.gnolia
 - Mister-Wong
 - My Web
 - Mixx
 - Newsvine
 - Propeller.com
 - Reddit**
 - Simpy
 - SiteBar
 - StumbleUpon**
 - Technorati**
- The 5 most popular bookmarking platforms are highlighted in bold font above.
- Create an account with the major platforms and explore their functionality.

Social Media Optimization

- Make it easy for readers of your content to share it and endorse it for others.
 - Produce valuable content that's worthy of being shared and endorsed.
 - Link Bait** – Creating a huge resource (usually a list) others will appreciate.
- Add This (bookmarking portal): <http://www.addthis.com>
- Share This (sharing utility): <http://www.sharethis.com>

Notes

Social Media Marketing

- Actively bookmarking your own content and contributing to online carnivals.
- Building a presence on social networks and participating in the community.

Notes

Tactical Execution is a division of Beyond the Rate, Inc., a California corporation.